

PUBLIC FILE

WLIV AM 920 & WLIV FM 104.7

PUBLIC AFFAIRS TITLE: Dangers of Sunburn

We are in the season of the year when people experience a great deal of exposure to the blazing summer sun. Sunburn and permanent damage can - and often do - occur.

Dermatologists and other health care providers have long warned the public about the risks they are taking in overexposing themselves to the sun. It's a problem that can cause long-term consequences for all ages.

WLIV AM & FM aired a special in-house-produced public affairs campaign to remind our audience that fun in the sun only goes so far.....that sunburn, when it happens, is both painful and comes with consequences.

Over-exposure to the sun can cause permanent damage and aging of the skin and can increase the chances of skin cancer.

Our series educated listeners that while in most cases overexposure to sun (sunburn) won't result in death, it can cause permanent damage to skin cells. Each time skin damage occurs due to sunburn, the chance of skin cancer increases.

WLIV AM and FM believe that with our close proximity to several lakes and fun in the sun areas, this is a timely and beneficial public affairs effort.

WLIV AM (✓) Public File WLIV FM (✓) Public file
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