

PUBLIC FILE  
WAND-TV, DECATUR, ILLINOIS

PUBLIC/COMMUNITY AFFAIRS  
October, November, December 2007

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: October, November, December 2007**

**March of Dimes** Signature Event was hosted by WAND-TV's Lee Davis. The Chef's Auction took place at this event which raises funds and awareness about Pre-mature Births. WAND-TV Sports Anchor Steve Breitwieser and former WAND-TV Reporter Cindy "Gutteridge" Breitwieser were the feature couple.

**Chamber Awards**, Macon County, were held in October. WAND-TV Anchor Dawn Sterling hosted the event.

WAND-TV was a sponsor of the **WSOY Food Drive** in October. The drive raised 270,000 pounds of food for two local food pantries: The Salvation Army and Catholic Charities.

WAND-TV volunteers hosted an evening of **Boo at the Zoo**. Volunteers handed out candy to the costumed kiddies.

Dove and WAND-TV teamed together for the **Coats for Kids** drive. This year 2,732 coats were collected and cleaned by Dry Cleaners donating their services. This is 500 more coats than last year. Lee Davis was the talent for the PSA.

Steve Breitwieser and Brian Jodice promoted the four **Jingle Bell Run for Arthritis** events in Central Illinois. WAND-TV Reporter Stephanie Wright hosted the event in Springfield. Patricia Kakridas hosted the event in Decatur.

The **YMCA: Climbing the Corporate Ladder in Heels** event for women was promoted by WAND-TV's Kelly Yueh. Patricia Kakridas also gave a guest introduction at the event.

The **I Love to Read** Campaign kicked off in September. Dozens of schools throughout Central Illinois are participating. It ended in October. WAND-TV presented the winning children and classrooms prizes for achieving the minutes level. The half hour special ran December 22.

The Salvation Army Angel Tree was promoted by WAND-TV across our market again this year. Angel Trees in Springfield, Champaign, and Decatur collected toys for thousands of children.

**Webster Cantrell Hall Table Tops** event took place in November at the Decatur Club. WAND-TV sponsored the event. Funds raised went to help take care of children at Webster and in foster care.

The **United Way Campaign** continued through the fall. WAND-TV helped promote events across our market to help the United Way.

## ISSUES / RESPONSES PSA LIST

October, November, December 2007

### HEALTH / MEDICAL

Al-ANON, "What it's Like"	:10
Al-Anon/Alateen, "Excuses"	:20
Am. Association of Orthodontists, "Unmask Your Smile"	: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
Am. Heart Assoc, "Go Red For Women"	:30
Am. Lung Assoc., "Inhaler Wrestling"	:15
A.P.I.C. & E., "Skin is the Source"	:15
American Stroke Association, "Arrow"	:15
Autism Awareness, "Autism Speaks"	:10
Autism Awareness, "Golf"	:30
Autism Awareness, "Lightning"	:30
Autism Awareness, "Baby Sitter"	:30
Colorectal Cancer, "Diane Keaton"	:20
Colorectal Cancer, "Jimmy Smits"	:20
Leukemia & Lymphoma Society, "Goals"	:10
Leukemia & Lymphoma Society, "Light the Night 07"	:15
National Alcohol & Drug Addition, "Celebrate"	:15
Nat'l Headache F., "Ach Migraine Relief: Troy Aikman"	:20
National Meningitis Assoc., "Parents Against Meningitis"	:20
National M.S. Society, "Movement"	:30
Nat'l Tourette Syndrome Assoc, "Richard Lewis T.S."	:30
Parents Against Meningitis, "What Happened Shouldn't"...	:10
Sister to Sister Foundation, "The Forgotten Fat"	:15

### CRIME

National Crime Prevention, "Watch/Version B"	:20
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### ENVIRONMENT

Am Veterinary Medical Assoc, "Being a Pet is Risky"	:10
Arbor Day Foundation, "Replanting Our National Forest"	:10
Arbor Day Foundation, "Replanting Our National Forest"	:20
Environmental Defense, "Train"	:30
Nat'l Pest Management Assoc., "Child's Play"	:15
The Nature Conservancy, "Sigourney Weaver"	:20
PETA, "Life on a Chain"	:30

Rechargeable Batteries, "Forces of Nature" :15

FAMILY

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  
Coalition to Salute Am Heroes, "Montgomery/Gentry" :20  
Federal Citizen Info Center, "First Gov.gov" :10  
Girls and Boys Town, "Ruby Ties" :10  
Girls and Boys Town, "Ruby Ties" :20  
Girls and Boys Town, "Mike Mussina" :10  
Girls and Boys Town, "Mike Mussina" :20  
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  
Macular Degeneration, "Real People" :30  
Make A Wish, "Beetle Boy" :30  
USDA, Clean Separate, Cook, & Chill :30  
U.S. Air Force, "Montgomery – Gentry" :30  
U.S. Air Force, "60<sup>th</sup> Anniversary" :15  
U. of I., "Bruce Weber" :15  
U of I, "Burse Weber" :30  
Will Rogers Institute, "Exercise" :20  
Wounded Warrior Project, :20 :20

EDUCATION

Am. Motorcyclist Assoc., "Distracted Driver" :10  
College Illinois, "Lil guys" :15  
College Illinois, "Rocket" :15  
Communities in School, "ER" :30  
Department of Health and Human Services, "Questions" :15  
Dr Martin Luther King, Jr Memorial, "Montage" :10  
Dr Martin Luther King, Jr Memorial, "Montage" :20  
Donate Life/Illinois, "JePahl" :30  
Drug Free dot Org, "URL Meth" :10  
Federal Voting Asst., "Bus Stop" :15

March of Dimes, "For Every Baby"	:10
March of Dimes, "Worth It"	:10
March of Dimes, "For Every Baby (3077)"	:30
Meals on Wheels, "The World Before & After"	:30
Medic Alert Foundation, "Emily Wagner"	:20
NAB, "DTV Answers"	:30
NCI, 1-800-Quit-Now, "I'm A Quitter"	:20
Neighborhood Works America, "Dollhouse"	:30
Paralyzed Veterans of America, "Thank You PVA"	:20
Peace Corp, "Life is Calling"	:10
Project Roadblock, Jesselyn Rose	:30
Project Roadblock, House Party	:30
Project Roadblock, Drum Solo	:30
U.N. High Commiss. for Refugees, "Darfur Can't Wait"	:30
WAND, Coats for Kids, Lee	:30
WAND, Jingle Bell Run, "Steve & Brian"	:30
WAND, WSOY Food Drive, "Kelly"	: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