

PUBLIC FILE
WAND-TV, DECATUR, ILLINOIS

PUBLIC/COMMUNITY AFFAIRS
January – March 2004

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: Black History Month: Month of February
WAND-TV ran many PSA's honoring local and National African Americans during
The spots were from ABC and local; they ran the month of February.

WAND-TV sponsored the **Law Enforcement Torch Run Polar Plunge** to benefit
Special Olympics in five local counties. This was our second Polar Plunge and it was
very well received raising over twenty thousand dollars.

WAND-TV, Decatur, Illinois
1st Quarter Report,
January - March 2004

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 October through December. 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
30:00

January 4

Noon

Host Ken Frye interviewed two local doctors who are concerned with the high rising costs of malpractice insurance. There is talk of high-risk doctors moving to neighboring states to escape the rising insurance costs in Illinois.

FAMILY/COMMUNITY OUTREACH

Digest
30:00

February 29

Noon

Host Ken Frye spoke with Doug Gray/President of Borg Warner Sports Complex about upcoming events at the complex. Several events will target different segments of the Central Illinois population.

Women's Voices
30:00

March 13

Noon

Host Gayle Simpson spoke with several past Women Of Excellence winners about being a woman of excellence. The banquet honoring new honorees will be at the end of the month.

EDUCATION

News Extra
30:00

March 6

Noon

Host Ken Frye spoke with the director of Illinois Homeland Security Carl Hawkinson and several local legislature and emergency response personnel about the readiness of Illinois for major disasters and terrorist activities.

Teen Talk
30:00

March 27

Noon

Host Michele Tyus spoke with High School Counselor David Kidd and two teens about school, reaching graduation and goals beyond.

ECONOMY/BUDGET/TAXES

Illinois Agriculture
30:00

March 20

Noon

Host David Brown spoke with Investor David Wentworth about the new bell pepper plant that is near to producing its first crop in a ten acre green house. They spoke about the plant, the economic impact to Central Illinois and how it can be used as an alternative crop to supplement local farmers.

ISSUES / RESPONSES PSA LIST

Jan. Feb. & March 2004

HEALTH / MEDICAL	
ACAAI, "get Smart About Allergies"	:30
American Dental Association, "Adventures with Dudley"	:30
AHAF, "The Faces of Alzheimer's Disease"	:30
Al-Anon, "My Life"	:10
Al-Anon, "My Life"	:20
American Academy of Dermatology, "You're it"	:60
American Academy of Orthopedic Surgeons, "Midlife.."	:15
American Red Cross, "Safe a Life"	:15
American Speech, Language, Hearing Assoc, "Hearing"	:15
American Stroke Association, "Marshall"	:30
ASPCA, "Be Part of Our Heart"	:30
Breast Cancer Research, "Find a Cure"	:15
Center for Substance Abuse Treatment, "Crosswalk"	:30
Childhood Asthma, "Drain"	:10
Childhood Asthma, "Drain"	:20
Coalition to Prevent DVT, DVT Awareness	:15
Crohn's & Colitis, "Barbara Bush"	:30
IFFGD, "Gerd Awareness"	:15
Juvenile Diabetes Research, Heroes	:15
Juvenile Diabetes Research, Tomorrow	:60
Leukemia & Lymphoma Society, "Aging"	:30
Leukemia & Lymphoma Society, "Miracles"	:30
Muscular D.A., "ALS"	:15
Narconon, "Downward Spiral"	:60
National Colorectal Cancer, "Grandchild"	:15
National Colorectal Cancer, "Everyone's Talking"	:60
Nat'l Council on Patient Info/Ed, "Medicines Don't Mix"	:30
National Diabetes Education Program, "Get Real"	:30
National Hospice Foundation, "My Husband"	:15
National Marrow Donor, "2003"	:10
National Federation of the Blind, "Newslines"	:30
National Osteoporosis Foundation, "Beautiful to the Bone"	:30
NTID, "Deaf Awareness"	:30
Operation Life Saver, "Cake"	:20
Paralyzed Veterans of America, "Jason Wittling"	:20
Partnership for a Drug Free America, "Blown Engine"	:20
Primary Immunodeficiency, "Seasons"	:20
Shriners Hospital, "Pat Sajak"	:20
UCP, "Mardi Gras Magic"	:30
United Cerebral Palsy, Dignity	:15

USDA, "Heather Whitestone"	:10
WIC, "Prenatal"	:30
Will Rogers Institute, "High Blood Pressure"	:20

CRIME

Department of Home Security, "Ridge"	:15
Department of Home Security, "Family"	:30
Department of Home Security, "Simple"	:30
IEMA, "Homeland Security"	:30
P'ship for a Drug Free America, "Your Brain gets Dizzy"	:20
Partnership for a Drug Free America, "Fish Tank"	:10

ENVIORMENT

Earth Share Campaign, "One/Illinois"	:30
Energy Outreach Colorado & Partners, Exterminator	:15
Environmental Defense, "10"	:60
Environmental Defense, "Circle"	:60
Fund for Animals, Exotic Animals"	:20
Humane Society of the U.S., "Give Wildlife a Break"	:30
IDNR, "C.R.E.P."	:60
IDNR, "Project Entice"	:60
Keep America Beautiful, "Back by Popular Neglect"	:30
National Arbor Day, "Tree City USA"	:20
National Resources Conservation, "Sounds"	:30
National Wildlife Refuge, "You don't have to be Jack"	:30
The Ocean Conservatory, "The Ocean Symphony"	:10
The Ocean Conservatory, "The Ocean Symphony"	:20
Radon, "Roof Tops"	:30
Recycle Batteries, "Cordless Cool"	:30
Safe Electricity, "It's Shocking"	:20
World Wildlife Fund, "Force of Nature"	:60

FAMILY

America's Second Harvest, "Laura Bush"	:30
Armed Forces Relief Trust, "Serving Us"	:30
Boy Scouts of America, "Fitness"	:30
Campaign for Freedom, "Main Street USA"	:15
Catholic Campaign for Human Dev., "We can do it"	:10
Choose to Save, "Eggs in one Basket"	:15
Child Help USA, School Yard	:15
Church of Jesus Christ, "At the Movies"	:10
Church of Jesus Christ, "At the Movies"	:20
Church of Jesus Christ, "Magic Family"	:20
Colonel's Kids, Champions for Childcare"	:15
Civil Air Patrol, "Today in History"	:60

Department of Defense, "Today's Military"	:15
Disabled Veterans, "The Battle Never Ends"	:10
Foundation for a Better Life, "Bus"	:20
Foundation for a Better Life, "Locker"	:20
Foundation for a Better Life, "The Race"	:30
Girls and Boys Town, "Pop Quiz"	:20
Girls and Boys Town, "Typical Teen"	:20
Give Kids the World, "These are the Days"	:20
IFAW, "Congratulations"	:30
March of Dimes, "Hurdles"	:30
NACHA/US Dept of the Treasure, "Don't Play w/ your \$"	:30
Office of Rehabilitation Services, "Walk the Dog"	:30
Office of Violence Against Women, "Take the Pledge"	:30
Parental Involvement, "Quiz Kathy"	:15
Peace Corps, "Life is Calling..."	:30
Prevention First, "Be Real Garrett"	:10
Prevention First, "Be Real Bertha"	:10
Prevention First, "Be Real Jennifer"	:20
Prevention First, "Be Real Edgar"	:20
Project Safe Neighborhood, "Brothers"	:15
Project Safe Neighborhood, "Mothers"	:30
Saving Our Men, "Danny Glover"	:30
Teen Action Campaign, "Girls"	:30
United Nations Foundation, Art Work	:15
United Nations Foundation, kids	:60
U.S. Air Force, "Wings"	:60
Vol's of Am., "Working in Your Community, Elderly"	:15
WAND-Decatur Fire Department, "Get Out, Stay Out"	:30
WAND-Decatur Fire Department, "Smoke Detectors"	:30
Woman's Sports Foundation, "Swimmer"	:30

EDUCATION

ABC Black History Month, "Ernie Hudson"	:20
ABC Black History Month, "Henry Simmons"	:20
ABC Black History Month, "Sherri Shepherd"	:20
ABC Black History Month, "Tisha"	:30
American Trucking Association, "America's Truck Drives"	:30
ATA, "Share the Road"	:60
College Zone, "I Can"	:15
Illinois CPA Society, "2003 Tax Season"	:30
Illinois Small Business Asst. Program, Version 1	:15
IRS, "e-file"	:15
Lewis and Clark Bicentennial, "Discovery"	:20
Library of Congress, "Delivery Guy"	:20
Martin Luther King, Jr. Memorial Project, "Halle"	:30

Miss America, "Respect Yourself"	:30
NCAA Division III, Track and Field Championships	:30
Nat'l Fire Sprinkler Association, "NFSA College Safety"	:30
National Trust for Historic Preservation, "School"	:15
SCORE, "A"	:30
SCORE, "D"	:10
SCORE, "E"	:10
United Department of Transportation, "Anthem/Dummy"	:30
United Negro College Fund, "Neighborhood"	:15
USA, "Nerves of Steel"	:10
WAND, "Black History Month, RCC 1"	:30
WAND, "Black History Month, RCC 2"	:60
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
WAND, "Employment"	:30