

# **P U B L I C F I L E**

**WLIV AM 920 & WLIV FM 104.7**

**PUBLIC AFFAIRS TOPIC: Winter Weather Driving Hazards**

**WLIV AM and WLIV FM have always been committed to keeping our community safe in whatever weather season it may be. We regularly broadcast weather safety campaigns.**

**For this time of year, our focus is always on winter weather.  
Our locally-assembled and produced campaign featured messages about  
Safe driving in all sorts of winter weather  
Watchin for "black ice"  
Keeping your car fit in winter  
Safe travels on snowy roads  
Awareness of emergency numbers if needed  
Driving at a safe distance from others  
Planning in advance**

**Our sources of information were both local and national organizations.**

**We generally do not have a long period of non-stop winter weather driving conditions and for that reason, drivers can find themselves unprepared to face a snowy/icy morning road.....or a winter road on the way home from work.**

**Each on-air personality was used to produce segments for this seasonal public affairs campaign.**

**for the first quarter of 2017**

**WLIV AM (✓)**

**WLIV FM (✓)**