PUBLIC FILE WAND-TV, DECATUR, ILLINOIS

PUBLIC/COMMUNITY AFFAIRS April, May, June 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.

# WAND-TV, Decatur, Illinois 2nd Quarter Report, April, May, June 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 April through June. 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**

Digest April 9 Noon
30:00
Host Ken Frye interviewed Illinois Secretary of State Jesse White about Organ Donor
Month and the importance of donating organs of loved ones when they die. Also on the

Month and the importance of donating organs of loved ones when they die. Also on the show were two women who have received organs the several years.

Digest June 5 Noon

30:00

Host Ken Frye interviewed Heritage Behavioral administrator Diane Knaebe about mental health month. Discussed were signs to look for mental health distress and what family members can do to help.

Sixtysomething + June 19 Noon
Host Ken Frye interviewed three directors of home health services about the importance of researching home care providers.

## FAMILY/COMMUNITY OUTREACH

Illinois Learning April 2 Noon

30:00

Host Ken Frye interviewed Jill Savage and two others from Hearts at Home, an organization geared towards the education and support of women who stay home with their children.

Digest April 30 Noon 30:00

Host Ken Frye interviewed Scot Roskelley, an Emergency Management expert, about how to stay safe during spring storms. A package by WAND Weathercaster J.C. Foltz also ran show what happens on WAND when this weather approaches.

Digest May 7 Noon

30:00

Host Ken Frye interviewed Millikin Coach Lori Kerans and her basketball team about winning the Division III National Championship. The team was still riding the high of winning it all and is already looking forward to next year.

Women's Voices May 8 Noon

30:00

Host Elizabeth Moors spoke with Claudia Quigg, the founder of Baby Talk, about motherhood in honor of Mother's Day.

Digest May 28 Noon

30:00

Host Ken Frye interviewed a Decatur Police Officer and the Safe Kids Coordinator for Macon County about National Safe Kids Month. We discussed tips for the upcoming summer and car seat safety.

Digest June 12 Noon

30:00

Host Ken Frye interviewed Dominican Sisters who started the Jubilee Farms west of Springfield. We talked about the farm, the idology behind it and what people can see when they get there.

Digest June 25 Noon

30:00

Host Ken Frye interviewed Director Mike Borders about Scovill Zoo. We discussed the why the zoo is important to the area and the educational aspects of the zoo.

Digest June 26 Noon

30:00

Host Ken Frye interviewed Linda Ball during her retirement as a kindergarten teacher. Linda Ball used to be a host of the WAND Program Romper Room in the 70's. The show ran from the mid fifties to the mid seventies. I asked her how Romper Room affected her teaching kindergarten kids.

### **EDUCATION**

Illinois Agriculture April 16 Noon

30:00

Host David Brown interviewed the Dean of the College of Veterinary Medicine at the University of Illinois. The they were having an open house at the college. We

interviewed several of the med students about the college and the animals they work with.

Illinois Learning

May 1

Noon

30:00

Host Ken Frye interviewed Elmer McPherson, Decatur Superintendent, about the schools 140<sup>th</sup> Anniversary. A retired teacher and a current teacher were also interviewed to talk about where the school has been and where it's going.

Digest

June 18

Noon

30:00

Host Ken Frye interviewed the director from the Macon County Solid Waste Department about the recycle programs available around town and the benefits of recycling to save landfill space.

#### ECONOMY/BUDGET/TAXES

News Extra

May 14

Noon

30:00

Host Ken Frye interviewed the executive of the new Abraham Lincoln Presidential Library and Museum. The Museum will bring thousands of people and their dollars to central Illinois that are interested in learning more about the life and times of young Lincoln and the Challenging years he spent being president.

Illinois Ag

May 15

Noon

30:00

Host David Brown Hosted the show about the rising prices of Illinois Farm Ground. He discussed with a local expert about the price of the ground some surprising reasons why it prices were skyrocketing.

Sixtysomething +

May 21

Noon

30:00

Host Ken Frye interviewed three women who deal with volunteers in Macon County. We spoke about the positive impact that volunteers make and the thousands they give to different businesses and charities in a year.

Illinois Learning

June 4

Noon

30:00

Host Ken Frye interviewed College Basketball Coaches Karin Nicholls and Lori Kerans about the recruitment of athletes in high school. We discussed what parents and kids should know if they have the talent to earn college scholarships.

#### Community Outreach Involvement:

Illinois State University Communications Career Fair, April 2005, WAND sent two representatives to the Career Fair. They spoke to dozens of students looking for a career in television. We hired a photographer from this Career Fair.

Richland Community College Job Fair, April 2005, Several Department Heads represented the station at the Job Fair. We hired two people from this fair.

**DARE Graduations**, April – May, 2005, Several Reporters and Anchors represented WAND at DARE Graduations around Decatur. The staff greeted each graduate along with other dignitaries.

March of Dimes, Walk America, May 2005, WAND ran PSA's, we did a thirty minute public affairs show and news segments of the event. Anchor Sean Streaty voiced the tag of the PSA.

**National Letter Carrier Food Drive**, May 2005, WAND ran Community Partner Commercials for the food drive. Anchors Sean Streaty and Dawn Sterling were the talent for the spot along with a local letter carrier. They collected over 120,000 pounds of food for area food banks.

**Special Olympic Spring Games,** May 2005, Morning Anchor Elizabeth Moors MC'd the opening Ceremonies of the Special Olympic Spring Games. About a dozen WAND employees volunteered to help at this event.

**Operation Heat Relief:** June 13 – July 2, WAND is helping collect fans to give to seniors and families in the low-income bracket. This was the seventh year collecting electric fans. We collected \*\*\* fans this year and \*\*\*\* the past seven years. This is the third year we have included the counties of DeWitt, Christian, Moultrie, and Shelby along with Macon.

## ISSUES / RESPONSES PSA LIST

# April, May, June 2005

HEALTH / MEDICAL	
Am. Assoc. of Diabetes Ed., "Rosanne on Johnny Cash",	:20
Am Assoc of Orthodontists, "A life time of Smiles"	:60
Am. Cancer Society, "What's really important"	:30
Am. Diabetes Assoc., "Take the first step"	:15
Am. Diabetes Assoc., "Bees"	:15
Birth Defect Research for Children, "helping Parents"	:30
The Breast Cancer Research Found., "Expose the Truth"	:15
Illinois Sec. Of State, "Tonisha TV"	:30
Lions Club International, "Protecting your Sight/Gen.	:15
Narconon Arrowhead, "Downward Spiral"	:30
National Colorectal Cancer Action Committee, "1 on 1"	:20
Office of National Drug Control Policy, "Pool"	:20
Office of National Drug Control Policy, "Roller Coaster"	:20
Physicians Comm. for Responsible Med., "Technology"	:20
U.S. Dept. of Health & Human Services, "Spare Tire"	:15
The Wellness Community, "Strike out Cancer"	:15
CRIME	2.0
CASA, "Courtroom"	:30
Dept. of Homeland Security, "Medley"	:30
University of Illinois, "Bruce Weber"	:30
ENIMIDONIMENIT	
ENVIRONMENT Illinois Electric Council, "Lane"	:30
Illinois Electric Council, "Outlet"	:30
Illinois Electric Council, Outlet	.50
FAMILY	
The Foundation for a Better Life, "Deli"	:10
The Foundation for a Better Life, "Deli"	:20
Girls and Boys Town, "Driven - Teen"	:10
Girls and Boys Town, "Driven - Parent"	:10
March of Dimes, "First Touch" WalkAmerica	:30
March of Dimes, "First Touch"	:60
Nat'l Assoc. of Letter Carriers Food Drive, "Freddy Adu"	:30
National Fatherhood Initiative, "Dance"	:15
National Fatherhood Initiative, "Light Saber"	:15
Ronald McDonald House, "Evergreen"	:15
Sesame Street Workshop, "Dick Durbin"	:30
U.S. Air Force Reserve, "We were there"	:20
United Way "I aundromat"	:15

Volunteers of America, "The Power of Caring" Volunteers of America, "The Power of Caring" Will Rogers Institute, "Wayne Brady" Will Rogers Institute, "Wayne Brady"	:10 :30 :10 :20
EDUCATION	
The Car Care Council, "Take Care"	:15
Chevy Safe Kids, "Jeff Burton"	:30
EAS Weekly Test/Slide Still	:30
Intervida, "Slap in the Face"	:10
IRS, "Control Freak"	:30
MLK, Jr., Nat'l Memorial Project Foundation, "Armstrong'	<b>'</b> :30
MLK, Jr., Nat'l Memorial Project Foundation, "Freeman"	:30
U.S. Funds for UNICEFF, "Children"	:20
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