

PUBLIC FILE  
WAND-TV, DECATUR, ILLINOIS

PUBLIC/COMMUNITY AFFAIRS  
July, August, September 2008

The following are 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 and PSA's ran during this quarter.

## **WAND-TV Community Outreach Involvement: July, August, September 2008**

**American Cancer Society Relay for Life**, WAND was a sponsor of the event, we ran spots and had several employees volunteer at the event.

Ursula Beck Tennis Tournament, WAND ran spots for this event on the pro tennis junior circuit.

Cruisin' Downtown Decatur, hundreds of cars and even more people participated in the downtown Decatur Event. WAND ran promotions.

Blues in the Park, WAND was a sponsor of the summer series. Some of our talent were M.C. for the concerts.

Decatur Civic Center Partnership, Flea Market, as part of the WAND, Decatur Civic Center Partnership, we promoted the Flea Market with promo's and live interviews.

Decatur Celebration, WAND has a live presence through out the week end. We also had a booth in Central Park manned by station talent and department heads. WAND aired the Saturday Parade live on TV.

Illinois State Fair, Fair Weather Days, WAND participated in Decatur Days the opening day of the fair. We also had meteorologist J.C. Fultz giving weather demonstrations and answering questions from fair goers.

Project Success, Rockin' Back to School, WAND sponsored the event which raised money to help children in the school district with school supplies.

Decatur Civic Center Partnership, Woman's Day, as part of the WAND, Decatur Civic Center Partnership, we promoted the Woman's Day with promo's and live interviews.

Urbana Sweetcorn Festival, WAND sponsored this event. Nearly 50,000 people take part in this two day festival. And, yes, there is sweet corn!

Farm Progress Show, Boone, Iowa, David Brown and Andy Barker represented WAND at this years farm show. The show will be in Decatur next year.

Allerton Barn Festival: Chamber music and good food are a part of the four day event. It takes place in a renovated barn on the grounds of Allerton Park near Monticello.

I Love to Read, Schools and children are challenged to read and keep track of their minutes. The students reaching the pre-determined minute goal are put in a drawing. The winning students are highlighted on a WAND half hour I Love to Read Salute. This is sponsored by WAND and three businesses.

Furry Scurry: pets and their humans take part in this day long festival for four legged friends. WAND sponsored the event.

Shoreline Classic, WAND sponsored the yearly running event that brings in hundrends of runners from throughout the Midwest.

Decatur Civic Center Partnership, Train Fair, as part of the WAND, Decatur Civic Center Partnership, we promoted the Train Fair with promo's and live interviews.

Whiskers & Tails: WAND Sponsored the fundraising gala for the local animal shelters.

## ISSUES / RESPONSES PSA LIST

July, August, September 2008

### HEALTH / MEDICAL

Al-Anon/Alateen, "Excuses"	:20
Alzheimer's Disease, Caring For Your Loved Ones	:30
American Academy of Orthopedic Surgeons, "Grim"	:15
American Association of Orthodontists, "Smiley Face"	:15
Anxiety Disorders Association of America, Howie	:15
Asthma Gap, Sidelines	:60
Cronic Fatigue Syndrome, Missing My Life	:30
Depression is Real, "Elevator"	:30
Disabled Veterans of America, "Give Back to Them"	:30
Donate Life, "John"	:30
Donate Life, "Tyler"	:30
Donate Life, "Tracy"	:30
Leukemia & Lymphoma Society	:15
Men's Preventative Health, Men in Gowns	:15
MSAA, "Jill"	:10
Nat'l Headache F., "Ach Migraine Relief: Troy Aikman	:20
National Meningitis Assoc., "Parents Against Meningitis"	:20
National Stroke Association, "Stroke Awareness"	:30
National Stroke Association, Stars	:30
Paralyzed Veterans of America, Helping Our Heroes	:15
Prevent Blindness America, "Wonderful World"	:30
RAINN, Men, "She was"	:20
RAINN, Woman, "I was"	:20
SPOHNC, "Head & Neck Cancer"	:15
Susan G. Koman for the Cure, "Burned"	:30
US Department of Health and Human Services, Butterfly	:15
The Wellness Comm/NCCS, "Don't Go through it alone"	:20
Woman's Cancer Programs, "Breast Cancer Awareness"	:20

### CRIME

iKeepSafe, Play Safe PSA	:15
Nat'l Crime Prevention Council, Cyberbullying Chicken	:30

### ENVIRONMENT

Am. Kennel Club, "Blind Date"	:15
Am Veterinary Medical Assoc, "Being a Pet is Risky"	:10
ASPCA, "Put and End to Animal Cruelty"	:30
Arbor Day, Bring Life Back to Our Forests	:10
Arbor Day, Bring Life Back to Our Forests	:20
Arbor Day Foundation, "Replanting Our National Forest"	:10

Arbor Day Foundation, "Replanting Our National Forest"	:20
Arbor Day Foundation, "2008 Nature Explore"	:10
Arbor Day Foundation, "2008 Nature Explore"	:20
Earth Shares, Promises	:15
Grains Food Foundation, "Trail"	:15
National Pest Management Association	:15

## FAMILY

American Red Cross, "Change a Life – Give Blood"	:30
Americorps Vista, "Fighting Poverty with Passion"	:30
Amnesty International, "Save Darfur"	:30
C.J.C.L.D.S., Consequences – Daughter	:10
C.J.C.L.D.S., Consequences – Son	:10
C.J.C.L.D.S., Consequences – Son	:20
C.J.C.L.D.S., "Watch Video"	:10
C.J.C.L.D.S., "Homework"	:10
C.J.C.L.D.S., "Late Night"	:10
C.J.C.L.D.S., "A Few Words"	:30
Catholic Campaign for Human Dev., "Children in Poverty"	:10
Coalition to Salute Am Heroes, "Montgomery/Gentry"	:20
Coalition to Salute Am Heroes, "Karri Turner"	:20
Federal Citizen Info Center, "First Gov.gov"	:10
Foundation For A Better Life, The Greatest	:20
Foundation For A Better Life, Special Athlete	:30
Girls and Boys Town, "I Know"	:10
Girls and Boys Town, "Parenting Bee"	:10
Girls and Boys Town, "Parenting Bee"	:20
Girls and Boys Town, Sean Astin – Teen	:20
Girls and Boys Town, Sean Astin – Teen	:10
Girls and Boys Town, Sean Astin – Parent	:20
Girls and Boys Town, Sean Astin – Parent	:10
March of Dimes, "Shoes"	:30
March of Dimes, "Shoes"	:15
March of Dimes, Dumbbell	:15
March of Dimes, Soccer	:15
NPMA, "Sleep Tight"	:15
Nat' Assoc. of Ins. Commissioners, Disaster Preparedness	:30
Optimist, "Right Here, Right Now"	:15
Optimist, "Contribute"	:30
Rotary, You Can	:20
Rotary, When You Start with Rotary	:20
USDA, "Coloring Book Pyramid"	:10
US Air Force, Thunderbird Pilot	:30

US Dept of Health and Human Services, Second Helpings”	:30
USO, “Day in the Life”	:10
USO, Letter Home	:10
US Olymic Committee, Women’s Volleyball	:30
US Olymic Committee, Paralympic Cycling	:30
US Olymic Committee, Triathalon	:30
US Olymic Committee, Women’s Wrestling	:30
What to Expect Foundation	:20
World Vision, A Mother’s Work	:20

### EDUCATION

4 – H State Fair, Feed the Hungry	:30
AARP, “Nose”	:15
AHFA, “Real Life Questions”	:30
College Illinois, “Market”	:15
College Illinois, “States”	:15
Crown Royal, “NASCAR”	:15
DTV, “Digital Box”	:30
Dr Martin Luther King, Jr Memorial, “Montage”	:10
Dr Martin Luther King, Jr Memorial, “Montage”	:20
Federal Citizen Information Center, “Ask the Government”	:20
Illinois Secretary Of State, “Shirt”	:30
Illinois Secretary Of State, “Shorts”	:30
Illinois Secretary Of State, “Good Idea”	:30
IRS, “Life is Frustrating”	:15
League of Women Voters, Freedom of Expression	:20
March of Dimes, “For Every Baby”	:30
March of Dimes, “Worth It”	:10
Medic Alert Foundation, “Emily Wagner”	:20
NAB, “DTV Answers”	:30
National CASA, “tired”	:30
National Memorial Project Foundation, Montage	:15
National Society of High School Scholars, “Ed Harris”	:20
Partnership for a Drug Free America, “URL Meth”	:10
Partnership for a Drug Free America, “Flowers”	:20
Partnership for a Drug Free America, “Silence”	:20
Partnership for a Drug Free America, “Alan Prevention”	:20
Partnership for a Drug Free America, “Montage”	:20
The Peace Alliance, “Stand up be Counted”	:30
Shriner’s Hospital for Children, “Jeff Goldblum”	:20
Shriner’s Hospital for Children, “William Shatner”	:20
Shriner’s Hospital for Children, “Hector Elizando”	:20
United Way, 2008 Campaign	:30
United Way, Live United	:30
United Way, Live United	:15

Volunteers of America, More Than A Room	:30
WAND, WSOY Food Drive	:30
WAND Fan Club	:30
WAND, DTV, Digital in the Air	:15
WAND, DTV, Digital in the Air	:30
WAND, DTV, Just a Box	:15
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, EAS Weekly Test/Slide Still	:30