

PUBLIC FILE

WLIV AM 920 & WLIV FM 104.7

Spring storms and threats of tornado-like conditions are a matter of concern as springtime weather approaches our city and is a matter of concern for the entire listening area.

In years past, tornado-like storms have done considerable damage to residential and commercial property here.

Our on-air "BE SAFE IN THE STORM" campaign aired just prior to and during the start of the springtime storms was done to promote awareness of how quickly storms can move into this area and the potential damage they can do – reminding listeners of past tornado seasons and the aftermath of those storms.

WLIV AM & FM BOTH RAN (IN MARCH, 2018) THIS INFORMATIONAL CAMPAIGN IN RESPONSE TO THE ANNUAL OUTBREAK OF SEVERE SPRINGTIME WEATHER IN LIVINGSTON, MONTEREY, BYRDSTOWN, GAINESBORO, CELINA, AND COOKEVILLE. THIS ANNUAL SPRINGTIME OUTBREAK OF STORMS ALWAYS POSES A THREAT TO LOCAL RESIDENTS.

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This particular program material was carried on:
WLIV AM (X) WLIV FM (X) BOTH (X)