

WLOU/WLLV

Programs and Issues

4th Quarter 2021

KENTUCKY'S WORST TORNADO – The worst tornado in the history of the state of Kentucky hit during the end of this Quarter killing over 75 people and destroying homes and businesses, wiping out the almost the entire town of Mayfield and hitting Bowling Green and other cities in the Western part of the state. We shared information on various agencies and churches taking donations of needed items to help as well as information regarding volunteering to aid the victims in cleaning up and salvaging what few memorable items might remain. Personal items were found as far away as Louisville and Lexington, blown by the horrendous winds. Prayer vigils were announced as well and businesses here who gave special donations from patrons.

HEALTH - The Coronavirus Pandemic continues to plague our state and our country. The Delta Variant was thought to be the worst but as this 4th Quarter winds down the new Omicron variant is proving to be a faster spreader and to impact young people. We continue to run a variety of PSA's and informational spots regarding the importance of social distancing, washing hands but most importantly the importance of getting vaccinated and getting boosters which is proving to minimize the impact of the virus and keep people out of the hospital.

EDUCATION – The subject of masks, vaccination requirements and virtual learning continue to be topics of the JCPS system with the new increase in Covid cases and the opinions are varied. We continue to encourage parents to get their children vaccinated by providing information on locations for testing and vaccines and special programs for children and youth. We also continue to broadcast information for African American adult males to assist children of JCPS catching buses in the dark after the shooting last quarter at a West End school bus stop.

HOLIDAY GIVE AWAY- Turkey boxes were given away on-air for persons in need. Some 50 were given away at Christmas. We also provided information of churches and agencies giving away baskets at Thanksgiving and Christmas and toys as well. As a part of our Hot Chocolate Christmas program we gave away Christmas stockings with new music for our listeners via call-in giveaway and we held a drawing and gave away for a TV.