

PUBLIC FILE
WAND-TV, DECATUR, ILLINOIS

PUBLIC/COMMUNITY AFFAIRS
April – June, 2003

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.

Community Outreach Involvement:

Black History Month:

WAND-TV ran many PSA's honoring local and National African Americans during **Black History Month**. The spots ran the month of February.

Law Enforcement Torch Run Polar Plunge:

WAND-TV sponsored the **Law Enforcement Torch Run Polar Plunge** to benefit Special Olympics in five local counties. This was our first Polar Plunge and it was very well received raising nearly fifteen thousand dollars.

Operation Heat Relief:

Operation Heat Relief collected fans to give to seniors and families in the low-income bracket. This was the fourth year collecting electric fans. We collected 528 fans this year and 2,590 the past four years.

Decatur Celebration:

August brought **The Decatur Celebration** to Central Illinois. WAND-TV was involved station wide covering events, doing a live Saturday Morning broadcast of the Celebration Parade and manning the WAND booth. We also promoted the Celebration with Public Affairs Shows and PSA's.

Jingle Bell Run:

The Arthritis Foundations **Jingle Bell Run** went well. This year we had 137 runners/walkers and raised \$6,200.

Trick or Treat for Hunger, WAND-TV sponsored a food drive to supplement the local food banks low fall supply. This was our third year for the food drive and we surpassed our total from last years drive with more that 55,000 items being donated. Illinois Power provided incentive for schools to collect cans and nearly 25,000 were collected from them.

Operation Warm Winter, WAND-TV and DOVE teamed up for our eleventh annual Operation Warm Winter. Coat collection was down from last year but we still collected nearly 2,951 coats.

Salvation Army Angel Tree, The Salvation Army, The Hickory Point Mall and WAND-TV again sponsored the Angel Tree. This year 2,450 tags were issued. The Salvation Army then distributed the toys to parents for them to give on Christmas morning.

ISSUES / RESPONSES PSA LIST

APRIL, MAY, JUNE 2003

HEALTH / MEDICAL

American Assoc of Diabetes:	:30
American Dental Assoc. "Dudley and Friends"	:30
Anemia Lifeline, "Understanding Anemia":	:20
Anemia Lifeline, "Understanding Anemia"	:30
Arthritis Foundation, "Kids Foundation"	:30
Asthma Action, "Asthma to the test"	:30
Asthma Action, "Asthma to the test"	:10
Bipolar Disorder Awareness, "Bi-polar"	:30
CARE, "A Cure for Poverty"	:30
CARE, "A Prescription for Poverty"	:30
CARE, "A Cure for Poverty"	:10
Coalition on Donation, "Numbers"	:30
Coalition on Donation, "Numbers"	:60
The Heart Truth, "If you Could"	:30
The Heart Truth, "If you Could"	:20
Illinois Department of Public Health, "Best Qualities"	:30
Illinois Department of Public Health, "19,000 people"	:30
Inst. ... Achievement of Human Potential, "Well Kids"	:30
Inst. ... Achievement of Human Potential, "Sick Kids"	:30
IFFGD, "Gerd Awareness"	:30
Juvenile Diabetes, "Kids"	:30
Juvenile Diabetes, "Children"	:60
March of Dimes, "Megan Mullally"	:30
National Colorectal Cancer, "Come on Down"	:30
National Colorectal Cancer, "Everyone's Talking"	:20
National Hospice, "My Father"	:30
National Hospice, "My Father"	:15
National MS Society, "There is Help"	:15
National MS Society, "There is Help"	:30
National Radon Test, "People on the Street"	:30
National Radon Test, "Man on the Street"	:30
National Radon Test, "Man on the Street"	:60
Pediatric Emergency Care, "Unfunniest Home Movie"	:30
Power of Ten, "Rusty Nail" (Tetnus)	:15
Prader-Willi Syndrome Assoc., "Bob Dole"	:30
Society for Women's Health, "Talk IBS"	:20
VNAA, "Cubicles: Get a Flu Shot"	:60
VNAA, "Cubicles: Get a Flu Shot"	:15

CRIME

Department of Home Security, "Ridge"	:15
Department of Home Security, "Family"	:30
Illinois Counseling Association, "Contact"	:30
Students First, "Crime"	:30

ENVIORMENT

Alliance to Save Energy, "Science Fair"	:60
Alliance to Save Energy, "Science Fair"	:10
American Kennel Club, "Responsible Pet"	:20
American Kennel Club, "Responsible Pet"	:30
American Kennel Club, "Responsible Pet"	:60
American Veterinarian Med. Assoc. "Winter Safety Pets"	:30
Environmental Defense, "Earth:	:30
Environmental Defense, "Tires and Cash"	:30
Environmental Defense, "Thermostat/Recycle"	:30
Environmental Defense, "Circle"	:60
Environmental Defense, "Water"	:10
Environmental Defense, "Air"	:10
Environmental Law and Policy Center, "Greener Greens"	:30
Fair Trade Certificate Coffee, "Martin Sheen"	:30
The Fund for Animals, "Spay or Neuter"	:30
The Living Reef, "Ed Harris"	:10
National Pest Management Assoc., "Children"	:30
Safe Electricity, "Downed Power Lines"	:60
Safe Electricity, "Downed Power Lines"	:30
Safe Electricity, "Downed Power Lines"	:15
Wildfire Prevention, "Smokey and the Boyz"	:20

FAMILY

Ad Council, "I am an American"	:30
Air National Guard, "Money for College"	:15
Air National Guard, "Do Something Different"	:30
American Dietetic Association, "Home Food Safety"	:30
Americans for the Arts, "Girl"	:30
American Red Cross, "Pay it Forward"	:30
American Red Cross, "Wartime Response"	:30
American Red Cross, "Wartime Response"	:60
America's Second Harvest, "Warehouse"	:30
Big Brothers Big Sisters, "Gum"	:15
Big Brothers Big Sisters, "Office"	:20
Big Brothers Big Sisters, "Stare"	:30
Big Brothers Big Sisters, "Burp"	:30
Big Brothers Big Sisters, WAND, "Bowl for Kids Sake"	:30

Big Brothers Big Sisters, WAND, "Mentor"	:30
Big Brothers Big Sisters, WAND, "Mentor"	:60
Catholic Campaign for Human Dev., "All Fall Down"	:15
Church of Jesus Christ, "Cupcake Girls"	:30
Church of Jesus Christ, "Splash"	:60
Church of Jesus Christ, "Kidnapped"	:30
Church of Jesus Christ, "Kidnapped"	:60
Church of Jesus Christ, "Missing"	:30
Church of Jesus Christ, "Dream Car"	:10
Church of Jesus Christ, "Home Repair"	:20
Collaboration to Adopt US Kids, "Loving Home"	:30
Community Calendar, Tuesday	:30
Community Calendar, Thursday	:30
Community Calendar, Saturday	:60
Community Calendar, Sunday	:60
Divorce Resource, "Workshop"	:15
Divorce Resource, "The Source"	:30
Firefighters National Trust, "Two Firefighters"	:30
Foundation for a better Life, "Hockey"	:60
Foundation for a better Life, "Power of the Dream"	:60
Foundation for a better Life, News Stand"	:20
Girl Scouts of America, "Blue Sky"	:30
Girl Scouts of America, "Bedtime"	:15
Girl Scouts of America, "Bedtime Story"	:30
IRS, "Diaper"	:30
IRS, "Flat Tire"	:30
IRS, "I Love You"	:30
Jehovah's Witness, "Protect your Children"	:20
LDS Family Services, "They all love me"	:20
LDS Family Services, "New Dad"	:10
Library of Congress, "Gurney"	:30
Library of Congress, "Delivery Guy"	:30
Library of Congress, "Cold"	:30
Make a Wish, "Performance"	:20
Missing Children's Network	:30
Narconon, "Parents"	:30
National PTA, "New Shoes"	:30
National PTA, "Moments"	:30
National PTA, "Involved"	:30
National Underground Railroad, "Why"	:30
Safe Haven, "15"	:15
Salvation Army, "Giving"	:30
Salvation Army, "We're always here"	:30
Second Harvest, "Laura Bush"	:30
United Nations Foundation, "AIDS Kids"	:30
United Way, "Mascara"	:30

US Air Force, "Belong"	:30
US Air Force, "Thank You"	:30
US Air Force, "Thank You"	:60
US Air Force Reserves, "Aeromedical"	:20
US Army National Guard, "A Time like no other"	:30
US Army National Guard, "A Time like no other"	:15
US Navy League, "Ronald Reagan"	:30
USO, "I'll Be Seeing You"	:30
USO, "I'll Be Seeing You"	:60
Volunteers of America, "Helping people help themselves"	:10
Woman's Sports Foundation, "Who I am"	:30

EDUCATION

International Literacy Network	:30
Learning Disabilities Campaign, "I'm Not"	:20
WAND, "Employment"	:30

WAND-TV, Decatur, Illinois
2nd Quarter Report
April, May and June 2003

PUBLIC AFFAIRS SHOWS:

The following are half hour shows produced and taped at WAND-TV, Decatur, Illinois. The shows focused on community issues and aired January through March. Topics include Education, News, Women's issues, Senior Citizen Concerns, Youth Concerns, and Agriculture. This list is by no means exhaustive. The order, which the issues appear, does not reflect significance.

HEALTH/MEDICAL

- | | | |
|---|----------|------|
| Sixtysomething +
30:00 | April 20 | Noon |
| Host Marjorie Sangster talked with Diane Drew, the executive director of C.H.E.L.P. Resources for homebound seniors and companionship to low-income seniors were discussed. | | |
| Digest
30:00 | May 5 | Noon |
| Host Ken Frye spoke with volunteer Wanda Bobbitt and Pat Gasell about organ donation. Mrs. Wanda Bobbitt received a heart transplant five years ago. Mrs. Pat Gasell's son died and had his organs donated to several people. The need for organ donation around the country is great. | | |
| News Extra
30:00 | June 5 | Noon |
| Host Ken Frye interviewed Dianna Heyer/ R.N., B.S.N. Macon County Health Department, Robert Millington/Macon Mosquito Abatement and Charles Tribout/Director of Environmental Health at the Macon County Health Department about the threat of the West Nile Virus. We showed how to keep the mosquito population down in our neighborhood and what to do with possible contaminated birds. | | |
| Sixtysomething+
30:00 | June 15 | Noon |
| Host Marjorie Sangster interviewed Dan and Shirley Moore about being cancer survivors. Types of treatments and support groups were discussed. | | |
| Digest
30:00 | June 25 | Noon |

Host Ken Frye spoke with Dr. John Kefalas/Orthopedic Surgeon and Captain Fred Schneller/Decatur Fire Department about kid safety. We discussed common sense things to do to keep your child safer this summer. We also discussed what to do if your child gets hurt.

CRIME

None this Quarter

FAMILY/COMMUNITY OUTREACH

Woman's Voices April 12 Noon
30:00

Host Cindy Gutteridge interviewed Dina Coates-Koebler/Executive Director, The Parent Place about Child Abuse. Discussed was the problem of Child Abuse, resources for people wanting help and programs offered by The Parent Place.

Illinois Learning May 1 Noon
30:00

Host Ken Frye interviewed Rocki Wilkerson about a new partnership with the Adult Learning center in the Hickory Point Mall, Richland Community College and the low-income housing department. What is positive about this merger and how will it help adults needing to learn vocational skills?

Digest May 31 Noon
30:00

Ken Frye hosted a show with guest John Schilawski/Contractor showing viewers some simple and some not so simple things that can be done to their home to extend the life of the house, lower cooling or heating bills, and make the home more aesthetically pleasing.

Woman's Voices June 14 Noon
30:00

Host Cindy Gutteridge spoke with Jann Martin from the Greater Decatur YMCA about summer programs for kids. We also showed taped segments from the Children's Museum and the local Zoo. There are many opportunities for fun, learning and education for the "bored" child.

Illinois Ag June 21 Noon
30:00

Host David Brown toured a farm equipment show looking for new technology and improved equipment for the Central Illinois Farmer.

Teen Talk June 22 Noon
30:00

Host Ken Frye spoke with two counselors about teen and their self-image. What can the child, parent, educator do to help the kid with low self-esteem? We talked about warning signs, treatment plans and avenues for help.

Digest June 29 Noon
30:00

Host Steve Breitwieser talked to the new University of Illinois basketball coach Bruce Weber. They talked about the pressures of having a high profile job, the hiring process and the season ahead.

EDUCATION

Illinois Agriculture April 19 Noon
30:00

Host David Brown talked with Marilyn Parker/ Executive Director of the Macon Co. Soil and Water, and Gail Saunders/President Richland Community College about the new partnership between the Soil and Water district and the College.

Digest June 1 Noon
30:00

Host Ken Frye interview author Paul Zumwalt and expert climber Barbara Gurtler about the Highpoint Club. We talked about travel in the United States and abroad and visiting the highest point of each state.

Illinois Learning June 7 Noon
30:00

Host Ken Frye talked with Susan Smith/Executive Director of the Decatur Area Arts Council about their summer programs, their new building and future projects.

ECONOMY/BUDGET/TAXES

Teen Talk May 8 Noon
30:00

Host Ken Frye spoke with Consumer Credit Counselor Sharon Law and Bruce Moore about high school and college aged students attempting to manage their money. They gave ideas about budgeting, credit cards and student loans.