



## Memo to the Public File

July 8, 2016

To: Public File  
From: Gail Eitner

### Quarterly Ascertainment Summary – 2nd Quarter 2016

Attached is a report concerning KEZI-TV news stories, local programming, network programming and public service announcements aired by KEZI during 2nd Quarter 2016, pertaining to key issues as determined by the KEZI -TV Community Relations department.

The five main areas and issues listed below are identified from viewer comments, solicited community comment and ascertainment of interviews with community leaders.

#### KEZI Key Issues:

1. Crime and Community Safety
2. Kids / Education / Parenting
3. Traffic / Transportation
4. Government
5. Land Use / Community Growth

#### Public Service Announcements:

**KEZI-TV Eugene** contributed **888** public service announcements covering issues in the station's immediate community, and across Lane, Linn, Douglas, Benton and Coos Counties. KEZI-TV also contributed a minimum of one story per 30 minutes of news covering the above issues (samples on DVD available on individual request).

**KEZI-TV+ (KRBG - Roseburg / Coos Bay / Corvallis)** contributed **2,425** public service announcements covering issues in outlying areas of Douglas, Coos and Benton Counties. KEZI-TV+ (KRBG) also contributed a minimum of one story per 30 minutes of news covering the above issues (samples on DVD available on individual request).

**KEZI 9.2 (Eugene + Limited DMA Viewing)** contributed **840** public service announcements covering issues across KEZI's DMA. KEZI 9.2 promotes local, regional and national news coverage on KEZI-TV of key community issues.

<b>2nd Quarter 2016:PSA TOTAL for KEZI-TV</b>	<b>888</b>
<b>PSA TOTAL for KEZI-TV+ (KRBG)</b>	<b>2,425</b>
<b>PSA TOTAL for KEZI 9.2</b>	<b>840</b>
<b>PSA TOTAL for all KEZI CHANNELS</b>	<b>4,153</b>

**Emergency Alert System:**

**KEZI-TV Eugene and KEZI-TV+ (KRBG - Roseburg / Coos Bay / Corvallis)** are participating stations in the Oregon and Clark, WA, Operational Area Emergency Alert System. A total of **25** weekly EAS tests covering Lane, Benton, Coos and Douglas County aired.

**KEZI 9.2** is a participating station in the Oregon and Clark, WA Operational Area Emergency Alert System. A total of **23** weekly EAS tests covering Eugene and limited DMA viewing aired.

**Community Events and Community Interest:**

**KEZI** is active throughout the community, participating in various outreach programs, charitable initiatives, fundraisers, and event sponsorships. Station news personnel and management were involved with community organizations and events during the 2nd Quarter of 2016, including:

2nd Quarter 2016				
Date	Time	Event	Organization Sponsoring Event	KEZI Attending Personnel
Weekly		Member	Delta Rotary	Dan O'Brien
Weekly		Thursday Meetings	Eugene Executives Association	Mike Boring
Weekly		Monday Lunch Meetings	Oregon Club of Eugene-Springfield	Mike Boring
Weekly		Member	Lebanon Greeters	Randy Joss
Weekly		Member	Eugene Greeters	Terry Bierwirth
Weekly	Thursdays 12pm	Member	Eugene Southtowne Rotary Club	Brena Anderson
Monthly		Young Professionals Network Meetings	Eugene Area Chamber of Commerce	Brena Anderson
Monthly		Business After Hours	Eugene Area Chamber of Commerce	Brena Anderson
Monthly		Working Women Wednesday Meeting	Working Women	Brena Anderson
Bi-Monthly		Monday Meetings	Oregon Network Exchange	Brena Anderson
Bi-Monthly		Walk to End Alzheimer	Alzheimer's Association	Brena Anderson
4/01/16		6 <sup>th</sup> Grade class visit	Pleasant Hill Elementary	Marisa Woloszyn
4/2/16	4:30pm – 9:30pm	Starry Nights – Emcee Fundraiser at Autzen Stadium	Bridgeway House	Matt Templeman
4/8/16	6pm-10pm	Mr. Falcon Pageant	Elmira High School	Matt Templeman
4/15/16	10:30am-11:30am	Station Tour	Multimedia Class – Willamette High School	Gail Eitner, Heidi Killian, Marc Higa & Scott Dodge
4/20/16	8am-12pm	Career Fair	Elmira High School	Gail Eitner
4/19/16	6pm-9:45pm	ACE Awards	Emcee event at Hult Center that recognizes teachers, administrators, non-classified personnel, and volunteers in local school districts	Matt Templeman
4/20/16		Class Visit	Corridor Elementary	Marisa Woloszyn

4/20/16	5p-8p	Hosted Open House at KEZI Studio	Eugene Executives Association	Mike Boring and KEZI Staff
4/21/16		Class Visit	Edison Elementary	Marisa Woloszyn
4/22/16	7am-8:30am	Emcee for event involving local business leaders	Eugene/Springfield Greeters	Matt Templeman
4/27/16		Class Visit	Tangent Elementary	Marisa Woloszyn
4/30/16		Night for Sight Benefit Gala Dinner	<b>Give Me Sight Foundation</b>	Jennifer Richardson & Bob Schaper
5/3/16	7am-8am	Raising the Hope Breakfast	Walk to End Alzheimer's	Matt Templeman & Mike Boring
5/5/16		Class Visit	Springfield Middle School	Marisa Woloszyn
5/6/16	10am-11:30am	Station Tour	Girl Scout Troop 21126	Gail Eitner
5/6/16		Buzz Saw Ball – Lifetime Achievement Award Winner	Eugene Active 20-30 Foundation	Mike Boring
5/10/16		Open House at NW Pool & Spa	Eugene Executives Association	Mike Boring
5/14/16	12p-4p	The Asian Kite Festival	Yujin Gakuen Elementary School	Rosie Nguyen
6/3/16		Past Presidents Retreat	Oregon Club of Eugene	Mike Boring
6/7/16		Class Visit	Siuslaw Elementary	Marisa Woloszyn
6/8/16	10am-12pm & 1:30pm-3:30pm	Tom Ray Educational Seminars for local business owners	Jim Doyle & Associates	KEZI Staff
6/15/16		CEO Breakfast	PeaceHealth	Mike Boring
6/23/16		KEZI Sponsored Opening Night	Oregon Bach Festival	Mike Boring, Dan O'Brien, Terry Bierwirth

Tourism is a large part of the local economy, and KEZI supports four local Community Expo and Tourism boards as well as sponsoring unique community events, such as the NCAA Outdoor Track & Field Championships, the Oregon Bach Festival, Eugene Concert Choir, Umpqua Discovery Center, and OMSI. KEZI also airs four weekly on-going news segments that highlight high school sports, pet adoption, environmental sustainability, and community events.

KEZI helps support important community non-profits and charities by promoting special initiatives throughout the year. During Q2 2016, KEZI talent helped to raise support for the Walk to End Alzheimers, Josh Bidwell Foundation, and Give Me Sight Foundation.

Drought conditions are effecting the nation, Oregon, and the viewing regions served by KEZI. KEZI, in partnership with the City of Eugene, are raising awareness of how to reduce water usage and keep our storm water clean.

Health issues are always a concern and KEZI is helping to get the message out to viewers by supporting Stand Up to Cancer, Community Cancer Center, Oregon Urology Institute and Women's Care. KEZI supports education and aired the graduation ceremony of Umpqua Community College on June 10, 2016, live and uninterrupted on KEZI 9.2.

**KEZI 9 News SPECIAL REPORTS – 2nd Quarter, 2016**  
**Quarterly Issues/Programs Ascertainment Summary**

Below is a list of some of the significant issues responded to by KEZI 9 News, Eugene, OR, along with the most significant programming treatment of those issues for the period April 1, 2016 – June 30, 2016. This list is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

<u>Description of Issue</u>	<u>Program/ Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Narration of Type and Description of Program/Segment</u>
Crime and Community Safety	5 p.m., 6 p.m.	Wednesday, April 6, 2016	5 p.m., 6 p.m.	1 min 35 sec; 2 min	Embattled Junction City Police Chief Mark Chase is fired for unspecified personnel issues.
Government, Land Use, Crime and Community Safety	5 p.m., 6 p.m.	Thursday, April 7, 2016	5 p.m., 6 p.m.	1 min 9 sec; 1 min 55 sec	Concerns about long-term camping at Bastendorf Beach prompt the Bureau of Land Management to limit camping to 24 hours.
Government, Land Use, Community Growth	5 p.m., 6 p.m.	Tuesday, April 12, 2016	5 p.m., 6 p.m.	1 min 10 sec; 2 min	A new Eugene city hall design could add \$6 million to the overall price of \$24 million, unless changes are made to the plans.
Crime and Community Safety	5 p.m., 6 p.m.	Wednesday, April 13, 2016	5 p.m., 6 p.m.	5 min; 5 min 45 sec	A dispute at Emerald Park in Eugene erupts in violence when a man shoots two others, killing one, and then turns the gun on himself.
Crime and Community Safety	5 p.m., 6 p.m.	Tuesday, April 19, 2016	5 p.m., 6 p.m.	35 sec; 35 sec	Murder trial begins for A.J. Scott Nelson, one of three people accused of the kidnapping and brutal murder of Celestino Gutierrez.
Crime and Community Safety	5 p.m., 6 p.m.	Friday, April 22, 2016	5 p.m., 6 p.m.	1 min 10 sec; 55 sec	City of Eugene increases patrols at local parks and public property after an increase in complaints about dogs being off leash.
Government, Traffic, Transportation, Land Use	5 p.m., 6 p.m.	Monday, April 25, 2016	5 p.m., 6 p.m.	1 min 35 sec; 2 min 5 sec	Gov. Kate Brown visits Eugene to talk to residents about new technology and transportation issues affecting all Oregonians.
Crime and Community Safety	5 p.m., 6 p.m.	Tuesday, April 26, 2016	5 p.m., 6 p.m.	1 min 10 sec; 2 min	Police intervene when they respond to a report of a man severely beating a small dog late at night in a mall parking lot.
Crime and Community Safety, Kids, Education and Parenting	5 p.m., 6 p.m.	Tuesday, May 3, 2016	5 p.m., 6 p.m.	3 min 50 sec	Some schools are installing the latest in security technology to ensure student safety.
Government	5 p.m., 6 p.m.	Friday, May 6, 2016	5 p.m., 6 p.m.	3 min 45 sec; 4 min	Presidential candidate Donald Trump visits Eugene to rally support for his campaign.
Crime and Community Safety, Kids, Education and Parenting	5 p.m., 6 p.m.	Tuesday, May 10, 2016	5 p.m., 6 p.m.	4 min 15 sec; 4 min 15 sec	Universities implement new programs intended to protect their students from sexual assault.

Crime and Community Safety, Government	5 p.m., 6 p.m.	Friday, May 13, 2016	5 p.m., 6 p.m.	1 min 30 sec; 2 min	Details emerge in the firing of former Junction City Police Chief Mark Chase, including his response to his gun going missing.
Government	5 p.m., 6 p.m.	Wednesday, May 18, 2016	5 p.m., 6 p.m.	5 min 15 sec; 6 min 45 sec	Primary election results include victories and losses for local candidates and bond measures
Community Safety, Environmental Planning, Land Use	5 p.m., 6 p.m.	Thursday, May 19, 2016	5 p.m., 6 p.m.	5 min; 5 min	The number of volunteer firefighters is shrinking, and if the trend continues it could put homes, property and lives at risk.
Crime and Community Safety, Government	5 p.m., 6 p.m.	Wednesday, May 25, 2016	5 p.m., 6 p.m.	4 min 50 sec; 4 min 50 sec	A grant is helping Oregon law enforcement agencies reduce the number of untested rape kits that sit on the shelves of evidence rooms.
Kids, Education, Government	5 p.m., 6 p.m.	Tuesday, May 31, 2016	5 p.m., 6 p.m.	1 min 20 sec; 2 min 27 sec	Oregon State University establishes a dormitory for students who are recovering from drug and alcohol addiction.
Government	5 p.m., 6 p.m.	Thursday, June 2, 2016	5 p.m., 6 p.m.	2 min 15 sec; 1 min 50 sec	Marijuana edibles go on sale in Oregon with restrictions on packaging, and on the amount of THC allowed to be sold at one time.
Kids, Education, Government	5 p.m., 6 p.m.	Tuesday, June 7, 2016	5 p.m., 6 p.m.	2 min 25 sec; 3 min 15 sec	Local school districts begin testing for lead as high lead levels are detected in some local schools.
Government	5 p.m., 6 p.m.	Tuesday, June 7, 2016	5 p.m., 6 p.m.	1 min 15 sec; 2 minutes	Lane County Board of Commissioners consider an ordinance increasing legal age for smoking tobacco to 21.
Community Safety	5 p.m., 6 p.m.	Tuesday, June 14, 2016	5 p.m., 6 p.m.	1 min 20 sec; 2 min	Fire destroys a building in Junction City that holds many memories for members of the community.
Kids, Education and Parenting	5 p.m., 6 p.m.	Wednesday, June 15, 2016	5 p.m., 6 p.m.	1 min 20 sec; 2 min 3 sec	Eugene School Board approves a budget that includes a full calendar year and counselors for elementary schools.
Community Safety	5 p.m., 6 p.m.	Wednesday, June 22, 2016	5 p.m., 6 p.m.	2 min 6 sec; 1 min 55 sec	Fireworks go on sale for the Fourth of July celebration. Reminders about how to stay safe and what is required under Oregon law.
Crime and Community Safety	5 p.m., 6 p.m.	Friday, June 24, 2016	5 p.m., 6 p.m.	1 min 56 sec; 2 min 36 sec	A mother and son are awakened by a robber who has ransacked their house and even entered their bedrooms while they were sleeping.
Crime and Community Safety, Kids, Education and Parenting	5 p.m., 6 p.m.	Monday, June 27, 2016	5 p.m., 6 p.m.	32 min 38 sec; 3 min 18 sec	A fire at Sheldon High School destroys a modular classroom and leaves the school scrambling to provide educational space this fall.

Government, Crime and Community Safety, Traffic, Transportation	5 p.m., 6 p.m.	Wednesday, June 29, 2016	5 p.m., 6 p.m.	3 min 19 sec; 4 min 55 sec	Local officials continue with a wide variety of preparations for the Olympic Trials to be held in Eugene in July.
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### ABC NEWS SPECIAL REPORTS - First Quarter, 2016

DATE	START		END	LENGTH	TOPIC
Tuesday, April 5, 2016	6:31:18 PM	-	6:33:15 PM	0:01:57	Wisconsin Primary Results
Tuesday, April 19, 2016	6:00:00 PM	-	6:01:41 PM	0:01:41	New York Primary Republican Results
Tuesday, April 19, 2016	6:41:14 PM	-	6:42:33 PM	0:01:19	New York Primary Democratic Results
Thursday, April 21, 2016	10:19:08 AM	-	10:23:32 AM	0:04:24	The Death of Prince
Friday, April 22, 2016	12:59:00 PM	-	1:14:30 PM	0:15:30	Death of Musical Artist Prince Press Conference
Tuesday, April 26, 2016	5:00:08 PM	-	5:01:12 PM	0:01:04	Republican and Democratic Primary Results
Tuesday, April 26, 2016	6:00:00 PM	-	6:01:08 PM	0:01:08	Republican and Democratic Primary Results
Tuesday, May 3, 2016	4:01:17 PM	-	4:03:17 PM	0:02:00	Republican Primary Results
Wednesday, May 18, 2016 (Broadcast Day - Actually early Thursday, May 19, 2016 morning)	1:06:30 AM	-	4:30:00 AM	3:23:30	ABC World News Now: Production Elected to Begin the Lower Third News Crawl at 2:00:55 AM ET
Tuesday, May 24, 2016 (Broadcast Day - Actually early Wednesday, May 25, 2016 morning)	1:06:30 AM	-	4:30:00 AM	3:23:30	ABC World News Now: Due to Breaking News (Arizona Shooter), Production Elected to Begin the Lower Third News Crawl at 3:23:22 AM ET
Friday, June 3, 2016 (Broadcast Day - Actually early Saturday, June 4, 2016 morning in ET)	9:19:13 PM	-	9:33:30 PM	0:14:17	The Passing of Muhammad Ali
Tuesday, June 7, 2016	6:12:51 PM	-	6:13:51 PM	0:01:00	NJ Democratic Primary Results & Reporting Hillary Clinton as the Democratic Presidential Nominee
Sunday, June 12, 2016	3:26:38 AM	-	3:29:54 AM	0:03:16	Nightclub Shooting in Orlando, Florida
Sunday, June 12, 2016	4:11:16 AM	-	4:35:25 AM	0:24:09	Press Conference in Orlando, Florida
Sunday, June 12, 2016	7:16:01 AM	-	7:20:40 AM	0:04:39	Press Conference on Nightclub Shooting in Orlando, Florida
Sunday, June 12, 2016	7:21:26 AM	-	9:00:52 AM	1:39:26	Nightclub Shooting in Orlando, Florida
Sunday, June 12, 2016	10:00:00 AM	-	1:00:03 PM	3:00:03	Nightclub Shooting in Orlando, Florida
Sunday, June 12, 2016	10:00:00 PM	-	11:00:00 PM	1:00:00	ABC News Special Edition of 20/20 - "Massacre at the Nightclub - Terror in Orlando" (Due to the events in Orlando, this ABC News special aired in place of "Celebrity Family Feud")
Monday, June 13, 2016	9:21:45 AM	-	9:47:20 AM	0:25:35	FBI Briefing on Shooting in Orlando, Florida

Tuesday, June 14, 2016	9:15:33 AM	-	9:47:10 AM	0:31:37	President Obama Remarks on Orlando, Florida
Thursday, June 16, 2016	1:43:45 PM	-	2:07:54 PM	0:24:09	President Obama's Remarks in Orlando, Florida
Thursday, June 23, 2016	7:27:34 AM	-	7:30:06 AM	0:02:32	Supreme Court Decision
Thursday, June 23, 2016	7:38:40 AM	-	7:41:57 AM	0:03:17	Supreme Court Decision
Thursday, June 23, 2016	8:51:43 AM	-	9:18:03 AM	0:26:20	Obama's Remarks
Thursday, June 23, 2016 (Broadcast Day - Actually early Friday, June 24, 2016 morning)	1:06:30 AM	-	4:30:00 AM	3:23:30	ABC World News Now: Due to Breaking News (Britain Leaving the EU), Production Elected to Begin the Lower Third News Crawl at 3:00 AM ET
Thursday, June 23, 2016 (Broadcast Day - Actually early Friday, June 24, 2016 morning)	12:44:04 AM	-	12:46:39 AM	0:02:35	British Prime Minister Resigns
Friday, June 24, 2016	6:29:18 AM	-	6:39:17 AM	0:09:59	Opening of the Stock Market
Friday, June 24, 2016	12:58:41 PM	-	1:02:26 PM	0:03:45	Closing of the Stock Market
Monday, June 27, 2016	6:29:33 AM	-	6:32:08 AM	0:02:35	Special Report: NYSE Opening Bell
Monday, June 27, 2016	7:20:15 AM	-	7:24:14 AM	0:03:59	Special Report: Supreme Court Abortion Ruling