

PUBLIC FILE

WLIV AM 920 & WLIV FM 104.7

PUBLIC AFFAIRS TOPIC: Flu Vaccines

The changing of seasons from fall to winter brings about the awareness of the importance of flu vaccines.

WLIV AM & FM created an in-house campaign to enlighten the public on the dangers of not getting an annual flu shot.

Realizing that not everyone gets the annual shot, WLIV AM and FM aired a series telling about flu vaccines and giving listeners information to help them, along with consultation with their primary physician, decide if this is the year to start getting flu shots.

Stressing that the flu is a respiratory illness that is a virus, our series mentioned some of the possible outcomes of NOT getting the vaccine. They range from actually getting the flu to, in more serious cases, lead to more serious health concerns and in extreme cases even death.

Knowing some are hesitant to getting a shot the first time, our series touched on: Side effects; Who Should Get A Vaccine; Age groups benefitted most; Recent studies by major clinics.

While our series neither urged nor discouraged getting a flu vaccine, we believe the series provided some valuable information and insight to our listeners that should be helpful to them in evaluating their individual situations about flu vaccines.

We believe this was a valuable information source to the community.

Placed in the public file for the 4th quarter,
2016

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