

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.

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

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

CASA, "Courtroom"	:30
Dept. of Homeland Security, "Medley"	:30
University of Illinois, "Bruce Weber"	:30

ENVIRONMENT

Illinois Electric Council, "Lane"	:30
Illinois Electric Council, "Outlet"	:30

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, "Laundromat"	:15

Volunteers of America, "The Power of Caring"	:10
Volunteers of America, "The Power of Caring"	:30
Will Rogers Institute, "Wayne Brady"	:10
Will Rogers Institute, "Wayne Brady"	: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"	: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