

WYZZ QUARTERLY ISSUES AND PROGRAMS REPORT [January- March 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 1st quarter of 2010:

January 2010 (Random Selection)

Government:

1/6 The democratic candidates looking to challenge Congressman Aaron Schock in the election this November, met with the public tonight.

1/13 Governor Pat Quinn is expected to touch on several hot topics in today's state of the state address.

1/26 One plan to better utilize taxpayers dollars a possible merger between Peoria city and county governments. Mayor Ardis announced the Uni-gov concept during his state of the city address today calling it another opportunity to become more efficient.

Environment:

1/18 A twin cities college is cashing in on a state grant to go green.

Heartland Community College, in Normal, will receive 120-thousand dollars.

1/23 Going green is their mission. That's why WMBD recognizes three women as this year's 2010 Environmental Action winners.

1/27 Rechargeable batteries can save you money and they're easier on the environment. WMBD's Bob Larson tells us which ones will keep your electronics going strong.

Economy:

1/5 A new study shows more and more Americans lucky enough to have jobs in this economy are growing unhappy with their work.

1/8 Employers slashed 85-thousand jobs in December; a sign that companies are still too nervous about the economy to start hiring again.

1/28 Calling it the worst economy since the great depression, Caterpillar reps say profits are down 19-billion dollars from 2008 ...when they celebrated a record year. But CAT *did manage to make* a profit.

Health:

1/12 Area health agencies are ramping up efforts during national influenza week. Officials are stressing the importance of getting your flu shot, especially since January and February generally have the highest transmission rates for the illness.

1/18 Johnson and Johnson has issued a massive recall of more than 53 million of its over-the-counter medications. The recall includes Tylenol, Benadryl, and Motrin. The chicken pox vaccine may protect people who get it even after their exposed

to the illness. Researchers say getting the shot within five days of exposure can significantly reduce your risk.

Education:

1/5 A balanced budget tops the list of goals Peoria School District 150 has laid out for its new superintendent.

1/11 District 150 School Board has voted to approve funding for a Peoria charter school. The decision comes after several hours of public comment on the topic.

1/14 Money talks got top billing during a meeting last night of more than a dozen high schools. Members of the Heart of Illinois Conference met in Heyworth to discuss funding issues facing rural schools.

Social Justice:

1/8 HIV positive citizens are now allowed to enter the United States. A Dutch citizen who arrived in New York on Thursday was among the first to arrive since President Barack Obama's administration repealed the 22-year-old travel ban.

1/14 The trial over Proposition 8 to ban gay marriage in California could be headed to the Supreme Court.

1/18 The Peoria community comes together to celebrate the life of Dr. Martin Luther King, Jr. City and state leaders and citizens sat down to lunch and to listen to inspirational words from Dr. Ben Carson.

February 2010 (Random Selection)

Government:

2/4 Low turnout for the Tuesday primary could break a state record. Not many voters were expected at the polls. The average turnout for a primary in a non-Presidential election year is around 37-percent.

2/22 The city of Bloomington is working at this hour to trim its budget by two million dollars. Tonight, city council is discussing the cuts to help make up for declining revenue.

2/23 Primary results from every county election commission are due today, but Illinois will not know officially who will be the republican contender for Governor ...for another week.

Environment:

2/8 There's a new incentive out there for people to recycle. To help raise awareness about PDC's new curbside recycling program, 15-hundred dollars in cash prizes is up for grabs.

2/17 Communities around America are making the pledge to be a "cool city"--taking action to save the environment and save *you* money. One local cool city is making the most out its pledge.

2/24 They're something between a bicycle and a scooter, they're called *electric bikes*. They've been popular in Asia and they're now catching on in the U.S.

Economy:

2/5 A mixed report on unemployment as new numbers show the overall unemployment rate is down but the economy continued to shed jobs.

2/11 The Obama Administration expects the economy to create an average of 95-thousand jobs a month this year.

2/26 Despite the slumping economy, State Farm's net worth is on the rise. Numbers released by the company show the company's combined net worth hit just over 58 billion dollars at the end of 2009.

2/2 A major British medical journal is retracting a flawed study linking the measles, mumps and rubella vaccine to autism.

2/12 Children who are born extremely premature may have a higher risk of a developing autism.

2/23 One out of every four states is cutting back on funding for routine mammograms including Illinois.

Education:

2/2 Voters vote down seven and a half million dollars in improvements to Pontiac High School.

2/16 Peoria's Garfield Primary takes school spirit right into the classroom and into the minds of every child that walks through the doorwhich makes them this morning's WMBD 31 cool school.

2/25 More than one hundred twenty McLean County Unit 5 teachers could soon be out of a job. School board members discussed nearly seven and a half million dollars in cuts last night.

Social Justice:

2/2 A congressional hearing today may mark the beginning of the end of a controversial law that prevents openly gay troops from serving in the military.

2/4 The Peoria Public Library celebrates Black History Month tonight. Storyteller Momma Kemba portrayed the life of abolitionist and former slave Sojourner Truth.

2/21 Bloomington residents are celebrating Black History Month tonight with a soul food dinner hosted by an award-winning journalist.

March 2010 (Random Selection)

Government:

3/9 The city of Bloomington is hammering out a new budget for the upcoming fiscal year. The proposed 68-million dollar spending plan includes wage freezes for non-union workers, and a property tax hike of more than eight percent.

3/10 Lay-offs, major reductions to education and no end in sight to the state's 13 billion dollar deficit.... we'll learn more at noon today with Governor Pat Quinn's budget address.

3/23 The controversial healthcare reform bill is now in the lawbooks. President Barack Obama made it official with his signature today at the White House.

Environment:

3/10 You can do more than recycle to take Environmental Action. Today is 'Great Energy Efficiency Day', and several organizations are encouraging you to reduce your carbon footprint.

3/12 You want to do the right thing for the planet, but it's not always easy being green. A recent consumer reports poll shows shoppers have stopped using green products due to high prices and poor performance.

3/16 While doing your part for the planet is obviously a good thing ... it can cause pressure in a household if both partners aren't on the same page about ecofriendly endeavors. Here's more on what can you do if going green has you or your partner seeing red.

Economy:

3/5 New jobless figures are due out today and the data is expected to show that unemployment rose slightly last month.

3/19 President Barack Obama has signed off on jobs legislation. With about 18 billion dollars in tax breaks and 20 billion for infrastructure projects, the bill will be the first in a series of jobs packages to put unemployed Americans back to work.

3/23 Peoria is welcoming an explosion of new business to the city and with it comes new jobs. HyVee, Freshmarket, Jillian's, and several other businesses are on the list. Cohen Development says the Freshmarket will create 90 full time jobs, and put 4-million-dollars into the local economy for construction jobs.

Health:

3/3 March is National Nutrition Month and the Illinois Dietetic Association wants to show you how to overhaul your diet.

3/18 Kraft is cutting back on the salt. The company says it will cut the salt in its products sold in the U.S. by an average of 10% over the next two years.

3/22 If you think ordering the salad on a restaurant's menu is the healthiest choice .. You could be wrong. This morning's consumer reports just took a look at salads you can eat as a meal.

Education:

3/2 The children at Crittenton Centers are in for a special treat this afternoon. In honor of Dr. Seuss' 104th birthday, 45 million children will celebrate his birthday with "Read Across America Day."

3/11 Illinois schools would suffer a major blow under the proposed state budget. Governor Pat Quinn wants lawmakers to approve a one percent income tax surcharge to bring money to school districts across the state.

3/23 The Illinois Senate today began considering a bill that would allow schools to go to a four day school week.

Social Justice:

3/9 Same sex couples are heading to the alter today in Washington, D.C. At least one-hundred couples lined up last Wednesday to apply for marriage licenses, but had to wait until today to tie the knot due to a mandatory

waiting period.

3/11 The high school prom in Fulton, Mississippi has been cancelled after school officials refused to let a student bring a same sex date.

3/20 Police in southern New Jersey arrested a 16-year-old boy Friday who they say caused a racial raucous at a Wal-Mart that made national headlines

Local:

Program	Day	Time
FOX News at 9	Monday - Friday	9:00p – 9:30p

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.

PSAs

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

MDA Shamrocks for Kids

Big Brothers

Environmental Action – WYZZ/WMBD is a leader in promoting Environmental Action throughout Central Illinois. We run PSAs directing viewers to our website for information on how they can help the environment. Our website is also full of information on how & where to recycle. We run Environmental News features in FOX News at 9 and post them on our site. We established an Environment Action Award and take nominations to honor 1 individual per month for taking Environmental Action. Winners are given an award and \$100 to further their causes. This quarter we gave away our awards at our Family Fest January 23rd at the Peoria Civic Center. We also recognized a grand prize winner during the second period of a Peoria Rivermen hockey game on Sunday, March 21st. A station anchor and a Meteorologist made the presentation and gave our winner, Sonja Roudebush from Canton, Illinois, \$1000 to

further her environmental work in her community.

January

WYZZ/WMBD 31 held the second annual Family Fest at the Peoria Civic Center on Saturday, January 23rd. We filled the Civic Center with games and fun for families in Central Illinois. Fun on the Run inflatables, a balloon man, pony rides, face painting, a rock climbing wall, an obstacle course called toddler town were among the attractions.

March

Easter Seals Telethon – WYZZ/WMBD 31 produced and broadcast the Easter Seals Telethon March 6, 2010 from 6 pm-11 pm. WYZZ/WMBD talent hosted the telethon from Par-A-Dice Hotel in East Peoria, Illinois. We also created PSAs encouraging viewers to contribute to Easter Seals leading up to the telethon. Easter Seals provides services for children and families with disabilities. This year the Easter Seals Telethon signed off the air with over 2 million dollars.

Junior Achievement - Aired PSAs featuring Larry Thrun from Junior Achievement. The PSAs were called Money Minutes and were full of Financial Literacy tips.

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