

## WLOH Radio Company- Issues and Programs Report

For the Third Quarter 2021 Prepared by: Mark E. Bohach

The following issues were identified during the quarter:

WLOH aired the following programming in response to these issues:

- 1- Covid 19 Delta Variant- effect on the local economy.
- 2- Senior Citizen Health Issues
- 3- The Lancaster Festival and other local events return amidst Covid Guidelines.
- 4- Upcoming Medicare Election Window
- 5- Swimming Pool Safety

1- Covid 19Delta Variant and the local economy:

WLOH Broadcast a local feature on Fridays in the 12 Noon Hour with Lancaster City council President David Uhl. David discussed the shortage of workers that is impacting local restaurants, and other businesses and institutions. Other topics covered were announcements of two new industries coming to Lancaster- A Google Data Center and Chiyoda Integre.

Dates for these broadcasts: July 2, July 9, July 16, July 23, August 20, August 27, September 3, September 10 and September 25<sup>th</sup>. Each weekly feature was ten minutes total duration.

2- Senior Issues

WLOH broadcast weekly updates with representatives of Meals on Wheels/Older Adult Network of Fairfield County. Topics discussed included the reopening of congregate dining sites, mask requirements and emergency assistance currently available and general awareness issues.

The “Brown Bag It For Hunger” fundraiser was also discussed along with September being Hunger Awareness Month.

Dates for these broadcasts: July 7, July 14, July 21, July 28, August 4, August 11, August 18, August 25, September 1, September 8, September 15, September 22<sup>nd</sup> and September 29<sup>h</sup> . Each feature was ten minutes duration.

### 3- Festival and Event Coverage

After being cancelled last year, during the period, the following community events were covered:

4<sup>th</sup> of July Parade and Festivities - 7-5-21 2 Hours Live Broadcast.

The Perry County Fair- July 19 through July 24 6 Hours Live Broadcast

The Lancaster Festival Artwalk and concert schedules-7-16-through 7-24-21 4 Hours Live Broadcast plus 140 60-second update announcements.

The Millersport Sweetcorn Festival Parade and Events – 9-1-21 through 9-4-21

2 Hours Live Broadcast plus ten 60-second event updates.

The Thornville Backwoods Fest- Event PSAs

The Hocking County Fair- 9-13 through 9-18 2021- 6 Hours Live Broadcast plus 30 60-second Junior Fair reports.

During all live broadcasts, Covid Safety was discussed with regard to these events.

### 4- Medicare Open Enrollment

This issue was identified as one of the most confusing for those 65 or older. The window opens October 15<sup>th</sup> and those on Medicare must decide what plans and options to choose for the next year.

Dawn Legg or Interim Healthcare provided guidance on all aspects of Medicare- going the Parts A-D, defining what each one covered and explaining the many Part C and D options that exist. She also directed listeners to the official Medicare website and discussed the available comparison tools currently available.

Segments were ten minutes duration and ran in the noon Hour on 9-7, 9-14, 9-21 and 9-28, 2021

### 5- Swimming Pool Safety and Children

The Summer Months mean an increase in potential drownings in swimming pools.

WLOH aired a special feature- Hometown Health Update. These 60 second features highlighted the issue of pool safety and the steps parents and guardians needed to take to keep children safe around pools. A total of 35 60-second updates were aired at various times throughout the period.