

WLOU/WLUE

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 ran a series of one-minute vignettes called Heroes in Black History which highlighted a wide variety of Black Leaders in the Louisville Community, both male and female and living and deceased. Over 52 people were highlighted daily.

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.

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 two outreach events to register people to vote on site.

WOMEN'S HISTORY – The station ran a series of one-minute vignettes during Women History Month (March) highlighting their contribution to the community.

SAFETY – A major accident on the Clark Memorial Bridge which left a semi-tractor truck hanging off the side of the bridge with its' driver inside led to an intense on air report including the removal of the driver by Louisville Metro Firefighters, the updates regarding persons involved in in the accident and the closing of the bridge that day and for several days following and we continue to announce the closing of the bridge for repairs which will continue for several weeks.

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.

MOLO VILLAGE – We partnered with Molo Village in the sponsorship of a gala to raise funds for Phase 2 of the village which is the building of an all-purpose Community Center in the Russell Neighborhood.