

WLOU/WLLV

Programs and Issues

4th Quarter 2020

RACIAL PROTESTS AND DEMONSTRATIONS – Weeks of protests in the City continued by both Local and National groups and individuals as no major action was taken against the police in the Breonna Taylor case. Local Metro Council members introduced legislation to address the concerns of no warrant raids and invasions. Citizen concerns also demanded looking into the Mayor and police department.

Information was made public regarding the need to keep the protests peaceful and respectful of businesses and property as the barriers began to be taken down. The station took a proactive stand to make the Community aware of the truth regarding what actions were warranted and needed, as well as to keep them safe during this emotional time.

HEALTH - The Coronavirus Pandemic hit a major increase in our state and across the country, and again the Governor closed businesses. The stations continued to run PSA's explaining procedures to help control the spread of this deadly disease, and specific information from the Governor was aired regarding our status as the numbers increased. Public Service Announcements are still being run with dates and locations of free screenings for Covid-19 in the community. We are again being proactive, in an effort to keep our listeners safe and updated on all available means of protection against this deadly disease.

In December information was aired regarding the Covid-19 vaccines being introduced and who would be able to receive them first, but also the importance of continuing to follow CDC guidelines including masks and social distancing.

EDUCATION – Most schools in the Louisville area remained closed and utilized virtual teaching. Southern Indiana schools opened, but many were forced to close for periods of time due to COVID-19 among both students and teachers. We aired updated information regarding the virtual classes and options and tutoring and support available to parents and students.

SENIOR COMMUNITY – In partnership with the Kroger Company and Dare to Care, the stations continued to do live remote broadcast each week at various Senior Citizen Complexes to provide healthy and fresh fruits, vegetables and other foods for residents who may not be able to get out to the stores due to COVID-19. The program was very successful and heart-warming.

HOLIDAY GIVE AWAY- Turkey boxes were given away on-air for persons in need. Some 50 were given away at Thanksgiving and even more at Christmas.