

PUBLIC FILE
WAND-TV, DECATUR, ILLINOIS

PUBLIC/COMMUNITY AFFAIRS
January, February, March 2006

The following are shows and programs focusing on community concerns and needs of Central Illinois. Also listed are WAND-TV sponsored events designed to meet certain needs of communities throughout the area.

WAND-TV Community Outreach Involvement:

WAND-TV helped promote the **United Way Campaign**. In January and February we ran two PSA's thanking the community for their United Way support. The United Way Chairman and an Allocation Committee Member were the talent for the PSA's.

WAND-TV ran four PSA's honoring local African American's for **Black History Month**. Anchors Dawn Sterling, Sean Streaty, Mikaela Hunt and Marcus Thorpe were the talent for the PSA's. The local African Americans were chosen because of their contributions to the community.

Millikin University and the **American Cancer Society** held a **Three Point Shoot Out** to raise money for the Local ACS. WAND-TV ran a PSA to promote the event. Anchor Marcus Thorpe was a guest announcer at the Event. WAND-TV also had a team that shot at the event. They raised about \$25,000 at the event.

The **Law Enforcement Polar Plunge** was the first Saturday in March. WAND-TV's Anchor Jill Monier appeared on the PSA to promote the plunge. We also used local radio personalities as talent for the b-roll. WAND had two people who took the plunge. They were hoping to raise \$30,000 for the event; they ended up raising \$34,000.

News Director Jon McCall represented WAND at the **Illinois State University Communications Fair**. The Fair was in a new location and was not very well attended.

Business Manager Angie Rhodes and Public Affairs Director Ken Frye represented the station at the **University of Illinois Career Fair**. We spoke with dozens of applicants looking for jobs and internships. The resumes were given to the appropriate department heads.

ISSUES / RESPONSES PSA LIST

January, February, March, 2006

HEALTH / MEDICAL

AABB/Am. Blood Center, Am Red Cross, "Charlie"	:60
Al-Anon, "Feelings"	:10
Alcohol & Drug Addiction Treatment Referral, "Treat Me"	:15
Alcoholics Anonymous, "Living in Chaos"	:20
Alzheimers Disease Research, "Scientists"	:30
American Academy of Orthopedic Surgeons, "Feet"	
Am. Diabetes Assoc., "Bees"	:15
AD: Am. Stroke Association, "Reverse Hospital"	:30
Cntr for Disease Control & Prev., ""Always Give Hugs"	:20
Check Yearly, See Clearly, "Here Kitty, Kitty"	:15
AD: Childhood Asthma, "Fish"	:10
AD: Childhood Cancer Resource, "Diaper"	:30
Cure Search Nat'l Childhood Cancer Foundation, "Why"	:15
Illinois Sec. Of State, "Tonisha TV"	:30
Help Hospitalized Veterans, "Gen. Tommy Franks"	:20
Linkages to Life, "People Like Me"	:15
Medic Alert Foundation, "Cher"	:20
Narconon Arrowhead, "Save a Life"	:30
Narconon Arrowhead, "Solve Addition"	:30
National Institute on Drug Abuse, "Evergreen"	:20
National Institute on Drug Abuse, "Game Plan"	:15
National Cancer Coalition, "Imagine"	:15
Nat'l Meningitis Assoc., "What Happened Shouldn't..."	:10
Nat'l Meningitis Assoc., "What Happened Shouldn't..."	:20
National Prostate Cancer Coalition, "The Right Strategy"	:30
Paralyzed Veterans of America, "Don't Forget"	:15
St. Jude Children's Hospital, "Antonio Banderas"	:30
St. Jude Children's Hospital, "Robin Williams"	:30
St. Jude Children's Hospital, "Morgan Freeman"	:30
Shriner's Hospital, "Michael Madson"	:20
Shriner's Hospital, "Barbara Mandrell"	:20
Soc. for Women's Health Research, "Take Action ..."	:15
AD: U.S. Dept. of Health & Human Serv., "Spare Tire"	:15
AD: U.S. Dept. of Health & Human Serv., "Butt"	:15
AD: U.S. Dept. of Health & Human Serv., "Love Handles"	:15
AD: U.S. D. of Health & Human Serv., "Thunder Thighs"	:15

CRIME

CASA, "Darryl"	:30
CASA, "Jean"	:30

AD: Department of Justice, "Family Prison"	:30
Office for Victims of Crime, "Justice"	:20
National Crime Prevention, "McGruff Watch"	:20

ENVIRONMENT

Alliance to Save Energy, "Super Powers"	:30
American Kennel Club, "Blind Date"	:30
Am. Vet. Medical Association, "Is your Cat Healthy?"	:10
Ducks Unlimited, "Kid Medley"	:20
Environmental Protection Agency, "Mark & Suzanne"	:15
Environmental Protection Agency, "Mark & Suzanne"	:30
National Arbor Day Foundation, "Closer to Nature"	:20
Nat'l Cntr for Housing & the Env., "Mold Prevent Camp."	:10
Poverty in America, "Picture Gallery"	:10
Safe electricity dot org, "Waves of Life"	:30
U.S. EPA, Radon, "Rooftops"	:30
U.S. Department of Health & Human Services, "Birds"	:15
U.S. Department of Health & Human Services, "Bulls-eye"	:30

FAMILY

Ambucs, "Scott Wimmer"	:30
Amnesty International, "Imagine"	:10
Amnesty International, "Imagine - Animated"	:15
Amnesty International, "Imagine"	:20
America On the Move, "Generic Version"	:10
America On the Move, "Generic Version"	:30
Arthritis Foundation, "Jingle Bell Run"	:30
Big Brother Big Sister, "Race Track"	:30
Boy Scouts of America, "Habitat for Humanity"	:30
Boy Scouts of America, "Good Turn for America"	:30
CASA Family Day, "Family Day"	:15
Champaign County, "Big Small All"	:15
Champaign County, "Big Small All"	:30
CJCLDS, "Splash"	:30
Community Shares of Illinois, "Share-a-Meal"	:30
The Foundation for a Better Life, "Reach"	:30
The Foundation for a Better Life, "Truck Stop"	:60
The Foundation for a Better Life, "Reach"	:20
The Foundation for a Better Life, "Cafeteria"	:20
Center Addiction & Substance Abuse, "Family Day"	:30
Girls and Boys Town, "Driven - Teen"	:10
Girls and Boys Town, "Driven - Parent"	:10
Girls and Boys Town, "Did you know - Parent"	:20
Girls and Boys Town, "Did you know - Teen"	:20
Make a Wish, ""Just a Kid"	:20

McDonald's Corp, "Interplast"	:30
AD: National WIC Association, "Dashboard"	:30
Ronald McDonald House, "Evergreen"	:15
SIPC, "Spelling Bee"	:60
AD: U.S.A. Freedom Corps, "Hurricane Relief"	:10
AD: U.S.A. Freedom Corps, "Hurricane Relief, Ex Pres"	:10
AD: U.S.A. Freedom Corps, "Hurricane Relief, Ex Pres"	:30
U.S. Marine, Pride of the Nation/Birthday	:30
U.S. Marine, "For Country"	:30
U.S. Marine, "Pride of the Nation"	:30
USO, "Times"	:10
United Way, "Laundromat"	:15
AD: United Way, "Presidential Campaign"	:20
AD: United Way, "Presidential Campaign"	:30
WAND, Special Olympics, Polar Plunge	:30
WAND, Coaches vs. Cancer, 3-Point Shoot out	:30

EDUCATION

Choose to Save, "Work Forever"	:10
Choose to Save, "Happy Ending"	:10
Choose to Save, "It's Gonna Hit You"	:10
Communities in Schools, "ER"	:30
Danville Library, "Future"	:30
Department of Education, "Hurricane Help for Students"	:10
Department of Veterans Affairs, "Faces"	:20
EAS Weekly Test/Slide Still	:30
Federal Citizen Information Center, "800-FED-INFO"	:20
Federal Citizen Information Center, "Always There"	:10
Habitat for Humanity, "Katrina, Connick & Marsilis"	:30
Illinois Dept. of Natural Resources, "Division of Ed."	:60
Intervida, "Working Children"	:10
Junior Achievement, "Hero"	:30
JWOD-NISH, "Embrace the Change"	:30
AD: Library of Congress, "Forest"	:30
Medicare Today, "Rita Moreno"	:30
National Memorial Project Foundation, "Build the Dream"	:20
National Pest Management Assoc, "Children"	:15
Office of the Illinois Sec. Of State, "Dionne"	:30
Parent Involvement in School, "Choir"	:15
Partnership for a Drug Free Illinois, "Amber"	:20
Poison Hotline, "Whose Advice?"	:10
Poison Hotline, "What a Day"	:20
Salute American Heroes, "Aaron Tippin"	:20
Salute American Heroes, "Regis Philbin"	:20
Salute American Heroes, "Charlie Daniel"	:20
AD: Underage Drinking Prevention, "Lisa"	:30

AD: U.S. Department of Transportation, Four Nine	:15
AD: U.S. Department of Transportation, Four Nine	:30
AD: U.S. Department of Transportation, "House Party"	:30
AD: U.S. Department of Transportation, "Drum Solo"	:30
AD: United Negro College Fund, "Neighborhood"	:30
WAND, Black History Month, Ben Birkshire	:30
WAND, Black History Month, Judge Parsons	:30
WAND, Black History Month, Rev. George Coates	:30
WAND, Black History Month, Elsworth Dansby	:30
WAND, "Community Calendar Ken Promo"	:30
WAND, "Community Calendar – Sunday"	:60
WAND, "Community Calendar – Sunday A"	:30
WAND, "Community Calendar – Saturday"	:60
WAND, "Community Calendar – Saturday A"	:30
WAND, "Community Calendar – Saturday B"	:30
WAND, "Community Calendar – Monday"	:30
WAND, "Community Calendar – Tuesday"	:30
WAND, "Community Calendar – Wednesday"	:30
WAND, "Community Calendar – Thursday"	:30
WAND, "Community Calendar – Friday"	:30