

WLOU/WLLV

Programs and Issues

4th Quarter 2022

GUN VIOLENCE – Mass shootings continue to be a major issue in this country with four taking place during this Quarter, two in the state of Virginia. The locations ranged from a WalMart store to a University and an LGBTQ Bar. While there have not been any mass shootings in the Louisville area, the gun violence and homicides numbers are greater than ever and the age of victims wide. We ran PSA's on the need for change in our gun laws and youths with guns and supported several community meetings to discuss action and to get the community more directly involved.

HEALTH - The Coronavirus Pandemic continues to plague our state and our country and it is now joined with an early attack of the flu and RSV especially in children. While mandatory masking and distancing is no longer enforced, PSA's and two health presentations to encourage people to get Covid Boosters and Flu shots and to continue to practice distancing, washing of hands and masking, were a major priority.

POLITICS – With the election of a new Mayor, we experienced the beginning of the transition in local politics and some of the expected changes and vision for the new administration were discussed on both stations by Mayor-elect Craig Greenburg including the appointment of two Metro Council Members as a part of his team to take over January 1. Additionally, outgoing Mayor Fisher made his final announcement of a memorial for Breonna Taylor and one for the Black Six in the downtown area and the receipt of major federal funds to make changes in the 9th street divide which impacts the City economically and racially.

EDUCATION – JCPS announced the amendment to its four year plan which includes the building of six new schools and the expansion of several specialized programs. It also announced raises for teachers. This comes at a critical time since post Covid, there has been a teacher shortage in Jefferson County as well as throughout the state. The subject was highlighted in a special Program aired to clarify concerns in the listening community.

SCAMS – The Federal Trade Commission and Ethnic Media Services held a community program to inform and educate on scams being targeted toward the Black and Latino Communities in the Louisville Area. We had live interviews on both WLOU and WLLV with two different persons from the FTC and we participated in the panel discussion at the event with Mark Gunn representing WLOU and Brodrick Purvis representing WLLV.