

PUBLIC FILE
WAND-TV, DECATUR, ILLINOIS

PUBLIC/COMMUNITY AFFAIRS
July, August, September 2006

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 Community Outreach Involvement: July, August, September 2006

The **WAND-TV Fan Club** is under way. It will run June 13 through July 9. Local Senior Centers in seven counties have collected over 445 fans.

WAND-TV's **Stuff the Bus** campaign collected school supplies for children who needed a little extra help. We collected at Wal-Mart stores in six communities across Central Illinois and our viewing area. The drive began in mid-July and ended in mid-August.

WAND-TV was a sponsor of the **Blues in Central Park** Series in Downtown Decatur. Anchor Sean Streaty was the host for one of the events. This series happened the third Thursday of the Month for the summer months.

The **Ursula Beck Tennis Tournament** in Decatur was sponsored by WAND-TV. Promo's were aired and it had extensive coverage by the sports department. This tournament ran late July into August.

WAND-TV was a sponsor and supporter of the **Decatur Celebration**. We broadcasted the Celebration Parade live at ten o'clock on Saturday morning. We also did live shots through out our news casts showing high lights of the weekend event. It was the first weekend in August.

National Night Out was the first Tuesday in August. WAND-TV ran a PSA to promote the event. We also gave live coverage during its neighborhood tour.

WAND-TV was part of the **Illinois State Fair Decatur Days** in Springfield. We had our Weather Display and gave away items from Ameren IP. This was in Mid-August during the first day of the fair.

WAND-TV sponsored the **Rockin' Back to School** fundraiser for Project Success. We ran promo's for the late August event.

Women's Day at the Decatur Civic Center was sponsored by WAND-TV. This last Saturday of August event had dozens of vendors catering to the needs of women.

WAND-TV was a first year sponsor of the **Annual Urbana Sweetcorn Festival** the last weekend in August. We ran promo's for the event and ran news coverage.

WAND-TV was a sponsor of the **State Farm Classic** in Springfield the last week of August through Labor Day, September 3. We ran promo's and provide coverage to this LPGA Tournament.

The **American Red Cross Blood Drive** at the Hickory Point Mall in Forsyth was sponsored by WAND-TV. We ran PSA's and promoted the event on the Community Calendar.

The **Symphony Orchestra Guild of Decatur** gave their Labor Day Pops Concert in Nelson Park to kick off their season. WAND-TV is a sponsor of the Decatur Millikin Symphony Guild. They will have shows through the winter into spring.

WAND-TV and the **501 Club** had a **Football Kickoff** to Launch the NFL on NBC this season. We promoted the event on our newscasts and with promos for this September 7th event.

WAND-TV sponsored the **My Pocket Foundation Smooth Jazz** in early September. We ran promo's for this event featuring some local talent who have made a splash nationally in the Jazz scene.

WAND-TV sponsored a fundraiser for the Macon County Animal Shelter. **Furry Scurry** was a run with your dogs along with other events. It was the second Saturday in September.

WAND-TV's **I Love to Read** program kicked off in September. Kids are being encouraged to read with prizes being awarded to the top reading classes in Central Illinois.

Community Patriotic Day was held on September 11 to honor those serving in the military, those who have already served in the military and family members of those currently serving in the armed forces. This all day event was promoted with PSA's and news coverage.

This Macon County Animal Shelter Fundraiser, **Whiskers and Tails**, was sponsored by WAND-TV. We ran promo's and announced the event on our Community Calendar.

WAND-TV kicked off it's **Buddy Check Program** in September. We are encouraging people to get a buddy and encourage each other to receive regular check ups and cancer screenings. Each month will have a different cancer profiled. It is sponsored and runs on the 17th of each month.

Host Ken Frye interviewed Paul Gebhart/ Christian County Organic Farmer and Bridget Holcomb/ Ag Program Coordinator about Organic Farming. Is this type of farming a profitable alternative for Central Illinois farmers? What are the pros and cons to the Family Farm?

ISSUES / RESPONSES PSA LIST

April, May, June 2006

HEALTH / MEDICAL

Al-Anon, "Feelings"	:10
Alzheimer's Disease Research, "Working ...Alzheimer's"	:30
American Academy of Orthopedic Surgeons, "Mailbox"	:15
American Cancer Society, "Bus Stop"	:15
American Diabetes Association, "Walk 2006"	:30
Am. Veterinary Medical Association, "Zoonotic Diseases"	:10
Autism Speaks, "Car Seat"	:15
Cancer Research, "Make the Connection"	:15
The Cancer Project, "Perfect Weapon"	:15
Cntr for Disease Control & Prev., ""Always Give Hugs"	:20
AD: Childhood Asthma, "Fish"	:10
Coalition to Prevent D.V.T., "Melanie Bloom"	:30
Colorectal Cancer, "1 on 1 with Morgan Freeman"	:20
Colorectal Cancer, "Diane Keaton/Grammy Keaton"	:20
Dept. of Health & Human Services, "Stroke Awareness"	:30
Illinois Amvets, "Hines VA Hospital"	:30
Help Hospitalized Veterans, "Gen. Tommy Franks"	:20
Jeffery Modell Foundation, "Boy"	:30
Leukemia & Lymphoma Society, "Goals"	:10
Lung Cancer Alliance, "PSA Campaign"	:15
Medic Alert Foundation, "Cher"	:20
Macular Degeneration Research, "English"	:30
Narconon Arrowhead, "Family"	:30
Nat'l Center of Addiction & Substance Abuse, "Meatloaf"	:30
Nat'l Center of Add & Sub Abuse, "Meatloaf Evergreen"	:30
National Foundation for Infectious Diseases, "To Do List"	:15
Nat'l Foundation for Infectious Diseases, "Spelling it out"	:15
Nat'l Meningitis Assoc., "What Happened Shouldn't..."	:10
National Multiple Sclerosis Society, "Dreams"	:15
National Ovarian Cancer Coalition, "Buck the Silence"	:15
Paralyzed Veterans of America, "Montell Williams"	:15
Paralyzed Veterans of America, "Nick Orchowski"	1:00
Physicians Committee, "Dangerous"	:30
Sickle Cell Disease Assoc., "Taking Control of Sickle Cell"	:20
Shriner's Hospital, "Barbara"	:20
Shriner's Hospital, "Ringo Starr"	:20
Shriner's Hospital, "Jayne Pauley"	:20

CRIME

Family Violence Prevention Fund, "Father and Son"	:15
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The Office of Nat'l Drug Control Policy, "Roller Coaster"	:20
The Office of Nat'l Drug Control Policy, "Pool"	:20
National Crime Prevention, "McGruff Watch"	:20
Nat'l Crime Prevention, "McGruff School for Scoundrels"	:20
National Night Out, "Mayor"	:30

ENVIRONMENT

Rechargeable Battery Recycling Corp., "Freedom"	:30
My Wonderful World/Nat'l Geo, "My Wonderful World"	:30

FAMILY

4-H, "Can Make A Difference"	:30
Ansar Shrine Local, "Dick Van Dyke"	:30
Ansar Shrine Local, "Parenting"	:30
Ansar Shrine Local, "Jane Pauley"	:30
Ansar Shrine Local, "Ringo Starr"	:30
Big Brother Big Sister, "Chess"	:30
Catholic Campaign for Human Dev., "Portraits of hope"	:15
The Foundation for a Better Life, "Reach"	:20
Girls and Boys Town, "Did you know - Parent"	:20
Girls and Boys Town, "Whole New Game - Parent"	:30
Girls and Boys Town, "Whole New Game - Teen"	:30
Girls and Boys Town, "Whole New Game - Teen"	:60
Girls and Boys Town, "Labels - Parent"	:10
Girls and Boys Town, "Labels - Parent"	:20
Girls and Boys Town, "Labels - Teen"	:10
Girls and Boys Town, "Labels - Teen"	:20
JAMRS – Today's Military, "Career"	:15
March of Dimes, "Stadium"	:15
National & Community Service, "Carter"	:30
Rotary International, "Eradicating Polio Worldwide"	:30
Rotary International, "Symbols"	:30
Paralyzed Veterans of America, "Jason Wittling"	:20
Special Olympics, "Duck Derby"	:30
US Air Force Reserve, "7,000 Miles Away"	:30
U.S. Army Nat'l Guard, "In Their Own Words – Grimsley"	:30
U.S. Army National Guard, "In Their Own Words – Higer"	:30
USO, "Times"	:10
United Way, "Dental"	:30
United Way, "Shelter"	:30
Wounded Warrior Project, "Newman Testimonial"	:30
Wounded Warrior Project, "Salau Testimonial"	:30
Wounded Warrior Project, "Wounded Warriors Speak"	:20
WAND-TV Fan Club, "Ameren August"	:30
WAND-TV Fan Club, "Ameren July"	:30

WAND-TV Fan Club, "Lee"	:30
WAND-TV, "Community Patriotism Day"	:30

EDUCATION

American Red Cross, "Help America II: Support"	:30
American Red Cross, "Help America II: Give Blood"	:30
America on the Move, "Regis - Evergreen"	:10
Choose to Save, "Work Forever"	:10
Choose to Save, "Happy Ending"	:10
Choose to Save, "It's Gonna Hit You"	:10
Drug Free dot Org, "URL Meth"	:10
Entertainment, "Diabetes Aware - Fred & Ed"	:30
Federal Citizen Information Center, "800-FED-INFO"	:20
Federal Citizen Information Center, "Always There"	:10
Federal Voting Assistance Program, "Bag of Leaves"	:15
Federal Voting Assistance Program, "Old Relish Packet"	:15
Habitat for Humanity, "I helped build it"	:30
Heritage Behavioral Health, "Lisa"	:30
Homeownership Preservation Foundation, "Annoying"	:30
Homeownership Preservation Foundation, "Lour Mouth"	:30
Identity Theft Awareness, "Frank Abagnale"	:30
Illinois Broadcasting Association, "Job Fair"	:30
I.D.O.T., "True Stories, Danny Hicks"	:30
AD: Library of Congress, "Open Your Child's Mind"	:15
Nat'l Assoc of Sec School Princ's., "Sprt of Comm Award"	:15
Nat'l Assoc of Broadcasters, "Boss of Bad Guys"	:30
Nat'l Assoc of Broadcasters, "Drugs"	:30
National Memorial Project Foundation, "Build the Dream"	:10
NASD Foundation, "Opinions"	:15
Park District Rick Management Agency, "Swim Suit"	:30
Poison Hotline, "Whose Advice?"	:20
Salute American Heroes, "Aaron Tippin"	:20
Salute American Heroes, "Regis Philbin"	:20
Salute American Heroes, "Charlie Daniel"	:20
WAND, EAS Weekly Test/Slide Still	:30
WAND, Fan Club	:30
WAND, Fan Club, "Ameren July"	:30
WAND, Fan Club, "Ameren August"	: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