

WLOU/WLLV Programs and Issues

4th Quarter 2016

Holiday Food Drive – The stations collected canned goods and staple food items throughout the month and teamed with Jesus Saves Ministries and Omega Psi Phi Fraternity incorporated who provided turkeys so that food Thanksgiving Food Baskets could be given to families in need. Participation was excellent and 30 + families were helped.

Giant Christmas Stocking Promotion – This promotion was brought back to offer a chance for listeners to register for a giant 8-foot Christmas stocking filled with toys and gifts to be given away. Persons were encouraged to stop by the station to see the stocking and register for the give-away. Registration was also offered at several of our client facilities. In addition to the stocking several other toys were provided, and the drawing took place on December 23rd.

Flu Shots – New strains of influenza are expected to infect Americans this winter and thanks to PSA's and live interviews from the Metro Health Department, information was provided explaining the difference flu shots and pneumonia shots, the symptoms of the flu, who should get the shots, locations and costs. These were run during November and December leading up to the peak season in January.

Tax Laws – IRS and taxes impact most US households and changes in deductions, where to go for information, what changes might you consider in January to better equip yourself for next tax year and who is most affected were among the many topics discussed in two-part series aired on both stations at different dates and times.

Crime Prevention – Often on the increase during the holiday season, a series of PSA's and tips were offered on holiday shopping, protecting the holiday gifts in your home and protecting your family during the holiday season.