

WYZZ QUARTERLY ISSUES AND PROGRAMS REPORT

[April - June 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 2nd quarter of 2010:

April 2010 (Random Selection)

Government:

4/6 THE OWNER OF BIG AL'S IN PEORIA GETS THE GREEN LIGHT FROM THE PEORIA LIQUOR COMMISSION TO MOVE JOHNNY'S HIDEAWAY FROM THE RIVERFRONT TO A VACANT SPOT NEAR BIG AL'S ON MAIN STREET.
4/14 PEORIA CITY COUNCIL MEMBERS APPROVED SPENDING 15-THOUSAND DOLLARS TO STUDY THE IMPACT A HOTEL WOULD HAVE ON THE DOWNTOWN AREA.
4/21 EAST PEORIA COULD SOON USE GAMING REVENUE TO HELP COVER THE CITY'S OPERATING BUDGET.

Environment:

4/1 PRESIDENT OBAMA IS PLANNING TO DRILL FOR OIL 50 MILES OFF THE VIRGINIA COAST. THE REVERSAL OF THE LONGSTANDING 20-YEAR BAN IS PART OF THE ADMINISTRATION'S PLAN TO REDUCE DEPENDENCE ON FOREIGN OIL.
4/8 TAKING ENVIRONMENTAL ACTION IS AS EASY AS SIGNING UP FOR A CLASS TODAY AT ILLINOIS CENTRAL COLLEGE. PEORIA'S RECYCLING EDUCATOR IS OFFERING A FREE WORKSHOP AT THE NORTH CAMPUS TO DESCRIBE SIMPLE WAYS TO CONSERVE ENERGY AND HELP THE ENVIRONMENT.
4/29 SOME PEORIA KINDERGARTNERS ARE TAKING ADVANTAGE OF TODAY'S GREAT WEATHER BY WORKING IN THE GARDEN. THOMAS JEFFERSON KINDERGARTNERS PLANTED FLOWERS AND VEGETABLES AT LUTHY BOTANICAL GARDENS.

Economy:

4/5 FRIDAY'S JOBS REPORT WAS WELCOME NEWS FOR THE COUNTRY. THE WHITE HOUSE WAS QUICK TO CLAIM CREDIT FOR REVERSING THE DOWNWARD TREND - BUT CAUTIONED IT WILL BE A SLOW RECOVERY.
4/19 THE RHETORIC IS REALLY HEATING UP AND WE APPEAR TO BE HEADED FOR ANOTHER SHOWDOWN IN THE SENATE - THIS TIME OVER WALL STREET REFORM.
4/26 BIG YELLOW SAYS 2010'S ECONOMIC CONDITIONS ARE DEFINITELY IMPROVING,

THANKS TO A JUMP IN OVERSEASSALES.

Health:

4/2 DESPITE A RECENT FIRE, OWNERS OF PEORIA'S CHILDERS EATERY SAY THEY'LL BE

READY FOR BUSINESS ON EASTER. OWNER ED CHILDERS SAYS THEY'VE RECEIVED

AN "ALL-CLEAR" NOTICE FROM THE HEALTH DEPARTMENT.

4/14 THE FEDS SAY HOSPITALS AREN'T DOING ENOUGH TO PREVENT INFECTIONS THAT

CAN BE DEADLY. THE HEALTH AND HUMAN SERVICES DEPARTMENT'S QUALITY REPORT SHOWS POST-SURGERY INFECTIONS ARE UP.

4/29 DOCTORS SAY GETTING YOUR KIDS VACCINATED IS ONE OF THE MOST IMPORTANT THINGS YOU CAN DO. THIS WEEK IS NATIONAL INFANT IMMUNIZATION WEEK.

Education:

4/8 HEARTLAND COMMUNITY COLLEGE IS CELEBRATING A BIG ADDITION. THE COLLEGE'S COMMUNITY EDUCATION CENTER OPENED ITS DOORS THURSDAY.

4/15 PEORIA AREA TEACHERS ARE SPEAKING OUT TODAY ABOUT STATE BUDGET CUTS

TO SCHOOLS. SCHOOL DISTRICTS ACROSS ILLINOIS ARE BEING FORCED TO MAKE

PAINFUL DECISIONS -- INCLUDING CUTS TO PROGRAMMING AND LAYOFFS.

4/21 THE U.S. SECRETARY OF EDUCATION WILL SPEAK TODAY IN PEORIA.

ARNE DUNCAN WILL DELIVER OPENING REMARKS IN THE "TRANSFORMING PUBLIC

EDUCATION" SYMPOSIUM TODAY.

Social Justice:

4/10 THE AFRICAN AMERICAN HALL OF FAME MUSEUM IS INDUCTING A NEW GROUP

OF INDIVIDUALS TONIGHT IT'S PART OF THE 22-ND ANNUAL RED, BLACK AND GREEN BALL.

4/28 A STATE LAWMAKER MADE HISTORY TODAY ON THE FLOOR OF THE ILLINOIS

HOUSE: APPLAUSE AND CONGRATULATIONS -- ALL FOR STATE REP DEBORAH MELL

AND HER PARTNER. SHE ANNOUNCED THAT SHE PLANS TO MARRY LONGTIME GIRLFRIEND, CHRISTIN BAKER.

4/30 THE GOVERNOR OF ARIZONA IS DEFENDING HER STATE'S CONTROVERSIAL NEW

IMMIGRATION LAW -- THAT HAS SPARKED A NATIONAL BACKLASH ...

May 2010
(Random Selection)

Government:

5/5 MCLEAN COUNTY BOARD MEMBERS WILL DISCUSSCUTTING 24-POSITIONS AT TODAY'S FINANCIAL MEETING.

5/19 PEORIA POLICE BENEVOLENT ASSOCIATION PRESIDENTTROY SKAGGSSAYSTHOSE

MEETINGS WERE CONDUCTED AT THE REQUEST OF PEORIA MAYOR JIM ARDIS AND THE CITY COUNCIL. RESULTING LAYOFFS COULD COME AS SOON AS AUGUST.

5/20 AFTER PLANS FOR A NEW DOWNTOWN HOTEL WERE SCALED DOWN EARLIERTHIS

WEEK. PEORIA CITY COUNCIL WILL VOTE TO TAKE THE NEXT STEPON THE MARRIOTT HOTEL PROJECT.

Environment:

5/4 THE ILLINOIS RIVER ISA LIFELINE FOR THE AREA - BUT SOME EXPERTSSAY ITS BEING

POLLUTED AND THE ENVIRONMENT IS PAYING THE PRICE.

5/6 A NEW GOVERNMENT STUDY SAYSTHE ENVIRONMENT IS FILLED WITH MORE CANCER CAUSING AGENTS THAN FIRSTTHOUGHT.

5/27 GOVERNMENT SCIENTISTSNOW SAY THE GULF DISASTERISTHE WORST SPILLIN U-S HISTORY.

Economy:

5/3 MCLEAN COUNTY NEEDS MONEY FROM THE STATE - AND WORKERS ARE PAYING

THE PRICE. UP FOR APPROVAL AT WEDNESDAY'S FINANCIAL MEETING ISTHE ELIMINATION OF TWENTY FOUR COUNTY POSITIONS.

All Month THOSE NAMES SCROLLING AT THE BOTTOM OF YOUR SCREENARE CENTRAL

ILLINOIS RESIDENTSWHO HAVE MONEY WAITING FOR THEM IN ILLINOIS' CASH DASH PROGRAM.

5/26 THE ILLINOIS HOUSE APPROVES ITSVERSION OF AN EMERGENCY BUDGET THAT

INCLUDES MORE BORROWING AND HAS SOME LAWMAKERS CROSSING PARTY LINES.

Health:

5/12 A NEW GOVERNMENT REPORT SAYS LOWERING THE RISK OF CHILDHOOD OBESITY

BEGINS EVEN BEFORE BIRTH. A PANEL OF EXPERTS SAYS WOMEN WHO MAINTAIN

A HEALTHY WEIGHT DURING PREGNANCY ARE LESS LIKELY TO HAVE A CHILD WHO

BECOMES OBESE.

5/20 THE TAZEVELL COUNTY HEALTH DEPARTMENT SAYS CAESAR SALAD MAY BE TO BLAME FOR A MASS ILLNESS THAT STRUCK MANY MEMBERS OF THE MORTON ROTARY CLUB.

5/25 REMEMBER THE SWINE FLU? THE F-D-A DOES AND HAS APPROVED THE FIRST DIAGNOSTIC TEST THAT DOCTORS CAN USE TO SEE IF A PATIENT HAS THE H-1-N-1 VIRUS.

Education:

5/1 PEORIA CITY COUNCIL MEMBERS AND DISTRICT 150 ARE TEAMING UP TONIGHT IN A JOINT MEETING. BOARD MEMBERS WILL SHARE IDEAS AND GET UPDATES ON VARIOUS EDUCATION INITIATIVES.

5/12 DISTRICT 87 AND UNIT 5 ARE IN THE RUNNING FOR A NEW "BEYOND THE BOX"

GRANT SPONSORED BY THE "BEYOND THE BOOKS FOUNDATION."

5/17 SCHOOLS IN ILLINOIS ARE SUFFERING LIKE NEVER BEFORE. TWENTY THOUSAND EDUCATORS STAND TO LOSE THEIR JOBS THIS YEAR. IT COULD LEAD TO DEEPER PROGRAM CUTS AND LARGER CLASS SIZES. LAWMAKERS ARE DIVIDED ON A SOLUTION.

Social Justice:

5/6 PRESIDENT OBAMA WANTS CONGRESS TAKE UP IMMIGRATION REFORM THIS YEAR. HE MADE THE COMMENT AT A CINCO DE MAYO CELEBRATION AT THE WHITE HOUSE WEDNESDAY.

5/10 THE POST OFFICE IS UNDERGOING CONSTRUCTION FOR SOME SAFETY AND HANDICAP ACCESSIBILITY UPGRADES.

5/25 A NEW LEGISLATIVE PROPOSAL THAT WOULD REPEAL THE BAN ON GAYS SERVING OPENLY IN THE MILITARY COULD MAKE IT TO THE HOUSE FLOOR TODAY.

June 2010
(Random Selection)

Government:

6/8 PROPERTY TAXES MIGHT SOON BE GOING UP IN UPTOWN NORMAL. THE TOWN COUNCIL AGREED TO MOVE FORWARD WITH A PLAN TO STUDY A POSSIBLE SPECIAL SERVICE AREA - OR S-S-A.

6/9 THE PEORIA CITY COUNCIL, IN AN EFFORT TO BALANCE THIS YEAR'S BUDGET APPROVED ABOUT 800-THOUSAND DOLLARS IN ADDITIONAL CUTS FOR THIS YEAR.

6/23 PEORIA CITY COUNCIL CONSIDERED REINSTATING THE POLICE COMMUNITY

RELATIONS ADVISORY COMMITTEE LAST NIGHT.

Environment:

6/15 PEORIA'S METHODIST MEDICAL CENTER IS DOING SOME INNOVATIVE LANDSCAPING. THE HOSPITAL IS PLANTING GROUND COVER ON THE ROOF OVER ITS NEW HAMILTON BOULEVARD ENTRANCE. WMBD PHOTOJOURNALIST BEN DWYER FOUNDS GREEN ROOFS LIKE THIS ONE AREN'T ONLY PLEASING TO THE EYE, BUT GOOD FOR THE EARTH.

6/15 KEEPING A GARDEN GREEN CAN BE A CHALLENGE AND SOMETIMES COST HUNDREDS WHEN IT'S LEFT TO THE PROS.

6/27 THE OIL SPILL IN THE GULF MAY BE HUNDREDS OF MILES AWAY, BUT A MESSAGE OF PROTEST WAS RIGHT IN OUR BACKYARD.

Economy:

6/5 WHEN THE STOCK MARKET OPENS ON MONDAY .. INVESTORS WILL BE GRAPPLING WITH ONE OF THE SHARPEST DECLINES OF THE YEAR.

6/19 FINANCES ARE TIGHT SINCE PEORIA'S CITY COUNCIL APPROVED A 102-MILLION-DOLLAR PROJECT TO BUILD A NEW DOWNTOWN MARRIOTT HOTEL AND RENOVATE THE PEREMARQUETTE.

6/24 BUSINESS IS GOOD IN THE CENTRAL ILLINOIS HOUSING MARKET, AS HOME SALES CONTINUE TO RISE.

6/4 MCDONALD'S IS RECALLING TWELVE MILLION SHREK-THEMED DRINKING GLASSES. THEY CONTAIN CADMIUM IN THE DECORATIVE PAINT, A TOXIN KNOWN TO CAUSE CANCER, BRAIN DAMAGE AND OTHER HEALTH PROBLEMS.

6/10 A NEW STUDY FINDS YOUR HEIGHT COULD .. UP .. YOUR CHANCES OF HEART PROBLEMS.

6/30 A NEW SURVEY INDICATES TEENAGE GIRLS ARE DRINKING MORE THAN BOYS

Education:

6/4 CUTS AT THE PEORIA REGIONAL OFFICE OF EDUCATION WILL LEAVE THREE HUNDRED CHILDREN WITHOUT ACCESS TO PRESCHOOL.

6/18 THE U-S DEPUTY SECRETARY OF EDUCATION IS IN PEORIA, SPEAKING WITH SCHOOL BOARD LEADERS AND COMMUNITY MEMBERS ABOUT THE IMPORTANCE OF PREPARING YOUNG PEOPLE FOR THEIR FUTURE.

6/25 THE STATE BOARD OF EDUCATION APPROVED ITS BUDGET YESTERDAY. AND IT INCLUDES 300 MILLION DOLLARS IN CUTS.

Social Justice:

6/1 FIRST CELEBRATED FOUR YEARS AGO, WORLD ELDER ABUSE AWARENESS DAY CONTINUES TO SHED LIGHT ABOUT THE VULNERABILITY OF OUR NATIONS SENIORS TO ABUSE AND VIOLENCE.

6/16 THIS JUDGE HAS INSTRUCTED GAY RIGHTS ADVOCATES AND "PROPOSITION 8" SPONSORS TO ANSWER SEVERAL QUESTIONS.

6/29 WITH GROWING VIOLENCE RATES IN PEORIA, THE ASSOCIATION OF PASTORS IS URGING RESIDENTS TO JOIN IN PRAYER

Local:

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

The above program is 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
- Big Brothers
- Ad Council Live United
- Social Security Administration
- Ad Council Arthritis Prevention
- Easter Seals Wines on the Prairie - WMBD created PSAs for this annual Wine and Polo event on June 19th at Weaver Farms in Peoria with all proceeds to benefit Easter Seals. This year's event raised over \$185,000 for the organization.
- Prairie Air Show 2010 - WMBD/WYZZ produced and aired PSAs for the Prairie Air Show to benefit the Community Foundation of Central Illinois. This is a huge event to be held July 24 & 25 at the Peoria International Airport.
- Junior Achievement - We produced and currently air Junior Achievement Money Minute segments. These on air pieces give financial advice in 60 seconds.

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

