

WLLV
Programs and Issues
3rd Quarter 2023

LOUISVILLE METRO POLICE DEPARTMENT – Louisville Mayor Craig Greenburg announced the appointment of Jackie Gwinn-Villaroel as the permanent Police Chief. Having served as the interim chief for the past six months, she is ready to assume full responsibility. Chief Gwinn-Villaroel was interviewed on WLLV and outlined her goals for the Police Department and her concerns for hiring more officers, better equipping the existing officers, and possibly removing some officers who are not willing to conform to the higher standards that will be expected.

MAYOR’S NIGHT OUT- We participated in the Mayor’s Night Out held in August with station representation and an on-air interview. Mayor Greenburg outlined his budget and an update of his Hike and Bike initiative. The Mayor came on the station for a follow-up interview to share some concerns he received from persons in attendance at the event.

BACK TO SCHOOL BACKPACK GIVEAWAY - WLLV partnered with Park Duvall Health Center for a back to school giveaway that was an overwhelming success. We gave away hundreds of back-packs loaded with school supplies and we able to broadcast live with interviews from the community leaders and Park Duvalle Health staff who shared information for parents regarding vaccinations, immunizations and other concerns needed to start school.

TEACHER OF THE MONTH – We began our annual Teacher of the Month Campaign allowing a students and parents to nominate their favorite teacher by calling in and leaving a message on the Blessings Line naming the candidate and why they should be the WLLV TEACHER OF THE MONTH. The August Teacher was Karen Hatcher from Foster Elementary School. The September Teacher was Thomas Cheatham, Band Teacher at Central High School. Both teachers received music and gift card compliments of the sponsoring record label they were interviewed on WLLV. As a surprise to Mr. Cheatham, three of his students were present at his live interview and shared why his is such a special and caring teacher.

PBS/KET BY MY NEIGHBOR DAY – We partnered with KET TV in their annual “Be My Neighbor Day” Event at Tom Sawyer Park in September. The station staff and Boom Box presence helped to draw hundreds of visitors to the free family event which builds on the values and themes in the Mr. Fred Rogers Neighborhood and introduces children to caring neighbors and community helpers while teaching them the importance of giving back.