

WLOU/WLLV

Programs and Issues

4th Quarter 2015

National Fire Prevention Week – was a highlighted subject during the month of October. Structural fires, mainly residential, seem to be on the increase again with small electric and propane heaters being a major contributor during the winter months. The Louisville Fire Department held several events including having the fire trucks at events for children to explore and to continue to teach ‘stop, drop and roll’ to children. The live interview shared information regarding fires caused by candles, fire prevention tips, and the importance of having a fire drill both for families with children and older persons living in the home.

Youth focus this quarter was about limited jobs and educational struggles. The Urban League youth programs are geared to older youth ages 18-25 and they again teamed up with Macy’s Department store’s “Shop for A Cause”. We ran a series PSA’s about the program and the opportunity for many to be involved by shopping and supporting.

Health concerns this quarter addresses the importance of early detection as it relates to cancer in men and women, diabetes, blood pressure, heart health and bone density. While each of the major diseases are addressed during their respective month, the Louisville Metro Health Department provides screenings for all of these things and more on their mobile unit. A series of PSA’s were run to give dates and locations for the unit, volunteer opportunities to help the Department and a 30-minute program on the importance of the early detection in each of these diseases and health concerns.

Right to Life is recognized in November and we ran a series of awareness pieces and some PSA’s to make people aware of the importance to protect human life. These vignettes were provided by the Ad Council

Winterfest – In the interest of Community involvement and consistent with spreading information about the station and its programs throughout the community, we participated in the first annual Old Walnut Street Winterfest in December, providing music persons as MC’s for various segments of the event and distributing station information as well as.