WLOU/WLUE

Programs and Issues

4th Quarter 2023

BREAST CANCER WALK – The station sponsored a major Breast Cancer event in October, with our first annual Breast Cancer Walk at the Norton's Sports Complex in West Louisville. The event took place on a Saturday morning with registered walkers and bike riders. The walk was four times around the sports complex track and the bike ride was 13-miles around the city. The turnout was good and the event included music, vendors, food, and gifts for the participants and for the survivors who attended as our special guests in an honored tent. We had special guests from the government and from several sponsoring companies.

LOUISVILLE METRO MAYOR – Louisville Mayor Craig Greenburg spoke on the issue of Park renovation and new parks in the West Louisville area. Elliot Park has been completely renovated and a grand opening was held. A new park, Albert Jones Park Phase one, has been built on Howard Street and the grand opening was held in November. The Mayor also spoke regarding the gun violence and police issues in our community and several new organizations and committees that have been established to address the problem, assist the police as well as present possible solutions.

NAACP GET OUT TO VOTE – We ran PSA's which we produced by a number of important community leaders including the NAACP, Louisville Metro Government, Kentucky Legislature, and several non-profit organizations, encouraging people to get out and vote in the November General Election. We also provided contact information for people to call to get information on their polling locations and to get rides for those needing transportation on election day.

CHRISTMAS ON THE INSIDE – WLOU partnered with Sister Song to hold a Christmas party for the families and children of persons who are incarcerated. We provided toys and gifts, music and food and helped these families and particularly the children to have a special holiday. The event was well received, and the staff worked hard to make it a success.