

## WCIA DEDICATING A WEEK TO CELEBRATE "OUR TOWN" PAWNEE

Throughout this past week, WCIA 3, Champaign, has been broadcasting during its Morning Show, 4, 5, and 6 p.m. newscasts, segments of its popular summer series "Our Town" featuring the Village of Pawnee. WCIA met with Mayor Clarke and representatives of various community organizations, institutions and businesses to learn something about the community, its people and its history. WCIA received a lot of good suggestions for segments including local service organizations such as the Boy Scouts, Girl Scouts, Lions, the police, fire and ambulance, the school district, athletes and scholars, the Pawnee Education Foundation, Prairie Days Association, community events/traditions, such as the Fourth of July Fireworks, the Pawnee Public Library, city government, churches, businesses and local artists.

On Friday, July 11, the end-of-the-week event showcases the spirit of the Pawnee community, celebrating focal points of community pride. It gives people who live in Pawnee the opportunity to celebrate together, and informs other communities about what makes Pawnee unique, why it has such heart in small town America. You should plan to arrive sometime between 3:45 and 4 p.m. to take advantage of all programs offered.

It is a live broadcast Friday. Our Town 2014 puts a special emphasis on weather; weather is one of the primary reasons viewers watch WCIA. As part of the celebration WCIA 3 is providing a number of programs to enrich the viewing experience. The WCIA 3 team will set up a portable green screen weather wall and give viewers a chance to perform a recorded weather segment. The segments will be published in full for the web and will be sampled on air through the week after the event. WCIA 3 Meteorologist Derick Fabert will conduct a weather safety lesson for children and their families. Lessons will start at 5:30 p.m. immediately after the 5 p.m. newscast. Topics will cover useful information on what to know and what to do when severe weather occurs. Sunny Bear will be there and Sunny Bear Safe Zone magnets will be handed out that contain information and action items as well. In addition, children will be able to enjoy a

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coloring sheet that features the WCIA weather team, Sunny Bear and a local Pawnee landmark. In addition, WCIA will unveil its local weather app. A QR code for instant download will be available, as well as instructions on how to get the most out of the Weather App. WCIA staffers will be handing out fans to families to take with them on their summer vacation. Families will be encouraged to take pictures holding the fans and then send them to WCIA so they can be shared on air. In line with the Morning Show Weather Bingo, a live game of WCIA Weather Bingo will be played during the evening broadcasts.

Friday evening will be like getting a second breath after a hectic schedule of graduations, Prairie Days and the Fourth of July. Bring your lawn chairs, wear your Pawnee colors and enjoy the broadcast and programs while enjoying the shaded village square and pavilion. Grab a beverage and enjoy the two food specials being offered; Locals \$1 Cheeseburger Slider or 3 Tacos for a buck from the Locker Room.

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