

PUBLIC FILE

WLIV AM 920 & WLIV FM 104.7

Topic: Coronavirus Guidelines

Using the president's coronavirus guidelines for America mailing, WLIV on-air staff created our own campaign to educate and remind our listeners of the ways to protect themselves and their family during the coronavirus outbreak that is world-wide, and now beginning to affect our population.

The campaign addressed all age groups: the young and otherwise healthy; the older citizens; and those with pre-existing health conditions.

WLIV announcers each provided on-air material as part of our campaign. Announcers told our audience to:

Avoid large gatherings

Use pickup and delivery options when dining out

Work and study from home

Avoid discretionary travel

Do not visit nursing homes, retirement homes, long-term care homes

The series also promoted the ways to keep ones self healthy and avoid the coronavirus:

Wasing hands

Avoid Touching your face

Sneeze of cough into your elbow or into a tissue

Properly and frequently disinfect used items and surfaces

Each WLIV AM-FM accouncer participated in this public affairs campaign and produced material for inclusion in the on-air campaign.

Placed in the public file March 30, 2020.

This First quarter, 2020 program material was carried on:

WLIV AM (X) WLIV FM (X) BOTH STATIONS (X)