

PUBLIC FILE

WLIV AM 920 & WLIV FM 104.7

Public Affairs Campaign: Annual County Fair
Guest: Various

The annual Overton County Fair brings together a cross-section of our community. WLIV broadcast Monday through Friday afternoons during fair week – from 4:30 to 8 pm each day.

During our three and a half hour live from the fair broadcast each day (a total of 17 ½ hours during fair week), WLIV interview a wide variety of individuals representing many different segments of our listening community: civic club leaders, church groups, school groups, elected officials, community and business leaders, and, of course, fair board representatives.

Our station provided free air time for the guests to tell listeners who they represent and time to enlighten listeners about what it is they do the other 51 weeks of the year.

Many use fair week as fund-raising time to make money to carry on needed community projects during the year.

In addition to our “live from the fair” broadcasts, our stations aired fair week reports throughout each day of fair week to inform listeners of winners in the various divisions of competition and provide scheduling information for upcoming fair week events.

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This SECOND quarter, 2019 program material was carried on:

WLIV AM (x) WLIV FM (x) BOTH STATIONS (x)