

PUBLIC FILE
WAND-TV, DECATUR, ILLINOIS

PUBLIC/COMMUNITY AFFAIRS
January, February, March 2008

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: January, February, March 2008

Change Decatur Debate, WAND-TV along with the Decatur newspaper and radio station moderated the debate between Change Decatur, the group wanting a new form of Government for Decatur and a group from the Chamber of Commerce who wanted to keep the form of government the same. The show was taped January 29 and aired February 2 at noon.

American Heart Association held its gala on February 2. WAND-TV was a media sponsor for the event.

Greater Decatur Chorale, Sean Streaty, Dawn Sterling, Tara Barrett and Ken Frye hosted the Greater Decatur Chorale shows February 7 – 10, & 14. WAND-TV is a sponsor of the event.

Illinois State University Communications Fair, News Director Jim Pletzer represented WAND-TV at the ISU Communications Fair. The fair was held February 27th.

Millikin Career Expo, Ken Frye/Public Affairs Director represented WAND-TV at the Millikin University Career Expo on February 27th.

Law Enforcement Polar Plunge, Public Affairs Director Ken Frye took the plunge to help raise money for Special Olympics and represent WAND-TV as a sponsor of the Law Enforcement Polar Plunge. The plunge was held March 1st and raised \$48,000.

Scout Night, Hal Campbell/Chief Engineer and Ken Frye/Public Affairs Director gave tours of WAND-TV to area Cub Scouts earning their Communications Badge on March 4th. Approximately 50 Scouts, Leaders, Parents, and Siblings attended.

Health & Fitness Expo, WAND-TV was a media sponsor for the Health and Fitness Expo held at the Decatur Civic Center on March 8th.

Lincoln Land Career Day, Public Affairs Director Ken Frye attended the Lincoln Land Career Day for High School Sophomores in the Springfield area. The Career Day was held March 11th.

Richland Community College Job Fair, The RCC Job Fair was March 12th. Rodney Fleming/Local Sales Manager, Jim Pletzer, and Ken Frye/Public Affairs Director manned the table for the Job Fair. We talked to hundreds of people and took a couple dozed resumes and applications for the few positions open.

Home, Lawn, and Garden Expo, WAND-TV was a sponsor for the Home, Lawn and Garden Expo held at the Decatur Civic Center on March 14 – 16.

ISSUES / RESPONSES PSA LIST

January, February, March 2008

HEALTH / MEDICAL

Al-Anon/Alateen, "Excuses"	:20
American Academy of Orthopedic Surgeons, "Grim"	:15
American Association of Orthodontists, "Smiley Face"	: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
A.P.I.C. & E., "Skin is the Source"	:15
Autism Awareness, "Autism Speaks"	:10
Autism Awareness, "Golf"	:30
Autism Awareness, "Lightning"	:30
Autism Awareness, "Baby Sitter"	:30
Depression is Real, "Elevator"	:30
Disabled Veterans of America, "Give Back to Them"	:30
Donate Life, "John"	:30
Donate Life, "Tyler"	:30
Donate Life, "Tracy"	:30
Leukemia & Lymphoma Society, "Goals"	:10
MSAA, "Jill"	:10
National Alcohol & Drug Addition, "Celebrate"	:15
Nat'l Headache F., "Ach Migraine Relief: Troy Aikman"	:20
National Meningitis Assoc., "Parents Against Meningitis"	:20
National Stroke Association, "Stroke Awareness"	:30
Prevent Blindness America, "Wonderful World"	:30
SPOHNC, "Head & Neck Cancer"	:15
Sister to Sister Foundation, "The Forgotten Fat"	:15
Susan G. Koman for the Cure, "Burned"	:30
The Wellness Comm/NCCS, "Don't Go through it alone"	:20
Woman's Cancer Programs, "Breast Cancer Awareness"	:20

CRIME

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

Am. Kennel Club, "Blind Date"	:15
Am Veterinary Medical Assoc, "Being a Pet is Risky"	:10
ASPCA, "Put and End to Animal Cruelty"	:30
Arbor Day Foundation, "Replanting Our National Forest"	:10
Arbor Day Foundation, "Replanting Our National Forest"	:20

Arbor Day Foundation, "2008 Nature Explore"	:10
Arbor Day Foundation, "2008 Nature Explore"	:20
Grains Food Foundation, "Trail"	:15
Rechargeable Batteries, "Forces of Nature"	:15

FAMILY

American Red Cross, "Change a Life – Give Blood"	:30
Americorps Vista, "Fighting Poverty with Passion"	:30
Amnesty International, "Save Darfur"	:30
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
C.J.C.L.D.S., "Watch Video"	:10
C.J.C.L.D.S., "Homework"	:10
C.J.C.L.D.S., "Late Night"	:10
Catholic Campaign for Human Dev., "Children in Poverty"	:10
Coalition to Salute Am Heroes, "Montgomery/Gentry"	:20
Federal Citizen Info Center, "First Gov.gov"	:10
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
March of Dimes, "Shoes"	:30
March of Dimes, "Shoes"	:15
Mennonite Relief Sale, "2008"	:10
Mennonite Relief Sale, "2008"	:20
NPMA, "Sleep Tight"	:15
Optimist, "Right Here, Right Now"	:15
Optimist, "Contribute"	:30
The Peace Alliance, "Stand up be counted"	:30
USDA, Clean Separate, Cook, & Chill	:30
USDA, "Coloring Book Pyramid"	:10
U.S. Air Force, "60 th Anniversary"	:15
US Dept of Health and Human Services, Second Helpings"	:30
USO, "Day in the Life"	:10
Will Rogers Institute, "Exercise"	:20

EDUCATION

AARP, "Nose"	:15
AHFA, "Real Life Questions"	:30
Am. Motorcyclist Assoc., "Distracted Driver"	:10
Campbell's 2008, "Stamp Out Hunger"	:15
Campbell's 2008, Stamp Out Hunger"	:30
College Illinois, "Lil guys"	:15
College Illinois, "Rocket"	:15
College Illinois, "Market"	:15
College Illinois, "Statest"	:15
Crown Royal, "NASCAR"	:15
DTV, "Digital Box"	:30
Dr Martin Luther King, Jr Memorial, "Montage"	:10
Dr Martin Luther King, Jr Memorial, "Montage"	:15
Dr Martin Luther King, Jr Memorial, "Montage"	:20
Federal Citizen Information Center, "Ask the Government"	:20
Federal Citizen Information Center, "Ask the Government"	:10
Illinois Secretary Of State, "Shirt"	:30
Illinois Secretary Of State, "Shorts"	:30
Illinois Secretary Of State, "Good Idea"	:30
IRS, "Life is Frustrating"	:15
March of Dimes, "For Every Baby"	:10
March of Dimes, "Worth It"	:10
Meals on Wheels, "The World Before & After"	:30
Medic Alert Foundation, "Emily Wagner"	:20
NAB, "DTV Answers"	:30
Nat'l Assoc of 2 nd -ary Sch Principals, "Honor Young Vols"	:15
National Society of High School Scholars, "Ed Harris"	:20
NCI, 1-800-Quit-Now, "I'm A Quitter"	:20
Partnership for a Drug Free America, "URL Meth"	:10
Partnership for a Drug Free America, "Flowers"	:20
Partnership for a Drug Free America, "Silence"	:20
Project Roadblock, Jesselyn Rose	:30
Project Roadblock, House Party	:30
Project Roadblock, Drum Solo	:30
Shriner's Hospital for Children, "Jeff Goldblum"	:20
Shriner's Hospital for Children, "William Shatner"	:20
Shriner's Hospital for Children, "Hector Elizando"	:20
WAND, RCC, "Job Fair"	:20
WAND, Special Olympics, "Dan and Kenny"	: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

ISSUES/PROGRAMMING RESPONSE LIST
January, February, March 2008

WAND-TV

For the list of stories aired under the groupings of Crime, Economy, Government, Health & Safety, Military, and Education, please used the enclosed CD.

Block Communications – WAND TV

NewsCenter 17 Today	Monday through Friday	5:00 am – 7:00 am
NewsCenter 17 at Noon	Monday through Friday	12:00 pm – 12:30 pm
NewsCenter 17 at Five	Monday through Friday	5:00 pm – 5:30 pm
NewsCenter 17 at Six	Monday through Friday	6:00 pm – 6:30 pm
NewsCenter 17 at Ten	Monday through Friday	10:00pm – 10:35pm
NewsCenter 17 at Five	Saturday & Sunday	5:00 pm – 5:30 pm
NewsCenter 17 at Ten	Saturday & Sunday	10:00pm – 10:30pm

All of the programs noted above are locally produced News programs presenting a mix of News, weather, sports and issue related feature stories. The 12:00pm News also features guests and a health segment. Other reoccurring segments include:

News Extra:	M-F	Newscenter 17 at 10
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Local or National package concerning issues of the day.

Check Up On Your Health	Monday	Newscenter 17 at 5
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Weekly health segment talking about local programs.

Central Illinois A-Z	Wednesday	NewsCenter 17 at 6
	Sunday	NewsCenter 17 at 10

Feature stories about the interesting towns and people in Central Illinois

Recall Roundup	Friday	NewsCenter 17 at 5
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Weekly consumer segment informing watchers of recalls.

Consumer Watch	Thursday	NewsCenter 17 at 5
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What's new and exciting in the world available for consumers?

Pet Adoption	M – W – F	NewsCenter 17 at Noon
	Friday	NewsCenter 17 at 5

Local pet shelters and pet adoption agencies bring in one or two animals that are available for adoption.

Making A Difference	Friday	News Center 17 at 6
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Story focused on a person in Central Illinois Making a Difference to those around them or their community.

Public Service Announcements	Any Day	Any Time
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The station broadcasts local and national public service announcements of varying lengths throughout the broadcast day.

Community Calendar	Any Day	Any Time
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This is 30 second PSA's informing the public of events in the Central Illinois. 60 second versions appear on Saturday and Sunday. There is a new spot for each day with three versions for Saturday and two for Sunday.

Dateline NBC	3-5 nights a week	Various
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This is an NBC Network News and public affairs program which features investigative reporting on issues of interest to the American public such as health and medical News, Technology, travel, *Consumer Reports* and product analyses and the environment.

The Today Show	Monday through Friday	7:00am – 11:00am
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NBC Nightly News	Monday through Sunday	5:30pm – 6:00pm
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Saturday Today	Saturday	7:00am – 9:00am
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Sunday Today	Sunday	8:00am – 9:00am
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Meet the Press	Sunday	9:00am – 10:00am
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The NBC Network News programs noted above offer a mix of News, weather, interviews, and special features on issues of current concern and interest to our viewers.

In the 4th quarter of 2007, our station aired extensive programming that addressed many areas of concern and interest to the residents in Central Illinois television market.

These areas and representative examples are as follows: Crime, Economy, Education, Family & Outreach, Government, Health and Safety, and Military.

Change Decatur: Decatur Government Debate Feb 2 Noon 30:00
Representatives from Change Decatur debated members from the Chamber of Commerce and those who want to keep the same Decatur Government. The debate was moderated by WAND-TV Anchor Sean Streaty. A panel of local media representatives were on the panel asking both sides questions.