

PUBLIC FILE  
WAND-TV, DECATUR, ILLINOIS

PUBLIC/COMMUNITY AFFAIRS  
April, May, June 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: April, May, June 2008**

**Easter Seals Fund Drive with Joyner Radio**, WAND-TV did live remotes throughout the day in Decatur's Central Park to help raise awareness and funds for Easter Seals of Central Illinois.

**Parkland Job Fair**, Tracey Cole and Rodney Fleming represented WAND-TV at the Parkland Job Fair. An estimated 1,500 people attended the event. Several stopped by the WAND booth for information about our openings. There were a couple promising prospects.

**Champaign Chamber of Commerce**, WAND-TV sponsored through promotion the Champaign Chamber of Commerce event. WAND-TV's Sean Streaty represented the station.

**Corks and Forks, Decatur Area Arts Council**, the annual fundraiser for the Area Arts Council was attended by several of WAND-TV's management.

**Festival of Quilts, WAND-TV** was a media sponsor of the event held in Champaign as a fundraiser for the Cunningham Children's home.

**Office Party**, was held at the Decatur Civic Center where WAND-TV is a media partner.

**Ebertfest**, Champaign was held at the historic Virginia Theatre in Downtown Champaign. U of I Alum Roger Ebert did not attend this year. WAND-TV was a media sponsor for this event.

**Deal or No Deal Casting Call**, nearly 5,000 people showed up to try and be a Deal or No Deal contestant. Many camped out the night before. WAND-TV personnel helped keep the line orderly and helped pass the time by having our talent offer "Deals" to random people standing in line.

**Children's Museum of Illinois Duck Derby**, WAND-TV sponsored the derby held at the Children's Museum in Decatur. The station helped promote the event.

**Careers on Wheels, Junior Achievement,** Photographer Kylie Daniel and Public Affairs Director Ken Frye spent three days showing our live truck to 4<sup>th</sup> graders from Macon County Schools.

**Race for the Cure Shoe Auction,** As the title says, an auction of shoes belonging to local and national celebrities were auctioned off with the proceeds benefiting the Race for the Cure. WAND-TV donated a couple pair of Bonnie Hunt's shoes.

**Decatur Chorale Shows in the Park,** WAND-TV Reporter Liz Adeole and Public Affairs Director Ken Frye hosted the Cookin' with the Chorale concerts in Fairview Park.

**American Diabetes Kiss A Pig,** WAND-TV Ag Reporter David Brown represented WAND-TV at the American Diabetes Kiss A Pig Gala. David raised over \$3,000 towards the nights \$65,000.

**YMCA Celebrity Waiters Fundraiser,** WAND-TV's Brian Jodice and U of I's Brit Miller represented WAND at the YMCA fundraising event.

**Futures Golf,** WAND-TV was a media sponsor of the Future's Golf event at the Hickory Point Golf Course. A few employees volunteers during the event as well.

**DTV Talks,** Mike Johnston/GM, Tracey Cole/Station Manager and Ken Frye/Public Affairs Director have made presentations to various groups about the coming changes to TV Broadcasting and the transmission of Digital television by February, 2009.

**Blues in the Park,** WAND-TV is a media sponsor of the event held in Decatur's Central Park.

**Susan G. Komen Race for the Cure,** WAND-TV is a media sponsor of the event held in Fairview Park. Several Employees participated in the walk.

## ISSUES / RESPONSES PSA LIST

April, May, June 2008

### HEALTH / MEDICAL

Al-Anon/Alateen, "Excuses"	:20
American Academy of Orthopedic Surgeons, "Grim"	:15
American Association of Orthodontists, "Smiley Face"	:15
American Association of Poison Control, "What a Day"	:10
American Association of Poison Control, "Whose Advice"	:10
American Diabetes Association, "Boat"	:15
American Diabetes Association, "Restaurant"	:15
A.P.I.C. & E., "Skin is the Source"	:15
Autism Awareness, "Autism Speaks"	:10
Autism Awareness, "Golf"	:30
Autism Awareness, "Lightning"	:30
Autism Awareness, "Baby Sitter"	: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, "Goals"	:10
MSAA, "Jill"	:10
National Alcohol & Drug Addition, "Celebrate"	:15
Nat'l Headache F., "Ach Migraine Relief: Troy Aikman"	:20
National Meningitis Assoc., "Parents Against Meningitis"	:20
National Stroke Association, "Stroke Awareness"	:30
Prevent Blindness America, "Wonderful World"	:30
RAINN, Men, "She was"	:20
RAINN, Woman, "I was"	:20
SPOHNC, "Head & Neck Cancer"	:15
Sister to Sister Foundation, "The Forgotten Fat"	:15
Susan G. Koman for the Cure, "Burned"	:30
The Wellness Comm/NCCS, "Don't Go through it alone"	:20
Woman's Cancer Programs, "Breast Cancer Awareness"	:20

### CRIME

National Crime Prevention, "Watch/Version B"	:20
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### 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 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
Decatur Macon County Animal Shelter, 2 <sup>nd</sup> Anniversary	:15
Grains Food Foundation, "Trail"	:15
Rechargeable Batteries, "Forces of Nature"	: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 – Daughter	:20
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
Catholic Campaign for Human Dev., "Children in Poverty"	:10
Central Illinois Gem and Mineral Show, 2008	:15
Central Illinois Gem and Mineral Show, 2008	:30
Coalition to Salute Am Heroes, "Montgomery/Gentry"	:20
Federal Citizen Info Center, "First Gov.gov"	:10
Girls and Boys Town, "I Know"	:10
Girls and Boys Town, "I know"	:20
Girls and Boys Town, "Parenting Bee"	:10
Girls and Boys Town, "Parenting Bee"	:20
Help Hospitalized Vets, Ed Harris: We Care About Them	:20
Help Hospitalized Vets, Luke Perry: "Coming Home"	:20
Homework Hangout, "Classroom"	:30
Homework Hangout, "Restaurant"	:30
Homework Hangout, "Job Interview"	:30
Homework Hangout, "Movie"	:30
March of Dimes, "Shoes"	:30
March of Dimes, "Shoes"	:15
Mennonite Relief Sale, "2008"	:10
Mennonite Relief Sale, "2008"	:20
NPMA, "Sleep Tight"	:15
Optimist, "Right Here, Right Now"	:15
Optimist, "Contribute"	:30
The Peace Alliance, "Stand up be counted"	:30
USDA, Clean Separate, Cook, & Chill	:30
USDA, "Coloring Book Pyramid"	:10

U.S. Air Force, "60 <sup>th</sup> Anniversary"	:15
US Dept of Health and Human Services, "Second Helpings"	:30
USO, "Day in the Life"	:10
Will Rogers Institute, "Exercise"	:20

#### EDUCATION

AARP, "Nose"	:15
AHFA, "Real Life Questions"	:30
Am. Motorcyclist Assoc., "Distracted Driver"	:10
Campbell's 2008, "Stamp Out Hunger"	:15
Campbell's 2008, "Stamp Out Hunger"	:30
College Illinois, "Lil guys"	:15
College Illinois, "Rocket"	:15
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"	:15
Dr Martin Luther King, Jr Memorial, "Montage"	:20
Federal Citizen Information Center, "Ask the Government"	:20
Federal Citizen Information Center, "Ask the Government"	:10
Illinois Secretary Of State, "Shirt"	:30
Illinois Secretary Of State, "Shorts"	:30
Illinois Secretary Of State, "Good Idea"	:30
IRS, "Life is Frustrating"	:15
March of Dimes, "Feet"	:30
March of Dimes, "For Every Baby"	:10
March of Dimes, "Worth It"	:10
Meals on Wheels, "The World Before & After"	:30
Medic Alert Foundation, "Emily Wagner"	:20
NAB, "DTV Answers"	:30
Nat'l Assoc of 2 <sup>nd</sup> -ary Sch Principals, "Honor Young Vols"	:15
National CASA, "tired"	:30
National Memorial Project Foundation, "Montage"	:15
National Society of High School Scholars, "Ed Harris"	:20
NCI, 1-800-Quit-Now, "I'm A Quitter"	: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
The Peace Alliance, "Stand up be Counted"	:30
Project Roadblock, Jesselyn Rose	:30
Project Roadblock, House Party	:30
Project Roadblock, Drum Solo	: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
WAND, ADA, Kiss A Pig	:30
WAND, DTV, Digital in the Air	:15
WAND, DTV, Digital in the Air	:30
WAND, DTV, Just a Box	:15
WAND, RCC, "Job Fair"	:20
WAND, Special Olympics, "Dan and Kenny"	: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**  
**April, May, June 2008**

WAND-TV

For the list of stories aired under the groupings of Crime, Economy, Government, Health & Safety, Military, and Education, please used the enclosed CD.



## WAND (TV) Partnership

NewsCenter 17 Today	Monday through Friday	5:00 am – 7:00 am
NewsCenter 17 at Noon	Monday through Friday	12:00 pm – 12:30 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  
Local or National package concerning issues of the day.

Check Up On Your Health Monday Newscenter 17 at 5  
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  
Weekly consumer segment informing watchers of recalls.

Consumer Watch Thursday NewsCenter 17 at 5  
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

