

PUBLIC FILE

WLIV AM 920 & WLIV FM 104.7

Public Affairs Campaign Subject: Summer Heat

The arrival of hotter-than-average temperatures much earlier in the summer season prompted our stations – both AM & FM – to air a series of features on the dangers of high temperatures.

Our series focus on the health issues extreme temperatures present to both humans and animals.

After gathering information from a number of health information sources, WLIV produced a series we call simply SUMMER HEAT. Both stations began airing the series on June 3, 2019.

Topics covered included how to avoid extreme temperatures, when to seek medical attention, dressing for hot weather, checking on the elderly, watching animals in very hot climates, etc.

Knowing that exposure to extreme heat can result in serious health-related issues and in some cases even death, WLIV AM & FM believe our SUMMER HEAT series to be a valuable and timely public affairs campaign that our community needs to hear.

As summer 2019 unfolds and temperatures continue to rise, WLIV AM & FM will continue our SUMMER HEAT public affairs series and include additional new features and interviews with health care officials who know the importance of alerting the public of the dangers of extremely hot summer season weather.

Placed in the public file June 9, 2019.
This SECOND quarter, 2019 program material was carried on:

WLIV AM (✓) WLIV FM (✓) BOTH STATIONS (✓)