PUBLIC FILE WAND-TV, DECATUR, ILLINOIS

PUBLIC/COMMUNITY AFFAIRS January, February, March 2005

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**: Public Affairs shot a 30 second Black History Month PSA featuring 4<sup>th</sup> Graders from a local school. We also ran ABC PSA's featuring national talent.

American Cancer Society's Coaches vs. Cancer Three Point Shootout at Millikin University. We ran Community Partner Spots promoting the event. The Public Affair Department produced a half hour show talking about the American Cancer Society and the event coming to a local college. We had representatives from the Shootout Board appear on morning newscasts promoting the event. We also had a team represent the station at the Shootout. We won two and lost one, thank you. The event made over \$25,000. News covered the shootout the day of the event.

Law Enforcement Torch Run Polar Plunge to benefit Special Olympics went very well this year. Weekend Anchor Jill Monier decided to plunge this year and was used on the Community Partners spot to promote the event. The plunge raised over 23,000 dollars this year. News covered the plunge the day of the event. Jill dressed like a penguin.

# WAND-TV, Decatur, Illinois 1st Quarter Report, January, February, March 2005

#### 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 +

January 16

Noon

30:00

Host Ken Frye interviewed Rana Mahmood, M.D., Neurologist with Decatur Neurological Associates, LTD about Parkinson's Disease. Also on the show were Henry Steinkamp and Betsy Empen, both are living with Parkinson's Disease. We talked about medications, early warning signs and other conditions that may look like Parkinson's but is not.

Women's Voices

February 12

Noon

30:00

Host Jill Monier interviewed cancer survivor Lori Kerans the Women's Basketball Coach from Millikin University about a cancer awareness/fundraiser event coming to the area. Jim Swartz and Dr. Joseph Schrodt from the board for the American Cancer Society Coaches vs. Cancer shoot-out.

#### **CRIME**

Teen Talk

March 26

Noon

30:00

Host Ken Frye interviewed Christine Pinkard/District 61 Social & Child Counselor, Jessica Ellison/MacArthur H.S. Social Worker and Kelly TerHark/MacArthur H.S. Social Worker about the current rash on violence in schools. Discussed what issues were driving the violence, how the school district was addressing the violence and how conflict resolution can be used to curb these tendencies.

### FAMILY/COMMUNITY OUTREACH

Illinois Learning

February 5

Noon

30:00

Host Ken Frye spoke with local author Leon Mentzer about the book he had published. We spoke about the process of getting a book published and what is expected of him from his publisher. More books and a national tour are in the works.

Digest

February 24

Noon

30:00

Host Sean Streaty interviewed Amy Bliefnick the Illinois State Fair Manager and the new state fair queen Sherrie Smith from Rosiclair. He discussed new attractions to the fair and the traditional attractions.

Women's Voices

March 12

Noon

30:00

Host Jill Monier interviewed Karen Trader the March of Dimes Central II. Division Dir. and Kathy Thomas the March of Dimes Community Director. Also on the show were two volunteer moms with their kids who were affected by being born too early. They talked about the March of Dimes, how it promotes premature birth education and upcoming fundraising events.

## **EDUCATION**

News Extra

January 9

Noon

30:00

Ken Frye hosted a News Extra Show with Paul D. Slocumb, Ed.D. the author of "Hear Our Cry, Boys in Crisis." He was in town to talk with Decatur teachers about why some boys need to have special attention and how to mold classroom schedules to make them more boy friendly.

#### ECONOMY/BUDGET/TAXES

Illinois Ag

January 23

Noon

30:00

Host Ken Frye interviewed Paul Marriman and Suzanne Bissonnette from the University of Illinois Extension. The topic was Asian Rust, a fungus that may be attacking Soy Beans in Central Illinois this year. We discussed what the rust was, how to attack it and the possible economic impact to Central Illinois.

Illinois Ag

March 23

Noon

30:00

Host David Brown interviewed Sara Wilcox/Project Manager, Illini Bio Energy and Brian Wrage/Farmer, Illini Bio Energy Board Member about an new ethanol plant being

discussed for Logan County. Discussed were the economic impact of such a plant, jobs that will be created and the feasibility of the plant reaching fruition.

# ISSUES / RESPONSES PSA LIST

## January, February, March 2005

HEALTH / MEDICAL	
AABB, Am.'s Blood Centers, Am. Red Cross, "Charlie"	:30
Al-Anon/Alateen, "Reality"	:10
Al-Anon/Alateen, "Reality"	:20
Am. Dental Assoc., "Early Detection Saves Lives"	:60
Am. Diabetes Assoc., "Break Your Heart"	:15
Am. Heart Assoc., "Love of Life"	:15
Am. Heart Assoc., "Heart to Heart"	:15
Am. Heart Assoc., "Heart to Heart"	:30
Am. Heart Assoc., "Love of Life"	:30
Am. Society for Surgery of the Hand, "The Choice Hands"	:60
Am. Soc. of Plastic Surgeons, "Plastic Surgery is Surgery"	:15
Cntr for Info.& Study on C. Research, Smart Participation	:20
Childhood Asthma, "Drain"	:10
Childhood Asthma, "Drain"	:20
Cure Search Nat'l Childhood Cancer Foundation, "Why"	:15
Cure Search Nat'l Childhood Cancer Foundation, "Hair"	:30
Foundation for Biomedical Research, "New Leash on Life"	:30
The Leukemia & Lymphoma Society, "Mandy Moore"	:10
The Leukemia & Lymphoma Society, "Light the night"	:20
MedicAlert, "Timing is Critical"	:20
National Glaucoma Research, "The Sneak Thief of Sight"	:30
Nat'l Marrow Donor Program, "I'm Still Here"	:15
Nat'l Prostate Cancer Coalition, "Put odds in your Favor"	:60
Paralyzed Vets of America, "Jason"	:20
Paralyzed Vets of America, "Jason"	:15
Prostate Cancer Foundation, "It's a Team Approach"	:15
Shriners Hospital, "Ted Danson"	:20
The Skin Cancer Foundation, "Chalk"	:20
CRIME	
CASA, "Courtroom"	:30
Crime Prevention Coalition of America, "64 Bit Mailbox"	:15
i-safe America, "Al Joyner"	:20
i-safe America, "Al Joyner"	:10
Missing & Exploited Children, "Acronyms"	:10
National Crime Prevention, "Bully Hotline"	:30
University of Illinois, "Bruce Weber"	:30
ENDADONIMENT	
ENVIRONMENT	1 ~
American Kennel Club, "Blind Date"	:15

Consumer Federation of Am., "Radon-Test Your Home"	:30
Defenders of Wildlife, "Safe Refugees"	:30
Illinois Electric Council, "Lane"	:30
Illinois Electric Council, "Outlet"	:30
Peta, "Dennis Franz, Cruelty Link"	:30
Veterinary Orthopedic Society, "Serious Pain"	:30
vetermary orthopeare society, serious rum	
FAMILY	
Am. Red Cross, "Support America"	:30
Boy Scouts of America, "The Salvation Army"	:30
CARE, "Tsunami Relief"	:15
CARE, "Tsunami Relief"	:30
Catholic Charities, Springfield, "Hope & Help"	:30
Christian Children's Fund, "Tsunami Relief"	:60
Church of Jesus Christ L.D.S., "Lasting Marriage"	:20
Dept. of Children and Family Services, "Safe Haven law"	:15
Dept. of Children and Family Services, "Safe Haven law"	:30
Disabled Americans Veterans, "Volunteers for America"	:20
Disabled Americans Veterans, "Volunteers for America"	:30
Family Violence Prevention, "The Wrong Way Around"	:15
Girls and Boys Town, "I am"	:20
Girls and Boys Town, "Teen"	:10
Girls and Boys Town, "Parent"	:10
Girls and Boys Town, "Parent"	:20
Jeffery Modell Foundation, "Normal"	:20
LDS Church, "Sister Pitcher"	:20
LDS Church, "Waiting for Dad"	:10
LDS Church, "Waiting for Dad"	:20
Make a Wish, "The Performance"	:20
Management Solutions, "Mr. Bicycle Man"	:30
Rotary International, ?Humanity in Motion"	:30
Safe Haven, "Safe Haven"	:30
Salute American Heroes, "Michael Douglas Thank You"	:10
U.S.A., Freedom Corp, "Bush & Clinton"	:15
U.S.A., Freedom Corp, "Bush & Clinton"	:30
U.S.A., Freedom Corp, "Bush & Clinton" U.S. Army Operation Graduation, "Megaphone"	:15
U.S.O., "Signs"	:10
United Way, "Beyond the Numbers"	:30
Youth Empowerment, "It Ain't So Bad"	:30
Youth Empowerment, "I'm not Your enemy"	:30
Touth Empowerment, Thi not Tour enemy	.50
EDUCATION	
A.A., "Teens"	:10
A.A., "Teens & Seniors"	:30
ABC, "Library"	:15

ABC, "Library"	:30
Am. Legacy Foundation, "SUV"	:15
Am. Legacy Foundation, "Baby"	:30
Am. Symphony Orchestra League, "Emotions"	:30
Federal Citizen Information Center, "Uncle Sam"	:10
Federal Citizen Information Center, "Uncle Sam"	:20
Help Hospitalized Veterans, "Brad Paisley"	:20
Help Hospitalized Veterans, "Pat Sajak"	:20
IRS, "Control Freak"	:30
Lewis & Clark Bicentennial, "Legacy"	:60
LDS Family Service, "Online"	:10
LDS Family Service, "Online"	:20
LDS Family Service, "Online"	:30
LDS Family Service, "Graduation"	:20
LDS Family Service, "Tell Her"	:30
MLK, Jr., Nat'l Memorial Project Foundation, "Armstrong'	<b>'</b> :30
MLK, Jr., Nat'l Memorial Project Foundation, "Freeman"	:30
Narconon Arrowhead, "Holiday"	:30
Parental Involvement in Schools, "Lou Diamond Phillips"	:30
Poison Hotline, "Whose Advise"	:10
Poison Hotline, "Whose Advise"	:20
Poison Hotline, "What a Day"	:10
Poison Hotline, "What a Day"	:20
United Negro College Fund, "Schedule"	:60
Veterans Administration, "Faces"	:20
WAND, ABC, Black History Month, "Shepherd"	:15
WAND, ABC, Black History Month, "Noah"	:15
WAND, ABC, Black History Month, "Reno"	:30
WAND, ABC, Black History Month, "Henry"	:30
WAND, ABC, Black History Month, "Garcelle"	:15
WAND, Black History Month, "Kids"	:30
WAND, TVB, Project Roadblock, "Wiggins Kids"	:30
WAND, TVB, Project Roadblock, "Jeff Peckler"	:30
WAND, TVB, Project Roadblock, "John Elliott"	:30
WAND, "Community Calendar – Sunday"	:60
WAND, "Community Calendar – Saturday"	:60
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