

WICS/WICD - Community Service

9/11/2021-Celebrity Judge: Cookies & Cocktails: Marcella Baietto was a celebrity judge for the Central Illinois Girls Scouts for their fall fundraiser.

10/6/2021-Virtual Host: Marcella Baietto was the virtual host for UIS Housing Series of Confronting Inequalities in Housing in the Springfield area

10/31/2021-Host: Marcella Baietto was the host for the 2021 Susan G Komen Breast Cancer Walk “More than Pink”

November-Family Ready Night: Jordan Elder and Matt Roy attended a Family Reading Night and read for families at the Tri-Cities Public Library in a rural town in our market.

October & November-Coats for Kids: The station partnered with a local store to help collect new coats for needy children in the Central Illinois area. Due to Covid we could not collect at the station as we have in prior years. The campaign collected 900 new coats.

December 17th-Joy of Sharing: Our perennial Joy of Sharing Event was held at a new location, Hy vee to collect toys, canned food, and monetary donations for those in Need. The one-day event was covered by our News and Digital team, with the News having a table at the site that they did shows from. Due to COVID the donations were provided directly to the charities selected.

Year Long-Weather Guarantee: We partnered with Green Family Stores throughout the year to donate \$100 to Charity each weeknight that our weather team forecasted the temperature within 3 degrees (plus/minus). By the end of the year they had donated a total of \$24,000 to local charities.

PSA's AIRED ON WICS/WICD 2021

These are selected PSA's from each QTR, not all PSA's are included that aired for 2021.

1Q21

Drug Free

- Various dates and times
- **PSA** aired 4 times
- **PSA** sponsored by Partnership for Drug Free Kids

A PSA to remind parents and families how easy taking medication is for those addicted, very little chance of being noticed until it is to late.

Hope

- Various dates and times

- **PSA** aired 44 times
- **PSA** sponsored by the Susan G Komen

Susan G Komen Breast Cancer awareness PSA and that there is hope for those afflicted and a support system to help with all needs. Viewers can visit komen.org for more information.

Adopt Change

- Various dates and times
- **PSA** aired 2 times
- **PSA** sponsored by Best Friends Animal Society

It's time to adopt change. Every day nearly 2,000 dogs and cats are killed in our nation's shelters. Stand up with Beans, Mr. Buttons, Ned and all of their four . . . and sometimes not four-legged best friends by sharing this PSA. By partnering with Best Friends Animal Society, Together we can Save Them All. Bestfriends.org

HPV Vaccine

- Various dates and times
- **PSA** aired 5 times
- **PSA** sponsored by American Cancer Society

HPV vaccination is cancer prevention. Give your kids the vaccine that prevents six types of cancers later in life.

2Q21

St. Jude

- Various dates and times
- **PSA** aired 7 times
- **PSA** sponsored by St. Jude Children's Research Hospital

A PSA to remind people whom donating to St. Jude can benefit.

Gary Sinise Foundation

- Various dates and times
- **PSA** aired 20 times
- **PSA** sponsored by the Gary Sinise Foundation

The Gary Sinise Foundation creates and supports unique programs designed to entertain, educate, inspire, strengthen, and build communities and especially our countries defenders, veterans, first responders, their families, and those in need. Viewers can visit garysinisefoundation.org for more information.

Women Get It

- Various dates and times
- **PSA** aired 11 times
- **PSA** sponsored by Healthy Women

Healthy Women strives to educate women ages 35 to 64 to make informed health choices.
Healthywomen.org

Whatever It Takes

- Various dates and times
- **PSA** aired 15 times
- **PSA** sponsored by MS Society

Your donation will help provide services to help people affected by MS live their best lives and fund research initiatives to stop MS in its tracks, restore what has been lost and end MS forever.. Nationalmssociety.org

3Q21

Army National Guard

- Various dates and times
- **PSA** aired 5 times
- **PSA** sponsored by Army National Guard regarding recruitment opportunities

Gary Sinise Foundation

- Various dates and times
- **PSA** aired 16 times
- **PSA** sponsored by the Gary Sinise Foundation

The Gary Sinise Foundation creates and supports unique programs designed to entertain, educate, inspire, strengthen, and build communities and especially our countries defenders, veterans, first responders, their families, and those in need. Viewers can visit garysinisefoundation.org for more information.

Protecting Precious Water Resources

- Various dates and times
- **PSA** aired 5 times
- **PSA** sponsored by Arbor Day Foundation

WE INSPIRE PEOPLE TO PLANT, NURTURE, AND CELEBRATE
TREES.ARBORDAY.ORG

Whatever It Takes

- Various dates and times
- **PSA** aired 2 times
- **PSA** sponsored by MS Society

Your donation will help provide services to help people affected by MS live their best lives and fund research initiatives to stop MS in its tracks, restore what has been lost and end MS forever.. Nationalmssociety.org

4Q21

American Cancer Society

- Various dates and times
- **PSA** aired 2 times
- **PSA** Promotion for HPV screening (cancer.org/hpv)

Love Has No Labels

- Various dates and times
- **PSA** aired 7 times
- **PSA** sponsored by the Love Has No Labels

Love Has No Labels is an organization that was launched in 2015 to promote acceptance and inclusion of all people across race, religion, gender, sexual orientation, age and ability. Lovehasnolabels.com