

WYZZ QUARTERLY ISSUES AND PROGRAMS REPORT
[October - December 2010]

WYZZ'S programs, news reports and public services announcements provided significant treatment of the following issues that were important to the community in the 4th quarter of 2010:

October 2010

(Random Selection)

Government:

10/11 0:19 Noon

EARLY VOTING KICKED OFF STATE-WIDE TODAY. RESIDENTS GOT A JUMP START ON CASTING THEIR BALLOT FOR THE FALL MID-TERM ELECTIONS.

10/19 2:37 10pm

WMBD 31 IS TAKING ACTION TO KEEP YOU INFORMED THIS ELECTION SEASON. IN A SPECIAL SERIES, WE'RE SIDING DOWN WITH THE CANDIDATES IN SOME KEY RACES, ASKING THEM ABOUT THE ISSUES AFFECTING YOU. TONIGHT, WE HEAR FROM STATE REPRESENTATIVE CANDIDATES IN THE 91ST DISTRICT, INCUMBENT DEMOCRAT MIKE SMITH, AND REPUBLICAN CHALLENGER MIKE UNES.

10/26 2:49 10pm

TONIGHT, WE CONTINUE TO TAKE A CLOSER LOOK AT THE CANDIDATES VYING FOR YOUR VOTE ON NOVEMBER SECOND. WITH THE ELECTION JUST ONE WEEK AWAY - WMBD'S LISA MILLER SITS DOWN WITH THE THREE PEOPLE WHO WANT TO SERVE THE 18th DISTRICT IN THE U-S HOUSE OF REPRESENTATIVES.

Environment:

10/22 0:49 6pm

ILLINOIS CENTRAL COLLEGE HOPES A SPECIAL BUILDING TECHNIQUE WILL PROVIDE SOME UNIQUE LEARNING OPPORTUNITIES. THE SCHOOL IS PUTTING A GREEN ROOF ON ITS NEW FITNESS CENTER. PLANTS WILL GROW ON TOP OF THE NEW ONE HUNDRED-THOUSAND SQUARE FOOT BUILDING.

10/25 0:47 10pm

A LOCAL HIGH SCHOOL IS GOING GREEN AND WILL BE SEEING MORE GREEN TOO, THANKS TO THEIR ENVIRONMENTAL EFFORT. METAMORA HIGH SCHOOL IS USING SOLAR POWER TO HELP GENERATE ELECTRICITY AND LOWER BUILDING COSTS.

10/28 0:53 10pm

SEVERAL LOCAL ORGANIZATIONS, INCLUDING PEORIA'S DISTRICT 150, ARE GEDING A BIG BOOST TO GO GREEN. THE "ILLINOIS DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY" IS ANNOUNCING NEARLY 1-POINT-2 MILLION DOLLARS IN ECO-FRIENDLY GRANTS.

Economy:

10/14 :30 Noon

PRESIDENT OBAMA IS EXPECTED TO OUTLINE A NEW ROUND OF ECONOMIC INITIATIVES THIS AFTERNOON DURING A MEETING AT THE WHITE HOUSE. THE LATEST PLAN IS AIMED AT CREATING PARTNERSHIPS BETWEEN PRIVATE INDUSTRY AND COMMUNITY COLLEGES ACROSS THE COUNTRY.

10/8 1:39 Noon

NEW UNEMPLOYMENT NUMBERS SHOW THE NATION IS STILL STRUGGLING TO CREATE JOBS.

95,000 JOBS DISAPPEARED LAST MONTH - AND THE JOBLESS RATE IS STILL STUCK AT 9.6%.

10/12:23 10pm

CANDIDATES FOR THE 91ST AND 92ND STATE REPRESENTATIVE DISTRICTS SAY JOBS AND THE ECONOMY ARE TOP CONCERNS FOR THEM. 91-ST DISTRICT DEMOCRATIC INCUMBENT MIKE SMITH SAYS LAWMAKERS MUST CONTINUE TO DO WHATEVER IT TAKES TO CREATE AND KEEP JOBS IN THE STATE. WHILE HIS OPPONENT, REPUBLICAN MIKE UNES SAYS THE STATE NEEDS TO STAY OUT OF THE WAY OF SMALL BUSINESS.

Health:

10/6 :24 10pm

A ROOM IN PEORIA'S KELLAR PRIMARY SCHOOL IS CLOSED DUE TO MOLD. THE ROOM IS PART OF SOME NEW CONSTRUCTION AT THE SCHOOL. IT'S BEEN CLOSED SINCE THE BEGINNING OF THE SCHOOL YEAR.

10/15 :31 Noon

WOMEN IN CENTRAL ILLINOIS BETWEEN THE AGES OF 40 AND 64 CAN TAKE ACTION FOR THEIR HEALTH IN ANOTHER WAY TODAY. THE TAZEWELL COUNTY HEALTH DEPARTMENT AND PEKIN HOSPITAL ARE CELEBRATING NATIONAL MAMMOGRAPHY DAY WITH FREE MAMMOGRAMS.

10/22 :17 10pm

ROPP JERSEY CHEESE IN NORMAL IS VOLUNTARILY RECALLING SOME OF ITS CHEESE PRODUCTS OVER CONCERNS THEY MAY CONTAIN ANTIBIOTICS. THE PROBLEM WAS DISCOVERED DURING A ROUTINE SCREENING BY THE ILLINOIS DEPARTMENT OF PUBLIC HEALTH.

Education:

10/04 1:40 10pm

DUNLAP VOTERS PREPARE TO TAKE ACTION ON A REFERENDUM TO BUILD A NEW SCHOOL. OUR ELECTION COVERAGE CONTINUES AS WMBD'S BRET LEMOINE REPORTS ON THE EXPANDING SCHOOL DISTRICT.

10/07 2:07 6pm

THE D.A.R.E. PROGRAM IN WOODFORD COUNTY COULD BE ON THE CHOPPING BLOCK. WMBD'S MARIA CHANDLER HAS MORE. METAMORA GRADE SCHOOL'S SUPERINTENDENT SAYS D.A.R.E. TEACHES THE FIFTH GRADE CLASS TO SAY NO TO DRUGS, ALCOHOL, AND BULLYING. AND WHILE MR. PAYNE DOESN'T KNOW EXACTLY HOW TO MEASURE PREVENTION ...TO HIM, THERE'S PROOF IT WORKS.

10/20 :46 10pm

SOME CENTRAL ILLINOIS SCHOOLS ARE GETTING A BIG FINANCIAL BOOST FROM THE STATE. IT'S PART OF A STATEWIDE CAPITAL PUSH CALLED ILLINOIS JOBS NOW, WHICH AIMS TO CONSTRUCT NEW BUILDINGS OR MAKE REPAIRS TO EXISTING STRUCTURES.

Social Justice:

10/1 :57 10pm

LOCAL FOOTBALL TEAMS 'BLACKED OUT' FOR EASTER SEALS. ELMWOOD-BRIMFIELD AND FARMINGTON FANS TOOK ACTION TO RAISE AWARENESS FOR CHILDREN AND ADULTS LIVING WITH DISABILITIES.

10/8 1:52 6pm

GOVERNOR PAT QUINN IS MAKING STATEMENTS ABOUT CIVIL UNIONS THAT HAVE CENTRAL ILLINOIS RESIDENTS TALKING. W-M-B-D'S BRET LEMOINE TAKES THE ISSUE TO VOTERS.

10/11 :42 5pm

FOR SOME PEOPLE - COMING TO TERMS WITH THEIR SEXUALITY IS NO EASY TASK. BUT AT I-S-U TODAY -IT GOT A LITTLE EASIER. STUDENTS AND STAFF ON CAMPUS CELEBRATED NATIONAL COMING OUT DAY.

November 2010
(Random Selection)

Government:

11/2 All Day Coverage of Election Results

11/10:43 10pm

U.S. SECRETARY OF TRANSPORTATION RAY LAHOOD IS BACK HOME IN PEORIA TODAY TALKING HIGH SPEED RAIL. LAHOOD WAS THE KEYNOTE SPEAKER AT THE FUTURE OF MIDWEST TRANSPORTATION CONFERENCE. LAHOOD SAYS HE IS PUSHING TO PASS A SIX YEAR FEDERAL TRANSPORTATION BILL, WHICH WOULD OPEN THE DOOR FOR ILLINOIS TO RECEIVE TO MORE FEDERAL FUNDS.

11/30 :18 10pm

STATE REPRESENTATIVE ELECT MIKE UNES IS SAYING FAREWELL TO HIS OLD JOB TONIGHT. IT'S UNES' LAST EAST PEORIA CITY COUNCIL MEETING BEFORE HE TAKES HIS PLACE IN SPRINGFIELD.

Environment:

11/8:41 Noon

NON-PROFITS NOW CAN EARN EXTRA GREEN WHILE HELPING MAKE ILLINOIS GREENER BY JOINING THE NEW AMEREN ILLINOIS ACT ON ENERGY REFRIGERATOR RECYCLING REFERRALS PROGRAM.

11/12 :49 6pm

PEORIA'S CITYLINK IS SHOWING THE COMMUNITY HOW IT'S TAKING ENVIRONMENTAL ACTION. CITYLINK HAS BEEN USING B-20 BIOFUEL IN ITS BUS FLEET SINCE AUGUST OF LAST YEAR, AND UNVEILED A SPECIAL BUS EARLIER TODAY MARKING THE ACHIEVEMENT. B-20 BIOFUEL IS MANUFACTURED USING PRODUCTS LIKE SOYBEANS AND USED COOKING OIL, AND HAS CUT GREENHOUSE GASES PRODUCED BY CITYLINK BUSES BY ALMOST EIGHTY PERCENT.

11/29 :38 5pm

THE SUN IS HELPING NORMAL SAVE A LITTLE MONEY. 46 SOLAR PANELS WERE RECENTLY INSTALLED ON THE ROOF OF THE CHILDREN'S DISCOVERY MUSEUM. THEY'RE GOING TO PRODUCE 14-THOUSAND KILOWATS OF ENERGY EACH YEAR.

Economy:

11/3 1:44 6pm

AFTER FIFTEEN YEARS OF OPERATION, GERMANTOWN HILLS RESIDENTS ARE SAYING GOODBYE TO

THEIR LOCAL GROCERY STORE. AS WMBD'S KIM BEHRENS EXPLAINS, JUBILLE FOODS WILL BE GREATLY MISSED WHEN IT'S GONE.

11/11:59 10pm

ONE OF CENTRAL ILLINOIS' LARGEST EMPLOYERS IS COULD SOON DOLE OUT THE PINK SLIPS.

BLOOMINGTON BASED STATE FARM INSURANCE SAYS JOB CUTS ARE A POSSIBILITY FOLLOWING A NEW STUDY OF ITS INTERNAL OPERATIONS. WMBD'S TWIN CITIES BUREAU CHIEF JACOB LONG HAS MORE.

11/15 :57 10pm

CATERPILLAR MAKES ITS BIGGEST ACQUISITION EVER BUYING WISCONSIN BASED MINING COMPANY BUCYRUS INTERNATIONAL. CAT SAYS THE EIGHT POINT SIX BILLION DOLLAR DEAL WILL GIVE CUSTOMERS MORE TO CHOOSE FROM. MANY OF BUCYRUS'S PRODUCTS COMPLEMENT CAT'S, GIVING CUSTOMER AN OPPORTUNITY FOR ONE-STOP SHOPPING.

Health:

11/1 :10 Noon

A NEW STUDY SUGGESTS ALCOHOL IS MORE DANGEROUS THAN ILLEGAL DRUGS LIKE CRACK AND HEROIN. BRITISH EXPERTS EVALUATED SEVERAL DRUGS RANKING THEM BASED ON HOW ADDICTIVE THEY ARE AND HOW MUCH THEY HARM THE HUMAN BODY. HEROIN, CRACK, AND CRYSTAL METH WERE THE MOST LETHAL TO INDIVIDUALS. BUT WHEN THE WIDER SOCIAL EFFECTS WERE CONSIDERED, ALCOHOL OUTRANKED THEM ALL.

11/10 :33 10pm

BUYING A PACK OF CIGARETTES IS ABOUT TO BECOME MUCH MORE GRAPHIC. FOR THE FIRST TIME IN TWENTY FIVE YEARS, THE FDA IS MAKING DRASTIC CHANGES TO TOBACCO PRODUCT PACKAGING.

11/25 :21 5pm

HEALTH EXPERTS SAY A PILL ALREADY OUT ON THE MARKET COULD HELP PREVENT NEW H-I-V INFECTIONS. TRUVADA IS CURRENTLY USED TO TREAT PEOPLE WITH H-I-V.

Education:

11/10 :28 10pm

THE NATIONAL COUNCIL ON TEACHER QUALITY SAYS I-S-U'S COLLEGE OF EDUCATION IS FAILING IN ITS ELEMENTARY AND SPECIAL EDUCATION PROGRAMS. BUT THE DEAN SAYS THAT'S NOT THE CASE.

SHE SAYS THE CONSERVATIVE GROUP HAS AN AGENDA - AND ITS TRYING TO TARNISH THE COLLEGE'S REPUTATION.

11/19 :40 Noon

STUDENTS AT PEORIA CHRISTIAN ELEMENTARY SCHOOL TOOK A STEP BACK IN TIME TODAY. THE SCHOOL CELEBRATED COLONIAL DAYS - THEY MADE ITEMS LIKE BUTTER AND APPLESAUCE.

11/30 1:27 5pm

PLAYING BOARD GAMES CAN RESULT IN BETTER GRADES IN THE CLASSROOM. STUDENTS AT

BLOOMINGTON'S SHERIDAN ELEMENTARY SCHOOL ARE PARTYING WITH BOARD GAMES. THAT'S WHY THEY'RE TONIGHT'S COOL SCHOOL.

Social Justice:

11/11 :34 Noon

A PENTAGON STUDY GROUP SAYS THERE WOULD ONLY BE "MINIMAL AND ISOLATED INCIDENTS OF RISK TO THE CURRENT WAR EFFORTS" BY LIFTING THE BAN ON GAYS SERVING IN THE MILITARY.

11/12 :32 Noon

GOVERNOR PAT QUINN SAYS HE THINKS ILLINOIS IS READY TO ALLOW SAME-SEX COUPLES TO ENGAGE IN CIVIL UNIONS. HE EXPECTS THE LEGISLATURE TO CONSIDER THE ISSUE DURING NEXT WEEK'S VETO SESSION.

11/30 1:54 6pm

TODAY THE PENTAGON RELEASED ITS LONG-AWAITED REPORT ON GAYS IN THE MILITARY. THE BIG QUESTION - WHETHER TO REPEAL THE DON'T ASK, DON'T TELL POLICY. AS KENDIS GIBSON REPORTS, THE MAJORITY OF TROOPS DON'T THINK LETTING GAY TROOPS SERVE OPENLY WOULD BE RISKY.

December 2010
(Random Selection)

Government:

12/1 :18 6pm

PEKIN LOSES ANOTHER COMMUNITY LEADER. TODAY POLICE CHIEF TED MILLER AND DEPUTY CHIEF JOHN GHIDINA BOTH TURNED IN THEIR RESIGNATIONS. THE CITY HAS NAMED DEPUTY CHIEF GREG NELSON AS THE INTERIM POLICE CHIEF.

12/7 1:30 10pm

CITY COUNCIL APPROVES A NATURAL GAS TAX TONIGHT TO CLOSE THE CITY'S MULTI- MILLION DOLLAR BUDGET GAP. WMBD'S MARIA CHANDLER IS HERE WITH MORE ON WHAT IT MEANS FOR RESIDENTS.

12/28 :30 6pm

WITH A NEW YEAR COMES NEW RESOLUTIONS, AND ALMOST 2-HUNDRED NEW STATE LAWS. STARTING NEXT WEEK, GUN OWNERS WHO DON'T HAVE A FIREARMS OWNER IDENTIFICATION CARD COULD FACE SOME SERIOUS PENALTIES.

Environment:

12/09 :46 6pm

A GREEN HOME, BUILT BY HIGH SCHOOLERS IN CANTON, IS MOVING RIGHT ALONG ... THURSDAY, THE CONSTRUCTION STUDENTS INSTALLED WINDOWS. THE "BUILDING TRADES HOME" GOT UNDERWAY IN SEPTEMBER.

12/16 2:26 10pm

HAVE YOU HAD YOUR FURNACE CHECKED THIS WINTER? EXPERTS SAY IT'S THE MOST IMPORTANT THING YOU CAN DO TO KEEP YOU, YOUR FAMILY AND THE ENVIRONMENT SAFE. WMBD'S MARIA CHANDLER IS HERE WITH MORE.

12/27 :23 5pm

THOUGH WE MAY NOT WANT TO ADMIT IT, IT IS NOW TIME TO UN-DECK THE HALLS AFTER YOUR CHRISTMAS FESTIVITIES. NORMAL'S ECOLOGY ACTION CENTER REMINDS YOU THERE ARE SOME GREEN WAYS TO GET RID OF THE OLD AND USED.

Economy:

12/2 1:56 Noon

THE HOUSE OF REPRESENTATIVES IS EXPECTED TO VOTE TODAY ON EXTENDING SOME OF THE BUSH ERA TAX CUTS. BUT REPUBLICANS AND DEMOCRATS DISAGREE ABOUT TAX CUTS FOR THE PEOPLE WHO MAKE OVER 200-THOUSAND DOLLARS A YEAR ... AND UNLESS THEY REACH AN AGREEMENT, EVERYBODY'S TAX RATES WILL AUTOMATICALLY GO UP ON NEW YEAR'S DAY.

12/16 :19 6PM

U-A-W MEMBERS IN THE TWIN CITIES VOTE YES TO TAKING A PAY CUT. THE MEASURE PASSED WITH A SEVENTY SEVEN-PERCENT YES VOTE. THIS DECISION COULD PAVE THE WAY FOR A NEW MODEL TO

COME TO THE MITSUBISHI PLANT IN NORMAL. IF THE UNION STRUCK DOWN A DEAL, THE FUTURE OF THE PLANT WOULD HAVE LIKELY BEEN IN JEOPARDY.

12/28 1:52 6PM

BASKETBALL IS THE NAME OF THE GAME IN THE TWIN CITIES THIS WEEK. HUNDREDS HAVE GATHERED FOR THE ANNUAL STATE FARM HOLIDAY CLASSIC. BUT THERE'S PLENTY TO CHEER ABOUT *OFF* THE COURT AS WELL. WMBD'S TWIN CITIES BUREAU CHIEF JACOB LONG HAS MORE ON WHY THE TOURNAMENT IS A SLAM DUNK FOR LOCAL BUSINESS.

Health:

12/06 2:21 5pm

WOULD YOU KNOW WHAT TO DO IF YOUR CHILD SUDDENLY STOPPED BREATHING? DR. ANDY SHOWS US WHAT EXACTLY TO DO DURING THIS TYPE OF EMERGENCY SITUATION -IN TONIGHT'S KIDS' KARE.

12/17 :17 10pm

THE ILLINOIS DEPARTMENT OF PUBLIC HEALTH INVESTIGATING A SALMONELLA OUTBREAK INVOLVING JIMMY JOHNS RESTAURANTS. OFFICIALS SAY FORTY SIX PEOPLE HAVE FALLEN ILL AFTER EATING ALFALFA SPROUTS AT RESTAURANTS IN NINE COUNTIES ACROSS THE STATE - INCLUDING MCLEAN AND PEORIA COUNTIES.

12/29 :43 5PM

A LOCAL DOCTOR SAYS HE'S BEEN BUSY TREATING SICK PATIENTS SINCE THE HOLIDAYS ENDED. DOCTOR AGARWAL SAYS MORE PEOPLE ARE PRONE TO UPPER RESPIRATORY INFECTIONS DURING THIS TIME OF YEAR. THIS INCLUDES COUGHS, SORE THROATS, RUNNY NOSES AND SINUS PRESSURE.

Education:

12/2 2:17 10PM

OFFICIALS IN CANTON SCHOOL DISTRICT SAYS "ENOUGH IS ENOUGH." TONIGHT'S COMMUNITY ASSEMBLY AIMED TO UNITE THE COMMUNITY IN THE FIGHT AGAINST DRUGS. TWENTY-FIVE STUDENTS HAVE BEEN EXPELLED FOR DRUG USE SINCE THE BEGINNING OF THIS YEAR. AND THREE FORMER STUDENTS HAVE DIED FROM PRESCRIPTION DRUG OVERDOSES IN THE PAST THREE YEARS.

12/15 :41 6pm

SOUTH PEKIN GRADE SCHOOL IS TAKING STRIDES TO GIVE ITS STUDENTS A NEW GYM. SCHOOL

OFFICIALS SAY THE FACILITY, BUILT IN THE 1950'S - NEEDS MAJOR RENOVATIONS. THE GYM IS SMALLER THAN REGULATION SIZE, CAUSING ISSUES AT SPORTING EVENTS.

12/23 :24 Noon

THREE PEOPLE ARE SEEKING SEATS ON THE DISTRICT 1-50 SCHOOL BOARD. GENERAL PARKER, CURRENT BOARD PRESIDENT DEBBIE WOLFMAYER, AND MIKE MITCHELL ARE RUNNING.

Social Justice:

12/1 2:49 10pm

CIVIL UNIONS ARE ONE STEP CLOSER TO BECOMING A REALITY IN ILLINOIS. THE STATE SENATE PASSED A BILL, LEGALIZING THE PRACTICE.

12/6 :22 5pm

LESBIAN, GAY, AND BISEXUAL STUDENTS ARE MORE LIKELY TO BE PUNISHED AT SCHOOL THAN THEIR HETEROSEXUAL PEERS. THAT'S THE WORD FROM A NEW REPORT WHICH FOUND NON-HETEROSEXUAL GIRLS WERE ESPECIALLY LIKELY TO BE PUNISHED BY AUTHORITIES.

12/17 1:09 Noon

AFTER 3 YEARS IN THE MAKING, PEORIA EASTER SEALS IS CELEBRATING THE GRAND OPENING OF ITS NEW CEREBRAL PALSY CENTER. A RIBBON CUTTING CEREMONY TOOK PLACE TODAY TO OFFICIALLY OPEN THE CENTER. CHILDREN WITH C-P FACE A WIDE RANGE OF OBSTACLES FROM TROUBLE WITH MOTOR SKILLS OR SPEAKING, TO A LACK OF MUSCLE CONTROL.

Local:

Program	Day	Time
Fox News at 9	Monday – Friday	9:00pm – 9:30pm

All of the above programs are locally produced, live news programs that present a mix of News, weather, sports and issue related stories. The issues responsive program segments are usually between one and one half to two minutes in duration, unless otherwise noted.

PSA's

Ad Council - Play
Illinois National Guard
Junior Achievement
American Heart Association
Crime Stoppers
Ad Council - Obesity Prevention
Foundation for a Better Life
American Diabetes Association PSAs
American Dental Association
Marines
Ad Council- Financial Literacy
Clean Hands Awareness
Junior Diabetes Research Foundation
Make a Wish Foundation
MS Society
Ad Council Inspire Inventions
Arbor Day Foundation Explore Nature
Drunk Driving Prevention
Big Brothers
Ad Council Live United
Social Security Administration
Ad Council Arthritis Prevention

Operation Santa: WYZZ/WMBD created PSA's for this program to benefit a non-profit group, Citizen SAM (Citizens Support America's Military). The goal: To raise funds and items to stuff stockings that will be shipped to all branches of the military in Iraq and Afghanistan over the holidays. Funds were also raised for shipping. WYZZ/WMBD also helps Operation Santa Day on Thursday, October 7th at Schnucks in Peoria and Bloomington. Talent and station personnel spent the day collecting items and funds for the drive. Operations Santa continues at WYZZ/WMBD as we collect items, stockings and funds at our offices through November 1st.

Junior Achievement: We produced and currently air Junior Achievement Money Minute segments. These on air pieces give financial advice in 60 seconds.

Stuff-A-Bus: WYZZ/WMBD created PSA featuring on air talent to encourage viewers to donate food items to Stuff-A-Bus for the non-profit organization, Neighborhood House. This year's campaign raised more than 40,000 meals for people in Central Illinois.

Toys for Tots: WYZZ/WMBD created PSA's to encourage viewers to donate to the US Marine's Toys for Tots campaign. The station also became a drop-off location and the viewers answered the call for action and filled our studio with toys.

Salvation Army Bell Ringing: The Salvation Army called on WYZZ/WMBD to take action for their cause. WYZZ/WMBD News Anchors set up outside local grocery stores in Peoria and

McLean County all day ringing bells to collect donations. We produced promos encouraging viewers to come out.

Project Roadblock: WYZZ/WMBD participated in the Ad Councils Project Roadblock. We ran PSA's between Christmas and New Year's Day about drunk driving prevention and the "Buzzed Driving is Drunk Driving."

Santa Parade: WYZZ/WMBD produced and aired the longest continuously running Santa Parade in the nation on Friday, November 26. The parade is held in downtown Peoria.

These public service announcements were broadcast at various times throughout the day.