

# **P U B L I C F I L E**

## **WLIV AM 920 & WLIV FM 104.7**

**PUBLIC AFFAIRS TOPIC: Local Anti-Drug Coalition**

**WLIV AM and WLIV FM reached out to the local Anti-Drug Coalition to work with them on their anti-drug campaigns.**

**We were glad to assist them in telling the public what the coalition does and the dangers of substance abuse.**

**The local coalition works closely with schools and other organizations and regular seeks help and support through volunteers efforts of the people of the community.**

**WLIV AM and FM aired a series of public affairs messages featuring the local coalition director as well as local officials. The campaign was also intergrated into WLIV's strong involvement in the local sports scene. WLIV AM and FM broadcast these messages from the Anti-Drug Coalition as part of our high school sports coverage.**

**We later included the Upper Cumberland coalition in addition to just the local coalition because of the great reach of a region-wide coalition campaign.**

**WLIV AM and FM also broadcast news coverage of Anti-Drug Coalition meetings and other events.**

**We welcomed the local director to be on our public affairs program: "Comunity Spotlight".**

**Placed in the public file for the first quarter of 2017**

**WLIV AM (X)**

**WLIV FM (X)**