

## **WYZZ QUARTERLY ISSUES AND PROGRAMS REPORT**

**[April – June 2011]**

WYZZ'S programs, news reports and public services announcements provided significant treatment of the following issues that were important to the community in the 2nd quarter of 2012:

APRIL 2011  
(Random Selection)

### Government:

- 4/29 McLean County narrows its search for an administrator to two candidates
- 4/22 Illinois proposes cuts to the section
- 4/29 McLean County Board members makes plea deal in stalking case.

### Environment:

- 4/30 Electronics recycling event held in Tazewell County.
- 4/29 WMBD 31 asks scientists about the possibility of a major earthquake in central Illinois.
- 4/24 St. Louis residents clean up after tornado.

### Economy:

- 4/29 Caterpillar reports record profits.
- 4/28 Consumers are worried about economic recovery
- 4/28 Gas prices are lower in Bloomington-Normal.

### Health:

- 4/29 Cancer drugs can treat macular degeneration.
- 4/27 Metamora HS teaches kids about Rx drug dangers.
- 4/27 Local family travels state promoting organ donation.

### Education:

- 4/28 Local students participate in Great Central U.S. Shake-Out.
- 4/26 LeRoy teacher shows students inappropriate pictures.
- 4/27 A local high school junior is meeting her softball goals.

### Social Justice:

- 4/27 Peoria City Council members busted for owing city money.
- 4/26 Former teacher convicted of sex abuse is sentenced to probation.
- 4/22 A Peoria convict is charged in a recent stabbing

MAY 2011  
(Random Selection)

### Government:

- 5/2 Open statements begin in former Gov. Blagojevich's retrial.
- 5/29 Taxes are due in McLean County

5/29 President Obama visits tornado ravaged Joplin, MO.

Environment:

5/28 Alligator moves to new exhibit at Peoria Zoo.

5/31 Grants are available to help replace your roof.

5/31 A Miller Park Zoo sea lion has died.

Economy:

5/31 House Republicans vote on spending cuts.

5/31 The Peoria library receives a grant to teach kids about money.

5/31 A 33-point-four-billion-dollar budget is headed to governor Quinn's desk.

Health:

5/31 Today is worldwide no tobacco day.

5/31 Race for the Cure is starting a new race in the Twin Cities.

5/31 Local students are taking action for a little girl fighting cancer.

Education:

5/31 District 150 teachers could have a new contract tonight.

5/31 Emden grade school is getting involved in non competitive learning activities.

5/31 The Peoria Notre Dame soccer team is preparing for super sectionals.

Social Justice:

5/30 Police are looking for a suspect who shot two people in Peoria.

5/26 Rod Blagojevich takes the stand in his corruption retrial.

5/27 Illinois lawmakers are finished redrawing the state's congressional districts.

JUNE 2011  
(Random selections)

Government:

6/11 Congressman Adam Kinzinger gives the republican radio address.

6/12 Judy Stearns could finally be sworn in to the Bloomington City Council.

6/12 The Peoria City Council will hold a special meeting to discuss its goals.

Environment:

6/11 Lexington Students will have a new playground to enjoy this fall.

6/13 Authorities in Eastern Arizona say they're getting a better grip on a massive wildfire.

6/10 Bring a taste of Italy to your table with homemade herbal breads.

Health:

6/09 The warm weather is causing allergies to act up to many.

6/09 Scientists say genetics play a bigger role in autism than once thought.

6/09 A local addiction expert is getting a big honor.

Education:

- 6/09 District 150 is taking a closer look at its travel policy for school board members.
- 6/04 Bradley University has a new police chief.
- 6/04 Local baseball teams are trying to advance to sectionals.

**Social Justice:**

- 6/09 Police are searching for a man wanted in a gun show shooting.
- 6/09 A Peoria man today pleads guilty to a misdemeanor charge of endangering the life of a child after an eight year old boy brought a gun to school last February.
- 6/09 NATO is keeping up the pressure on Moammar Gaddafi with new air strikes on the outskirts of Libya's capitol city.

Local:

Program	Day	Time
FOX News at 9	Monday – Friday	9:00pm – 10:00pm

The above program is locally produced, live news programs that present a mix of News, weather, sports and issue related stories. The issues responsive program segments are usually between one and one half to two minutes in duration, unless otherwise noted.

***PSAs***

- Ad Council - Play
- Illinois National Guard
- Junior Achievement
- American Heart Association
- Crime Stoppers
- Ad Council - Obesity Prevention
- Foundation for A Better Life
- American Diabetes Association PSAs
- American Dental Association
- Marines
- Ad Council - Financial Literacy
- Clean Hands Awareness
- Junior Diabetes Research Foundation
- Make A Wish Foundation
- MS Society
- Ad Council Inspire Inventions
- Arbor Day Foundation Explore Nature
- Drunk Driving Prevention
- Big Brothers
- Ad Council Live United
- Social Security Administration
- Ad Council Arthritis Prevention

**Heartland Salutes** - The WYZZ/WMBD news department took the show on the road. Beginning in June, certain 5pm and 6pm Newscasts were live from smaller towns in the viewing area. Viewers were invited to come out and join the news team and special reports about the town were produced.

**Air Show** - The Prairie Air Show is held in July, however WYZZ/WMBD- TV began promoting this family friendly event in June. Tickets were given away on the air during newscasts.

**Weather Education Day:** This past May, WYZZ/WMBD 31 News presented two 20-minute weather presentations at O'Brien Field as part of the Peoria Chiefs "Education Day" at the ballpark.

WYZZ/WMBD's team of Meteorologist is available to make appearances at schools as a group or individually to talk about weather. It's a great way to integrate weather professionals into the classroom setting.

**Weather Kids:** Every Tuesday on WYZZ/WMBD 31 News at 5:00PM, WYZZ/WMBD 31 Chief Meteorologist Marcus Bailey hosts an area youth who helps him with the weather forecast that day. It's a great way for these young people to learn about weather and television broadcasting.

**Operation Santa** - The goal is to raise funds and items to stuff stockings that will be shipped to all branches of the military in Iraq and Afghanistan. Operation Santa kicked off its efforts in June this year. We began promoting the efforts in newscasts and online

These public service announcements were broadcast at various times throughout the day.