

PUBLIC FILE  
WAND-TV, DECATUR, ILLINOIS

PUBLIC/COMMUNITY AFFAIRS  
July, August, September 2007

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 2007**

The **WAND-TV Fan Club** kicked off in June and ended in July. We collected 827 fans this year, nearly double last year's total. The fans were donated to the local senior centers and they distributed them to the seniors in their county.

**Lakeside Arts Festival – Rodney T. Miller Triathlon** took place the Independence Day weekend. This was the first year for the triathlon. Over 400 athletes participated.

WAND-TV helped promote the **Stuff the Bus** Campaign. Pepsi and Wal-Mart stores across the market promoted the event. The supplies collected were given away to school kids in need by local county school resources agencies.

Several people at WAND-TV volunteered at the **American Cancer Society – Relay for Life** event at Richland Community College. The event was promoted on the community calendar.

The **Decatur Celebration** was the first weekend in August. WAND-TV did live remotes and had several people and news personnel volunteer at the booth. WAND-TV gave away a trip to St. Louis and souvenir cups.

The first Tuesday in August is **National Night Out**. City Law Enforcement agencies across the country came out to meet and greet residents in the inner city. It was also a chance for neighbors to light their porch lights and band together against crime.

WAND-TV went to the **Illinois State Fair – for Fair Weather Day**. It was part of Decatur Days at the State Fair. We gave away souvenir cups at the event and did weather demonstrations.

WAND-TV sponsors the **Blues in the Park** performances during the summer. Different artists are featured once a month. WAND talent emceed one of the shows.

**The Project Success – Rockin' Back to School** Fundraiser was promoted by WAND.

**Women's Day** at the Decatur Civic Center featured 60 booths dealing with women issues. WAND talent spent some time at the show.

WAND-TV was the media sponsor for the **Urbana Sweetcorn Festival**. It was good to be involved with events in neighboring communities.

**The Farm Progress Show** comes to Decatur every other year. This was our year. WAND-TV did a half hour special previewing this year's show. News did live hits through out the show, all three days.

WAND-TV was a sponsor of the **Allerton Music Barn Festival**. This upscale event promoted dinner and music with the same theme.

Twenty-five WAND-TV employees volunteered during the **WAND-TV Day of Caring** at the Promise Community Center. We picked up trash, helped paint playground equipment, helped make a garden out of a trashy lot, and more.

WAND-TV sponsored the **Furry Scurry** event for the local animal shelter. People could run and walk with their pets and partake in various other events during the day.

The **I Love to Read** Campaign kicked off in September. Dozens of schools throughout Central Illinois are participating. Kids in first through sixth grades are reading a determined amount of minutes. If they reach that level, they have the chance to win prizes.

The **United Way Campaign** kicked off in Decatur and other communities in September.

**NBRA Boat Races – Balloonfest** took place at Lake Shelbyville. WAND was a sponsor of the event. Several Employees volunteered for the festival and as balloon crew.

The **Train Fair** was at the Decatur Civic Center. This is part of the WAND-TV sponsored events at the Civic Center.

Ten employees from WAND-TV attended the **Champaign Chamber of Commerce Annual Meeting** in Champaign.

## ISSUES / RESPONSES PSA LIST

July, August, September 2007

### HEALTH / MEDICAL

AABB, American Blood Centers, ARC, "Gold Reserve"	:10
AABB, American Blood Centers, ARC, "Gold Reserve"	:15
Agency for Health Care Research, "We Need Your Q's"	:15
Al-ANON, "Feelings"	:10
Al-ANON, "What it's Like"	:20
Al-ANON, "What it's Like"	:10
Alcoholics Anonymous, "Testimonials"	:15
American Academy of Dermatology, "IM-ing"	:30
Am. Assoc. of Clinical Endocrinologist, "...then I got help"	:15
Am. Academy of Orthopaedic Surgeons, "Osteophyte"	:15
American Association of Orthodontists, "The quick fix"	:15
Am. Association of Orthodontists, "Unmask Your Smile"	:15
American Association of Poison Control, "What a Day"	:10
American Association of Poison Control, "Whose Advice"	:10
American Diabetes Association, "Choose to Live"	:15
American Diabetes Association, "I Decide"	:15
Am. Dietetic Association, "Granddaughter's Wedding"	:30
Am. Heart Assoc, "Go Red For Women"	:30
Am. Lung Assoc., "Inhaler Wrestling"	:15
Am. Speech/Language Hearing Assoc, "Rock-n-Roll"	:15
American Stroke Association, "Bull's Eye"	:15
American Stroke Association, "Arrow"	:15
Autism Awareness, "Autism Speaks"	:10
Autism Awareness, "Golf"	:30
Autism Awareness, "Lightning"	:30
Autism Awareness, "Baby Sitter"	:30
CISCRP, "Informed Choice"	:20
Chronic Fatigue Syndrome, "The worst Part"	:30
Coalition to Prevent DVT, "DVT PSA"	:30
Colorectal Cancer, "Diane Keaton"	:20
Colorectal Cancer, "Jimmy Smits"	:20
Depression is Real, "Elevator"	:30
The Heart Truth, "Lee Ann Womack"	:30
Leukemia & Lymphoma Society, "Goals"	:10
Leukemia & Lymphoma Society, "Light the Night 07"	:15
Lung Cancer Alliance, "Candles"	:15
Mental Health National Anti Stigma, "Video Game"	:15
Nat'l Fnd. for Infect. Dis., "Spell it Out, Whooping Cough"	:30
National M.S. Society, "Dreams"	:30
National M.S. Society, "Movement"	:30

Nat'l Tourette Syndrome Assoc, "Richard Lewis T.S."	:30
Parents Against Meningitis, "What Happened Shouldn't"...	:10
Physicians Comm. for Responsible Medicine, "Chubby's"	:60
Physicians Comm. for Responsible Medicine, "Dangerous"	:15
Shriners Hospital, "Sarah McLachlan"	:20
Shriners Hospital, "Betty White"	:20
Shriners Hospital, "Beyonce"	: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

ENVIRONMENT

Department of Energy, "Hog of Energy"	:30
Environmental Defence, "Train"	:30
Nat'l Pest Management Assoc., "Child's Play"	:15
The Nature Conservancy, "Sigourney Weaver"	:20
Nuclear Threat Initiative, "Coming Together"	:30
PETA, "Life on a Chain"	: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
American Red Cross, "There is a Place"	:60
Catholic Campaign for Human Dev., "Poverty Line"	:10
Corp. Nat'l & Community Service, "The Power of Hope"	:30
Dave Thomas Foundation, "Every Child Needs Love"	:60
Federal Citizen Info Center, "First Gov.gov"	:10
Federal Citizen Info Center, "Fed Info"	:20
Girls and Boys Town, "Labels - Parent"	:10
Girls and Boys Town, "Labels - Teen"	:10
Girls and Boys Town, "Choices - Teen"	:20
Girls and Boys Town, "Choices - Teen"	:10
Girls and Boys Town, "Ruby Ties"	:10

Girls and Boys Town, "Choices - Teen"	:20
Girls and Boys Town, "Mike Mussina"	:10
Girls and Boys Town, "Mike Mussina"	:20
Habitat for Humanity, "I Helped Build It"	:30
Homework Hangout, "Classroom"	:30
Homework Hangout, "Restaurant"	:30
Homework Hangout, "Job Interview"	:30
Homework Hangout, "Movie"	:30
Illinois State Fair, "Feed the Hungry"	:30
Junior Achievement, J.A. "After School"	:30
Macular Degeneration, "Real People"	:30
Make A Wish, "Just a Kid"	:20
Make A Wish, "Just a Kid"	:60
Make A Wish, "Beetle Boy"	:30
March of Dimes, "Let the People Sing"	:30
March of Dimes, "Lauren Holly"	:30
March of Dimes, "Thalia"	:30
National Assoc. of Letter Carrier, "Food Drive"	:30
Ronald McDonald House Charities, "All of us together"	:30
Salute America's Hero's, "Travis Tritt"	:20
Salute America's Hero's, "Shelly Fairchild"	:20
Salute America's Hero's, "Gary Sinese"	:20
Sister to Sister, "The Forgotten Fat"	:30
Stamp Out Hunger, "Harlem Globetrotters"	:30
United Way, "Early Childhood"	:30
U.S. Air Force Reserve, "Hurricane Hunters"	:30
U.S. Air Force, "Montgomery - Gentry"	: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. of I., "Bruce Weber"	:15
U of I, "Burce Weber"	:30
Will Rogers Institute, "Exercise"	:20
Will Rogers Institute, "Teen Stress with the Muppets"	:30
Will Rogers Institute, "Teen Stress with the Muppets"	:60
Wounded Warrior Project, :20	:20

#### EDUCATION

American Council on Education, "Airplane"	:15
Am. Motorcyclist Assoc., "Distracted Driver"	:10
Am. Motorcyclist Assoc., "Distracted Driver"	:20
Communities in School, "ER"	:10
Communities in School, "ER"	:30
Community Marketplace, "Unlocking Your Future"	:30
Department of Health and Human Services, "Questions"	:15
Disabled American Vets, "Give Back to Them"	:10

Disabled American Vets, "Give Back to Them, Gary Sinise"	:20
Donate Life, "Priscilla"	:60
Donate Life, "JePahl"	:60
Donate Life/Illinois, "JePahl"	:30
Drug Free dot Org, "URL Meth"	:10
Federal Student Aid, "Only a Dream"	:15
Federal Voting Asst., "Bus Stop"	:15
Guide Dog Foundation, "Ed Harris"	:20
Illinois Am. Vets, "Hines VA Hospital"	:30
I.B.A., "F.D.R."	:15
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
March of Dimes, "For Every Baby"	:10
March of Dimes, "Worth It"	:10
March of Dimes, "For Every Baby"	:30
Meals on Wheels, "The World Before & After"	:30
Medic Alert Foundation, "Emily Wagner"	:20
NAB Congressional, "Rep Phil Hare, Online Predators"	:30
NAB Congressional, "Rep Phil Hare, Diabetes"	:30
NAB, "DTV Answers"	:30
NCI, 1-800-Quit-Now, "I'm A Quitter"	:20
Negligent Driving, "13 Minutes Phone"	:15
Neighborhood Works America, "Dollhouse"	:30
Paralyzed Veterans of America, "Thank You PVA"	:20
Partnership for a Drug Free America, "Forest"	:30
Peace Corp, "Life is Calling"	:10
Richland Community College, "Career Fair"	:30
Underage Drinking Prevention, "Brandon"	:15
U.N. High Commiss. for Refugees, "Darfur Can't Wait"	:30
U.S. Dept. of Health and Human Services, "Be a Player"	:15
WAND, "Fan Club"	:30
WAND, National Night Out, "Mayor"	: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, EAS Weekly Test/Slide Still	:30



**ISSUES/PROGRAMMING RESPONSE LIST  
JULY- SEPTEMBER 2007**

LIN Television Corporation  
September 30, 2007

WAND-TV

LIN Television Corporation – WAND TV

NewsCenter 17 Today	Monday through Friday	5:00 am – 7:00 am
NewsCenter 17 at Noon	Monday through Friday	12:00 pm – 1:00 pm
NewsCenter 17 at Five	Monday through Friday	5:00 pm – 5:30 pm
NewsCenter 17 at Six	Monday through Friday	6:00 pm – 6:30 pm
NewsCenter 17 at Ten	Monday through Friday	10:00pm – 10:35pm
NewsCenter 17 at Five	Saturday & Sunday	5:00 pm – 5:30 pm
NewsCenter 17 at Ten	Saturday & Sunday	10:00pm – 10:30pm

All of the programs noted above are locally produced News programs presenting a mix of News, weather, sports and issue related feature stories. The 12:00pm News also features guests and a health segment. Other reoccurring segments include:

News Extra:	M-F	Newscenter 17 at 10
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Local or National package concerning issues of the day.

Check Up On Your Health	Monday	Newscenter 17 at 5
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Weekly health segment talking about local programs.

Central Illinois A-Z	Wednesday	NewsCenter 17 at 6
	Sunday	NewsCenter 17 at 10

Feature stories about the interesting towns and people in Central Illinois

Recall Roundup	Friday	NewsCenter 17 at 5
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Weekly consumer segment informing watchers of recalls.

Consumer Watch	Thursday	NewsCenter 17 at 5
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What's new and exciting in the world available for consumers

Pet Adoption	M – W – F	NewsCenter 17 at Noon
	Friday	NewsCenter 17 at 5

Local pet shelters and pet adoption agencies bring in one or two animals that are available for adoption.

Making A Difference	Friday	News Center 17 at 6
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