

PUBLIC FILE  
WAND-TV, DECATUR, ILLINOIS

PUBLIC/COMMUNITY AFFAIRS  
January, February, March 2007

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: January, February, March 2007**

The **WAND-TV Fan Club** is under way. It will run June 13 through July 9. Local Senior Centers in seven counties have collected over 445 fans.

WAND-TV's **Stuff the Bus** campaign collected school supplies for children who needed a little extra help. We collected at Wal-Mart stores in six communities across Central Illinois and our viewing area. The drive began in mid-July and ended in mid-August.

WAND-TV was a sponsor of the **Blues in Central Park** Series in Downtown Decatur. Anchor Sean Streaty was the host for one of the events. This series happened the third Thursday of the Month for the summer months.

The **Ursula Beck Tennis Tournament** in Decatur was sponsored by WAND-TV. Promo's were aired and it had extensive coverage by the sports department. This tournament ran late July into August.

WAND-TV was a sponsor and supporter of the **Decatur Celebration**. We broadcasted the Celebration Parade live at ten o'clock on Saturday morning. We also did live shots through out our news casts showing high lights of the weekend event. It was the first weekend in August.

**National Night Out** was the first Tuesday in August. WAND-TV ran a PSA to promote the event. We also gave live coverage during its neighborhood tour.

WAND-TV was part of the **Illinois State Fair Decatur Days** in Springfield. We had our Weather Display and gave away items from Ameren IP. This was in Mid-August during the first day of the fair.

WAND-TV sponsored the **Rockin' Back to School** fundraiser for Project Success. We ran promo's for the late August event.

**Women's Day** at the Decatur Civic Center was sponsored by WAND-TV. This last Saturday of August event had dozens of vendors catering to the needs of women.

WAND-TV was a first year sponsor of the **Annual Urbana Sweetcorn Festival** the last weekend in August. We ran promo's for the event and ran news coverage.

WAND-TV was a sponsor of the **State Farm Classic** in Springfield the last week of August through Labor Day, September 3. We ran promo's and provide coverage to this LPGA Tournament.

The **American Red Cross Blood Drive** at the Hickory Point Mall in Forsyth was sponsored by WAND-TV. We ran PSA's and promoted the event on the Community Calendar.

The **Symphony Orchestra Guild of Decatur** gave their Labor Day Pops Concert in Nelson Park to kick off their season. WAND-TV is a sponsor of the Decatur Millikin Symphony Guild. They will have shows through the winter into spring.

WAND-TV and the **501 Club** had a **Football Kickoff** to Launch the NFL on NBC this season. We promoted the event on our newscasts and with promos for this September 7<sup>th</sup> event.

WAND-TV sponsored the **My Pocket Foundation Smooth Jazz** in early September. We ran promo's for this event featuring some local talent who have made a splash nationally in the Jazz scene.

WAND-TV sponsored a fundraiser for the Macon County Animal Shelter. **Furry Scurry** was a run with your dogs along with other events. It was the second Saturday in September.

WAND-TV's **I Love to Read** program kicked off in September. Kids are being encouraged to read with prizes being awarded to the top reading classes in Central Illinois.

**Community Patriotic Day** was held on September 11 to honor those serving in the military, those who have already served in the military and family members of those currently serving in the armed forces. This all day event was promoted with PSA's and news coverage.

This Macon County Animal Shelter Fundraiser, **Whiskers and Tails**, was sponsored by WAND-TV. We ran promo's and announced the event on our Community Calendar.

WAND-TV kicked off it's **Buddy Check Program** in September. We are encouraging people to get a buddy and encourage each other to receive regular check ups and cancer screenings. Each month will have a different cancer profiled. It is sponsored and runs on the 17<sup>th</sup> of each month.

WAND-TV, Decatur, Illinois  
1<sup>st</sup> Quarter Report,  
January, February, March 2007

"I Love to Read" Special  
30:00

Saturday, April 3, 2007

Noon

WAND-TV aired a half hour special honoring the children and classrooms that excelled during our "I Love to Read" Program. WAND challenged children across Central Illinois to read books during the fall of 2006. An individual student from each class through sixth grade received a \$100 Savings Bond for reading the most in Central Illinois. Classroom awards were given to classrooms that read the most in Central Illinois. Anchors Dawn Sterling and Sean Streaty hosted the "I Love to Read" Special. The show also included footage and interviews of each classroom and individual winner. There were also congratulatory messages from the programs sponsors and the Governor of Illinois' wife.

## ISSUES / RESPONSES PSA LIST

January, February, March 2007

### HEALTH / MEDICAL

AABB, American Blood Centers, ARC, Gold Reserve	:30
AABB, American Blood Centers, ARC, Gold Reserve	:10
AI-ANON, Feelings	:10
AI-ANON, What it's Like	:20
AI-ANON, What it's Like	:10
Alcoholics Anonymous, Testimonials	:15
Alzheimer's Disease Research, "Working ...Alzheimer's"	:30
American Academy of Dermatology, IM-ing	:30
Am. Assoc. of Clinical Endocrinologist, And then I got help	:15
American Association of Orthodontists, The quick fix	:15
American Association of Poison Control, What a Day	:10
American Association of Poison Control, Whose Advice	:10
American Diabetes Association, "Walk 2006"	:30
American Diabetes Association, "Choose to Live"	:15
American Dietetic Association, Granddaughter's Wedding	:30
American Lung Association, Faces of Influenza	:15
American Stroke Association, Bull's Eye	:15
Am. Veterinary Medical Association, "Zoonotic Diseases"	:10
Autism Awareness, Autism Speaks	:10
The Cancer Project, "Perfect Weapon"	:15
Chronic Fatigue Syndrome, The worst Part	:30
Coalition to Prevent DVT, DVT PSA	:30
Colorectal Cancer, "1 on 1 with Morgan Freeman"	:20
Colorectal Cancer, "Diane Keaton/Grammy Keaton"	:20
Depression is Real, Elevator	:30
Help Hospitalized Vets, James Caan	:20
Help Hospitalized Vets, Kenny Rogers	:20
Leukemia & Lymphoma Society, "Goals"	:10
Lung Cancer Alliance, "Candles"	:15
Mental Health National Anti Stigma, Video Game	:15
National Foundation for Infectious Diseases, "To Do List"	:15
Nat'l Fnd. for Infect. Dis., "Spell it Out, Whooping Cough	:30
National M.S. Society, "Dreams"	:30
National Ovarian Cancer Coalition, "Buck the Silence"	:15
Paralyzed Veterans of America, "Montell Williams"	:20
Parents Against Meningitis, What Happened Shouldn't...	:10
Parents Against Meningitis, What Happened Shouldn't...	:20
Physicians Committee for Responsible Medicine, Chubby's	:60
Physicians Comm. for Responsible Medicine, Dangerous	:15
Shriners Hospital, Sarah McLachlan	:20

Shriners Hospital, Betty White	:20
Sickle Cell Disease Assoc. of America, Taking Control	:20
Spina Bifida, Folic Acid, English	:30
Vision Council of America, Eye Gym	:15

### CRIME

National Cyber Security Alliance, Cyber Security	:30
National Crime Prevention, Watch/Version B	:20
Project Roadblock, US Dot, Soccer	:30
Project Roadblock, US Dot, House Party	:30
Project Roadblock, US Dot, Drum Solo	:30

### ENVIRONMENT

My Wonderful World/Nat'l Geo, "My Wonderful World"	:30
Nuclear Threat Initiative, Coming Together	:30
Rechargeable Battery Recycling Corp, "Golden Years"	:15
U.S. Department of Energy, Hog Commandos	:15
U.S. Department of Transportation, Precious Cargo	:15
U.S. EPA, Little Flower	:30
U.S. EPA, The Surgeon General's other Warning	:20

### FAMILY

Abstinence First, Most Teens Wait, What's Your Reason	:30
American Red Cross, "Help America II, Give Blood	:30
Ansar Shrine Local, "Dick Van Dyke"	:30
Ansar Shrine Local, "Parenting"	:30
Ansar Shrine Local, "Jane Pauley"	:30
Ansar Shrine Local, "Ringo Starr"	:30
Big Brother Big Sister, "Bowl for Kids Sake"	:30
Church of JC of LDS, Cell Phone,	:10
Church of JC of LDS, Truck Talk,	:20
Dave Thomas Foundation, Every Child Needs Love	:60
Dave Thomas Foundation, Every Child Needs Love	:30
Federal Citizen Info Center, First Gov.gov	:10
Federal Citizen Info Center, Fed Info	:20
Foundation for a Better Life, Generosity	:20
Foundation for a Better Life, Classroom	:10
Foundation for a Better Life, Classroom	:20
Girls and Boys Town, "Labels - Parent"	:20
Girls and Boys Town, "Labels - Parent"	:10
Girls and Boys Town, "Labels - Teen"	:10
Girls and Boys Town, "Labels - Teen"	:20

Girls and Boys Town, "Choices - Teen"	:20
Girls and Boys Town, "Choices - Teen"	:10
Habitat for Humanity, Help Build It	:30
Habitat for Humanity, I Helped Build It	:30
JAMRS – Today's Military, "Career"	:15
Make A Wish, Just a Kid	:20
Make A Wish, Just a Kid	:60
March of Dimes, "Stadium"	:15
Ronald McDonald House Charities, "All of us together"	:30
Sister to Sister, The Forgotten Fat	:30
U.S. Air Force Reserve, Hurricane Hunters	:30
U.S. Air Force, 60 <sup>th</sup> Anniversary	:15
U.S. Army, Graduate	:15
U.S.D.A., Power Out Food Safety	:60
U.S. Marine Corps, For Country	:30
U.S. Marine Corps, Pride of the Nation	:30
Will Rogers Institute, Exercise	:20
Will Rogers Institute, Teen Stress with the Muppets	:30
Will Rogers Institute, Teen Stress with the Muppets	:60

#### EDUCATION

America on the Move	:10
Community Marketplace, Unlocking Your Future	:30
Disabled American Vets, Give Back to Them	:10
Disabled American Vets, Give Back to Them, Gary Sinise	:20
Drug Free dot Org, "URL Meth"	:10
Federal Student Aid, Only a Dream	:15
Guide Dog Foundation, Ed Harris	:20
Illinois Am. Vets, Hines VA Hospital	:30
I.D.O.T., "True Stories, Danny Hicks"	:30
Illinois Masonic Children's Home, Cut #1	:30
Illinois Sheriff's Association Meth Campaign, "Bath Tub"	:30
Illinois Sheriff's Assoc. Meth Campaign, "Laundromat"	:30
Illinois Sheriff's Association Meth Campaign, "That Guy"	:30
Illinois Sheriff's Association Meth Campaign, "Just Once"	:30
Jamestown 2007, America's 400 <sup>th</sup> Anniversary	:30
Nat'l Assoc of Sec School Princ's., "Sprt of Comm Award"	:15
Nat'l Assoc of Broadcasters, "Boss of Bad Guys"	:30
Nat'l Assoc of Broadcasters, "Drugs"	:30
NASD Foundation, "Opinions"	:15
Peace Corp, Life is Calling	:10
Richland Community College, Career Fair	:30
U.S.D.T., "Buckle Up"	:10
WAND, Black History Month, Dawn	:30
WAND, Black History Month, Sean	:30
WAND, Black History Month, Mikaela	:30

WAND, Black History Month, Marcus	:30
WAND, Coaches vs. Cancer, Lori and Team	:30
WAND, Community Calendar Promo	: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
WAND, Special Olympics, Polar Plunge	:30