

WLLV

Programs and Issues

1st Quarter 2024

MLK HOLIDAY MOTORCADE – In honor of Dr. Martin Luther King Day, we participated in the MLK motorcade in West Louisville with live feeds from the station vehicle on the sub-zero cold day, showing support for this important holiday to our constituents (January).

BLACK HISTORY – The station sponsored a free Black History Gospel Concert featuring JJ Hairston, James Fortune, and La'Trice Pace in February. The concert was to celebrate Black History through gospel music and the turnout was great with much positive feedback.

LOUISVILLE METRO MAYOR – Louisville Mayor Craig Greenburg spoke on the issue of gun violence which included a major shooting in downtown Louisville near 4th Street Live in broad daylight killing at least one person and injuring three others. The Mayor also spoke regarding the importance of MLK Day to our City. He announced Phase 2 of the Alberta Jones Park in West Louisville which will begin this summer. His monthly live broadcast from the station

JAMES FORD – James Ford, the oldest member of the WLLV Staff, received the Descendants of Slaves Achievement Award from Rev. James Elliot and the Community of Descendants of Slaves at their annual banquet in February. Mr. Ford passed in March and the station honored him as the community leader, mentor and voice of WLLV for over 54 years. His involvement included mentoring, having trained over 25 radio announcers throughout the community, training at the US Postal Service and in the US Army.

VOTER REGISTRATION – We ran a series of promos in February encouraging people to register to vote in the upcoming Presidential election including locations and ways to register. We also engaged with the NAACP at an outreach to register people at two local community events.