

# PUBLIC FILE

## WLIV AM 920 & WLIV FM 104.7

Upper Cumberland Area Agency on Aging and Disability hosted a meeting March 16<sup>th</sup> to discuss ways that thousands of Upper Cumberland residents who are eligible for assistance through the SNAP program (Supplemental Nutrition Assistance Program) can be reached.

The agency was seeking the opportunity to work with organizations in the region to develop a comprehensive outreach plan to get the word out to those who qualify.

Both stations (WLIV AM & WLIV FM) ran numerous community reminders, news stories, and calendar of events notices to call attention to this issue with the general public and to encourage a good turnout of those who can partner with the agency to further disperse information to those who need to take advantage of the programs.

SNAP is a vital link connecting local residents with the Supplemental Nutrition Assistance Program. We believe there is a real issue of people and families not getting proper nutrition and both WLIV AM and WLIV FM were glad to participate in making the community aware of this issue and how they and their employees in various organizations can help. Thousands of people in our audience stand to gain long-term benefits from this public affairs messaging.

Placed in the PUBLIC FILE FIRST QUARTER, 2018

This information furnished for:

WLIV-AM

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Both