

WYZZ QUARTERLY ISSUES AND PROGRAMS REPORT [January - March 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 1st quarter of 2011:

January 2011
(Random Selection)

Government:

- 1/3 Illinois Lawmakers head back to Springfield today and they are going to have a lot on their plate. Governor Pat Quinn is expected to propose a 15-billion dollar borrowing plan.
- 1/11 A full house tonight at Peoria City Council as members of the public turn out for a hearing on a proposed tax increment financing district.
- 1/21 Peoria could soon have a new city manager...outgoing Peoria County Administrator Patrick Urich and the City will continue discussions about the open city manager position.

Environment:

- 1/13 Conservation is an important part of protecting the environment, and some gardeners are very pro-active in their efforts to keep plants from becoming endangered or extinct.
- 1/18 City parks are important to local communities and it takes effort from everyone to keep them maintained.
- 1/27 It's never too early to get a jump start on protecting your plants from spring pests. Green thumb gardener Allen Smith tells us more on using dormant oil.

Economy:

- 1/19 Apple is reaping the benefits of strong sales from this past holiday season. Alexis Christoforous has more in this morning's money watch.
- 1/26 The state of the union address focused on the economy and today the President is headed to factories in Wisconsin to promote job growth.
- 1/28 For the first time since 1974, unemployment rates have fallen in every Illinois County.

Health:

- 1/6 You now have two more reasons to drink green tea.
- 1/14 A new study finds drinking green tea on a regular basis can help protect against Alzheimer's disease and Cancer.
- 1/17 Depression is a real illness that many kids suffer through, but there are ways you can help. Dr. Andy Morgan has more in this morning's kid's care.

Education:

- 1/11 Students at Peoria Academy are learning to love science and it's because of the hands on approach one teacher is taking...making Peoria Academy a WYZZ/ WMBD 31 News Cool School.
- 1/18 Computers are a necessity in the 21st century and as WYZZ/WMBD's Donnie Tillman shows you in tonight's cool school...they're also changing the way students learn in Pontiac High School.
- 1/26 A growing number of school kids need help paying for lunch. A new reports from the state board of education show tow and a half percent more students need reduced lunches this school year compared to last.

February 2011
(Random Selection)

Government:

- 2/8 Lawmakers in Springfield are trying to find a way to pay up on the state's back log of bills. They've proposed borrowing nearly 9 billion dollars to make it happen.
- 2/21 No money for public broadcasting is included in the plan as it moves on to the senate. Legislators have to reach an agreement by March 4th or come up with a new proposal.
- 2/28 Bloomington Aldermen vote five to three tonight against the approval of Mboka Mwilambew to take over the city's third ward seat tonight.

Environment:

- 2/9 The temperatures are less than ideal right now, but it is possible to get a jump start on eliminating some pests that will pop up on the spring.
- 2/21 If you don't have a lot of space for planting or live in an area with soil that isn't ideal. You might try a different way of gardening

Economy:

- 2/4 The economy is expected to improve this year, but not fast enough to help the unemployment rate.
- 2/15 Get ready Wall Street – the New York Stock Exchange is getting a makeover. Alexis Christoforous has more in today's Money Watch.
- 2/21 Congress may pull the plug on a major Peoria project. Tonight...leaders are trying to figure out what to do without millions of dollars.

Health:

- 2/7 Eye injuries can be very serious and because of the damage that can be done, it's best to take your child to a doctor for any problems that occur.
- 2/14 Energy drinks may be harmful to your child's health.
- 2/28 Cribs are usually considered a safe place for your baby to sleep, but they do pose dangers parents need to be aware of...Dr. Andy has more on what to look for in a crib to ensure your child doesn't get hurt.

Education:

- 2/3 An up-swing in bad winter weather means some schools will have to tack on a few days at the end of the year or risk losing state funding.

- 2/17 Central Illinois is no stranger to consolidation, seven years ago, El Paso and Gridley shed their identities and teamed up to become the Titans.
- 2/23 Local Superintendents are speaking out about the consolidation proposal and some are really concerned rural districts already cover a lot of ground, if they consolidate, they say they'll only get bigger and take on more students.

Social Justice:

- 2/10 The first wave of the country's 77 million baby boomers is turning 65 and many of them are making plans to retire. But boomers are expected to do things a little differently than the current generation of retirees.
- 2/17 One very special little boy is amazing his family members. He has a rare genetic condition called Fragile X Syndrome and he wouldn't be where he is today without the help of Easter Seals
- 2/28 Jason Riggs is a smiling 4 yr old who love to laugh and play, but he's got a tough obstacle to overcome, Cerebral Palsy. Jason was diagnosed with the condition when he was just a year old. Now Easter Seals is helping the Riggs Family with the challenges that Cerebral Palsy presents.

March 2011
(Random Selection)

Government:

- 3/17 A bill which would allow smoking in designated casino smoking rooms passes the Illinois House Executive Committee today and moves on to the full house.
- 3/22 The council is signing off on a million dollar project at the intersection of University and Glen tonight. The City wants to use grant money to make curb and sidewalk repairs and to fix traffic lights.
- 3/25 Bakers are fighting back on a rule they say is costing them money. It makes it tough on people who want to sell homemade cookies, pies, and breads at farmer's markets. Peoria State Senator Dave Koehler is sponsoring a bill that would relax the regulations.

Environment:

- 3/22 Caterpillar officials are optimistic a diesel fuel leak at the company's East Peoria proving grounds last month is no longer a concern.
- 3/23 Electric vehicles like the "I" are the latest trend in transportation. WMBD's Jacob Long shows us what to expect from behind the wheel
- 3/23 Flooding typically happens when too much rain falls in one area...not when water is seeping up from the ground. But that is the case near Havana at the Mahomet Aquifer.

Economy:

- 3/17 Illinois' economy continues to rebound as the state's unemployment rate falls for the thirteenth consecutive month.
- 3/22 East Peoria is looking towards a balanced budget for 2011-2012 but it's not happening without some tough choices.
- 3/25 A letter from Caterpillar CEO Dough Oberhelman to Governor Pat Quinn is raising questions about the company's future in Illinois.

Health:

- 3/7 Nightmares and night terrors are two of the most common sleep disturbances for kids...and there's a big difference between them. Dr Andy explains.
- 3/21 Concussions have received a lot of attention recently, especially in professional sports like football and hockey. Athletes are taking hard hits to the head, and the long-term consequences are very concerning. How can you keep your child safe?
- 3/28 Tanning beds are extremely popular, especially among teenagers. However, many medical professionals are very concerned about the health hazards of long-term use.

Education:

- 3/1 Illinois Senate President John Cullerton doesn't support Governor Quinn's proposal to consolidate state school districts.
- 3/23 Elementary school students in Morton could have more space to learn if a referendum to add more classrooms is passed on April 5. The proposed plan is to add three new classrooms to Lettie Brown, Grundy, and Lincoln Elementary Schools in District 709.
- 3/29 Peoria's District 150 will be much different next year for thousands of students. The school board voted to close two schools along with a host of other changes.

Social Justice:

- 3/1 Limestone High School celebrates their 35th year fundraising for Easter Seals. The school presented the organization with a check for 30 thousand dollars.
- 3/6 The families, staff, and friends of Easter Seals are celebrating a record breaking year. The Easter Seals Telethon ends on a very high note bringing in more than 2 million dollars.
- 3/30 District 150 is sending parents back to school. It's through a new program that's part of some big changes coming to the district. As WYZZ/WMBD's Maria Chandler shows us. The district is hoping Parent University teaches some life changing lessons.

Local:

Program	Day	Time
FOX News at 9	Monday – Friday	9:00pm – 9:30pm

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.

PSA's

- Ad Council – Play
- Illinois National Guard
- Junior Achievement
- American Heart Association
- Crime Stoppers

Ad Council – Obesity Prevention
Foundation for a Better Life
American Diabetes Associations PSA's
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

Family Fest: For 4th year in a row, WYZZ/WMBD 31 organized a family festival at the Peoria Civic Center. Retail booths were set up, providing fun activities and valuable information for both parents and kids. A magic show, a balloon man, pony rides, face painting, a rock-climbing wall, bike safety, and a Survivor Casting Call were among the attractions.

The station began promoting the event on the air with spots and News mentions, as well as, online months in advance.

Easter Seals: In March, WYZZ/WMBD hosted and aired a 5 hour long telethon to raise awareness and funds for this organization that provides education, outreach and advocacy for people living with autism and other disabilities. This year the Easter Seas Telethon signed off the air with over 2 million dollars.

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