

WLME – Lewisport, KY
QUARTERLY ISSUES AND PROGRAMS

JULY - SEPTEMBER 2019

In Accordance with the Federal Communications Commission's rules and regulations, the following – in the opinion of station **WLME** – are the issues and needs of the community that were served during the period stated above. They are not necessarily in order of importance. Each is addressed by public service programming or station promotion.

PLACED IN THE **WLME** PUBLIC FILE

October 10, 2019

RESPECTFULLY SUBMITTED:



Rob Nichols, Chief Operator

Quarterly Report

July 2019 – September 2019

Cromwell Radio Group

Station: WLME-FM

**Prepared by:
Rob Nichols**

Issues List for This Report:

- 1. Severe Weather Preparedness**
- 2. Hospice Care**
- 3. Employment**
- 4. Live at 5**
- 5. Humane Society**
- 6. Kentucky Spotlight – Victims of Violence**
- 7. Indiana Spotlight - NASH**

SEVERE WEATHER PREPAREDNESS

Summer is a critical time to keep listeners informed about severe weather. Listeners need to be made aware immediately of severe storms so they can make the proper preparations.

RESPONSIVE PROGRAMMING

WLME utilizes the services of media partner 14WFIE out of Evansville for severe weather coverage. When a warning is issued and the storm is bad enough for wall-to-wall coverage from the television station, all Cromwell stations simulcast the 14WFIE signal until the threat passes.

Several times during quarter when needed. Length often exceeds 30 minutes at a time.

HOSPICE CARE

Western Kentucky Hospice is a care organization that ministers to patients with terminal illness and their families. They run a facility called Heartford House, where such patients spend their final days surrounded by family and caring Hospice Staff.

RESPONSIVE PROGRAMMING

WLME and sister stations teamed with Foreman Watson Holtrey for another Donation Drive Thru, where food is provided by Ole South Barbecue. Drivers were encouraged to stop by FWH at 530 Frederica to grab dinner and donate what they could to Heartford House.

Several hours of pre-promotion, including broadcasts from the event on September 27.

EMPLOYMENT

The Owensboro area has many businesses looking for qualified individuals. Often they have difficulty finding the right candidates.

RESPONSIVE PROGRAMMING

WLME and sister stations promoted and participated in a Job Fair at the Owensboro Convention Center. Job-seekers were encouraged to come in and talk to potential employers.

Dates: 2 weeks of live mentions promoting event, and 2 hours of live broadcasts August 9.

LIVE AT 5

Being a sports station, WLME does cover teams from all over the city and state. But Live at 5 is a show that covers all happenings in the area, sports related or not. A listener can be informed about the latest scores, as well as fund-raising events in the community.

RESPONSIVE PROGRAMMING

WLME brought back Live at 5, with host Steve Turner. Many topics are covered on the program, from its new studio.

Weekdays, live at 5pm on The Game. One hour.

HUMANE SOCIETY

One visit to any animal shelter in the area makes it clear that many potential pets are in need of homes. The Owensboro Humane Society strives to give animals forever homes, without the need to euthanize the animals.

RESPONSIVE PROGRAMMING

WLME features members of the Humane Society every Friday, including a four-legged visitor or two. Listeners are told how to adopt a pet, and with Facebook Live can even see the featured animal.

Airs every Friday afternoon during the Live at 5.
Approximately 10 minutes.

KENTUCKY SPOTLIGHT – VICTIMS OF VIOLENCE

Every year, people are attacked and even killed because of their beliefs. August 22 was set aside as a day to remember those suffering for religion or belief.

RESPONSIVE PROGRAMMING

WLME aired an edition of Kentucky Spotlight with Rob Nichols, in which John Clements talked to Tony Perkins of the Family Resource Council about the day, and the fact the 82 percent of the world's population is under a repressive government.

Aired 8/21/19, 9:42pm. Length: 3:00

INDIANA SPOTLIGHT – NASH

NASH is a non-alcoholic form of Hepatitis. It affects thousands of Hoosiers and others around the country. Strides are being taken to recognize its symptoms and forms of treatment are being discovered.

RESPONSIVE PROGRAMMING

WLME aired an edition of Indiana Spotlight with Rob Nichols, in which NASH was discussed in detail with Dr. Amman Escapur. Ways of treatment were discussed concerning this liver ailment.

Aired 8/8/19, 8:56pm. Length: 4:36