



Welcome to AMBUCS, where we are dedicated to creating opportunities for independence for people with disabilities, especially children.

*Pledge: Wade Adams, Prayer: Cindy Marks Pasquale
Guests: Bob Bookwalter and Tim Welsh.*

Announcements:

Fall Central Region Conference: Euan Fernsler and Bill Fulton are expected to attend along with any other club officers and members who would like to be involved.

Branding Time: Instead of a contest, Euan would encourage you to think about who you would like to work with on a project or fundraiser. We need new members that will be active members.

Donations: Melissa Rome received a \$1,000 donation from Walmart to the our General Fund. It will be used toward the children's and adults' Christmas parties as will a \$2,000 donation from the UI Orange Krush, which Bill Fulton picked up for the club. That organization gave \$9,500 to groups in the Danville area and \$240,000 overall this year.

Scholarships: A thank you note was received from scholarship Erin Mornout.

Upcoming programs: Oct. 29: Conference report and Big Hat Day!

50/50: \$8 to Dean Carlton.

Program:

Mike Hulvey, vice president Neuhoff Communications.

Mike was speaking on new technology and how the media is taking advantage of new ways to impart information to the public. First, Hulvey reminded people that Oct. 29 was the 70th anniversary of WDAN, a station that boast have Gene Hackman and Dick Van Dyke who between them have been nominated for 9 Emmies and won 5 and 6 Oscars and won 3 plus a Tony and a Grammy.

There are 26 Danville in the US but only 1 WDAN. It took \$40,000 to put the station on the air and spent its first 10 years in the basement of the Wolford Hotel before moving to a much smaller version of its space at 1501 N. Washington Ave.

Do to working out the glitches between the broadcast booth and the tower, the first words uttered on WDAN were "Is this damn thing working?"

Today's question is how to integrate technology into what listeners are doing today. The station has to know the area's Web habits, its profile. What information would the public be most apt to go to your Website to get and who would buy advertising to be seen there when they go to get it.

Their new Website is VermilionCountyFirst.com. The Pickett tickers brings all the latest news in a crawl across your computer screen and an Friday nights, Curt Ellis' son enters area football scores, which are update every five minutes to the ticker. More user friendly information is on the way.