

# **P U B L I C     F I L E**

**WLIV AM 920 & WLIV FM 104.7**

**PUBLIC AFFAIRS TITLE: School's Out Safety .  
SUBJECT: Awareness of Kids On Summer Break**

**The end of the school year always means many more boys and girls are no longer in the classrooms during the day but are now out in the general population in great numbers.**

**WLIV Radio made our community more aware that our young people need to be carefully watched out for when driving.**

**Young people often are travelling to be with friends and frequently can be seen walking along busy roads and city streets. This poses a hazard to both motorists and the pedestrian. Motorists need to be constantly aware that they may encounter boys and girls walking or crossing where there is moving traffic.**

**WLIV AM and FM aired a public affairs series which started just as the school year was ending and continued to run through much of the summer vacation weeks while boys and girls were out in greater numbers.**

**All of our on-air staff each had a part in this campaign. We believe our campaigning to be a valuable service to the community and an effective way to raise awareness of the community as a whole and motorists in particular to importance of being extra alert during they months schools are on summer break.**

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This material was broadcast on:**

**WLIV AM ( X )     WLIV FM ( X )**