

# PUBLIC FILE

WLIV AM 920 & WLIV FM 104.7

## Public Affairs Campaign: Back To School Safety

The end of summer signals the start of another school year in our community. An increased number of vehicles on the road, students walking to and from school, and school buses stopping on highways to allow students to board and unload are all reasons to remind drivers to be even more alert.

School zones pose a special safety risk and our BACK TO SCHOOL SAFETY campaign also focused on the need to be alert to school zones and to always observe the reduce speed limits posed in all school zones.

The new Tennessee law prohibiting the use of cell phones while operating a vehicle also came into play as another school year was getting underway. WLIV AM & FM reminded our listeners that not only was it a crime to use cell phones in designated school zone areas, but now it's a new law that no cell phone use is allowed anywhere while driving a vehicle.

Our BACK TO SCHOOL SAFETY campaign aired during August, 2019 to help make this a safer school year for students, teachers, and the public as a whole.

This feature aired numerous times in various dayparts.

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This THIRD quarter, 2019 program material was carried on:

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