

**KPDX 49  
COMMUNITY ISSUES AND  
PROGRAMS LISTING  
1<sup>st</sup> QUARTER 2021  
1/1/21 – 3/31/21**

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## **ORGANIZATIONAL TABLE**

- 1) List of Significant Community Issues.
- 2) Local Programming.
- 3) Syndicated Programming.
- 4) Public Service Announcements.
- 5) Station Produced Public Service Announcements.
- 6) Public Service Projects/Donations/Campaigns/Awards.

## **SIGNIFICANT COMMUNITY ISSUES**

The following list summarizes the key community issues significantly treated in broadcast programming and public service/community relation's projects of KPDX during the first quarter of 2021:

CONSUMER ISSUES  
CRIME ISSUES  
EDUCATION ISSUES  
ENVIRONMENT ISSUES  
GOVERNMENT ISSUES  
HEALTH ISSUES  
SOCIO-POLITICAL ISSUES

Generally, these issues are self-explanatory in nature, for example "crime" and "education." Some issues encompass a number of interrelated sub-issues:

Consumer Issues – an example of this would be consumer recalls on items such as cars, food and baby products that could affect the health and safety of many viewers

Government Issues – An example would be ballot measures that effected the state such as the legalization of marijuana.

Socio-Political Issues – An example would be ballet measures that propose the freedom for same-sex couples to marry.

## **LOCAL PROGRAMMING**

### **GOOD DAY OREGON ON KPDX FROM 5:00AM-9:00AM** **KPTV NEWS ON KPDX AT 8:00PM AND 9:00PM**

KPDX 49 airs a simulcast of Good Day Oregon from 6:00am-9:00am Monday through Sunday and an hour newscast Monday through Friday at 8:00pm and 9:00pm that is produced by KPTV FOX 12. This provides a high quality, informative newscast to KPDX's viewing public.

What follows is a sampling of the issues regularly treated in Good Day Oregon and the 8pm and 9pm newscast on KPDX.

## **CONSUMER ISSUES**

1. Air Date: 1/12/21 8PM News, Running Time:2:45

This story focused on a new cell phone that researchers believe has the potential to help in the fight against COVID-19. The technology is designed to diagnose the virus in a fraction of the time. Not only can it detect the virus quickly, but it can also indicate how much is present.

2. Air Date: 1/18/21 Good Day Oregon, Running Time: :25

This story focused on a recall by Nestle of more than 760-thousand pounds of Hot Pockets. There were concerns they could contain pieces of glass and hard plastic. The recall was for the 54-ounce box of 12 premium Pepperoni Hot Pockets. They had a best buy date of February 2022.

3. Air Date: 2/8/21 8PM News, Running Time:1:50

This story focused on some tips to reduce grocery spending while still eating what you love. Experts said a bit of planning could let you keep more cash in your pocket by always starting with a list after taking inventory of your pantry, fridge and freezer. Avoid temptations by shopping online for pick-up or delivery. Also, don't just check the price, but look at the price per unit and buy generic over brand names.

4. Air Date: 2/23/21 Good Day Oregon, Running Time:1:07

This story focused on some tips by Consumer Reports on some of the best ways to buy appliances second hand. They found you can not only save hundreds of dollars, but it's also better for the environment. They recommended looking at a repair shop where the appliances will likely be in better shape and come with a warranty. They might be willing to install it for you and more willing to negotiate on the price.

5. Air Date: 3/2/21 Good Day Oregon, Running Time:2:05

This story focused on a warning by the Better Business Bureau that joined health officials across the country, reminding people that if a vaccine offer seems too good to be true, it likely is. Scammers have been taking advantage of vaccine scarcity and desperation. The warning said to watch out for texts or robocalls asking for money up front to get on a vaccine list. Experts reminded viewers that credit card info, bank account numbers or social security numbers are not required in order to get a vaccine appointment. Everyone will get a shot for free from an approved provider.

6. Air Date: 3/11/21 Good Day Oregon, Running Time: :25

This story focused on a recall issued by Kia for around 300-thousand SUV's and sedans that could catch fire. The recall applied to some Sportages made between 2017 and 2021 and Cadenzas built between 2017 and 2019. There was a risk that some of the electronics under the hood could short circuit resulting in overheating and a fire. The National Highway Traffic Safety Administration recommended parking them outside and away from structures.

## **CRIME ISSUES**

1. Air Date: 1/10/21 Good Day Oregon, Running Time:1:40

This story focused on the increase in gun violence in Portland. The Portland Police Bureau updated its interactive dashboard showing which neighborhoods have had the most gun violence. In 2020, Portland had more than double the number of shootings it did in 2019. The Hazelwood Neighborhood saw the most shootings with 79 in 2020. Neighbors said they thought there should be more law enforcement effort in these areas to find the cause of the uptick.

2. Air Date: 1/25/21 9PM News, Running Time:2:32

This story focused on a driver who went on a rampage spanning dozens of blocks, killing one person and injuring 5 others. Police said the car barreled down streets and sidewalks in southeast Portland, hitting several people in its path. Police were able to get the man in custody thanks to a group of people who stopped the driver when he tried to run away. Police asked for anybody who knew or saw anything to contact them.

3. Air Date: 2/1/21 8PM, Running Time:1:50

This story focused on a new drug decriminalization law that went into effect. It was the first of its kind in the United States and changes how courts prosecute low-level drug offenses. If someone is in possession of a small amount of street drugs, they will receive a citation and be fined \$100 instead of a misdemeanor. That fee will be waived if they call the new 24/7 hotline and receive a social services needs assessment. Critics said the measure will do more harm than good and are worried there's no language on whether parents of minors would be notified.

4. Air Date: 2/24/21 8PM, Running Time:1:50

This story focused on Northeast and Southeast Portland Business Owners who are fed up after their store-fronts have been repeatedly targeted by vandals. Police confirmed they took a number of reports in the Jade District, an area known for Asian Eateries and Asian-American owned businesses. The restaurant owners questioned whether racism could be a motive for the destruction. Police said they are working on these cases and will be presenting them before the District Attorney's Office once complete.

5. Air Date: 3/10/21 9PM, Running Time:3:14

This story focused on the surge in gun violence which had leaders in the Black Community saying that everyone needs to step up. A former gang member, faith and community leaders and a mental health professional joined in conversation about Portland's spike in gun violence and where we go from here. The group agreed that access to mental health resources played a key role in the public safety crisis that took the lives of 20 people in Portland this year.

6. Air Date: 3/15/21 8PM, Running Time:2:30

This story focused on plans by Portland city leaders and police on curbing the renewed violence in Downtown Portland as frustrated business owners face acts of criminal destruction. The courthouse fence that was recently taken down has been put back up and crew were out boarding up more windows and cleaning up damage. The mayor said he supports kettling or rounding up a big group of people, under certain circumstances, which is what just happened. Police said those who refused, were arrested. The city said this was not a protest, but a criminal act and kettling was the safest option. Any continued violence will not be tolerated.

## **EDUCATION ISSUES**

1. Air Date: 1/4/21 9PM News, Running Time:2:15

This story focused on what school administrators were doing to get kids back to in-person learning after the governor had announced she wanted kids to start going back in February. Teachers still said that districts must prioritize safety and longevity. Schools districts said they are in talks about what their plans will be, and nothing was official yet. Another concern for some was that teachers likely won't be vaccinated by the middle of February.

2. Air Date: 1/21/21 9PM News, Running Time:1:40

This story focused on student graduation rates hitting an all-time high in Oregon. They were up nearly 3-percent for the class of 2019-2020. However, some parents, even lawmakers were critical of the numbers and said it doesn't reflect the quality of education. Many things changed in March when kids were forced to leave the classroom because of COVID-19. Grading and testing were relaxed, and attendance was not nearly as strict as it was before.

3. Air Date: 2/2/21 Good Day Oregon, Running Time:2:30

This story focused on the role and responsibilities of school nurses during the pandemic as school districts prepare to reopen. Disease prevention and intervention is nothing new for school nurses, but now with the virus at the forefront, they'll regularly be examining students with COVID-19 symptoms, working closely with families to answer any questions, and talk about quarantining at home, as well as contact tracing. Schools will also need to offer on-site COVID testing, a huge undertaking, according to one lead nurse. This is all on top of their pre-COVID-19 duties.

4. Air Date: 2/18/21 Good Day Oregon, Running Time:2:37

This story focused on the state's biggest school district, PPS, as it finalized plans to go back to in-person instruction. Some teachers were questioning whether going back this school year is the right thing to do. They said their primary concern was the safety of the students, and their vulnerable family members back at home. There is also the question of older school buildings and proper ventilation. Under the district's tentative plan, K-5<sup>th</sup> grade students would be back in class four days a week, for a couple hours at a time.

5. Air Date: 3/5/21 9PM News, Running Time:3:35

This story focused on an announcement by the governor on her plans for a statewide return to in-person learning through an Executive Order. Teachers, parents and students across the state had been waiting for an announcement like that for about a year. Some parents were thrilled with the news while others worried about the amount of time left in the school year being short. The governor said all Oregon Public Schools are directed to offer universal access to in-person instruction on or before the weeks of March 29<sup>th</sup> for Kindergarten through 5<sup>th</sup> grade and April 19<sup>th</sup> for students in grades sixth through 12<sup>th</sup>. The Oregon Education Association said they supported the Spring timeline in returning for in-person learning.

6. Air Date: 3/16/21 Good Day Oregon, Running Time:7:00

These story segments focused on the beginning of in-person hybrid learning for Lake Oswego Middle Schools. Wednesdays will be remote learning for everyone. In two weeks, all of Oregon's schools should start offering on-site or hybrid learning for elementary schools, adding upper grades in April. Face coverings will be required for all students and staff. School should also screen all elementary students for COVID-19 symptoms on-site every day. Anyone with symptoms at school will be isolated and sent home.

## **ENVIRONMENT ISSUES**

1. Air Date: 1/4/21 Good Day Oregon, Running Time:7:00

These segments focused on several popular trails in the Columbia River Gorge that are back open, some for the first time since the Eagle Creek Fire more than three years ago. These multiple segments took a look at what was open, the work it took to get there and what hikers should watch out for.

2. Air Date: 1/8/21 Good Day Oregon, Running Time:2:41

This story focused on what is being done for wildlife who lost their habitat after last year's devastating wildfires. A rehabilitation center in Southwest Washington said they saw a big increase in injured or abandoned animals and is now working to help them recover and return to the wild. The refuge works with veterinarians and the Washington Department of Fish and Wildlife to rehabilitate squirrels and other small mammals that come in to them. They are able to successfully return about 98 percent of them back into the wild while providing a sanctuary for those who can't.

3. Air Date: 2/8/21 9PM News, Running Time: :25

This story focused on a new study that found pollen season was coming earlier and hitting harder. Researchers said it's because of global warming. The study was the first to use accepted scientific methods to attribute worsening allergies in the United States directly to human-caused climate change.

4. Air Date: 2/9/21 Good Day Oregon, Running Time: :45

This story focused on pressure by the United Nations being put on the countries responsible for 90% of human-made greenhouse gases. The conversation on carbon emissions came after a deadly natural disaster in Northern India. Experts believe rising global temperatures led to the disaster. The U.N.'s Secretary General said climate and carbon emission goals aren't good enough, all countries need to come forward with significantly more ambitious contributions with 2030 targets.

5. Air Date: 3/9/21 Good Day Oregon, Running Time: :21

This story focused on a lawsuit filed by a dozen Republican State Attorneys General over President Biden's Executive Order on climate change. They alleged he lacks the constitutional authority to implement new rules about greenhouse gases. The order directed federal agencies to calculate the "social cost" of greenhouse gas pollution. The lawsuit claims that's a job for congress.



6. Air Date: 3/19/21 9PM, News, Running Time:3:10

This story focused on a new polar bear exhibit at the zoo which is helping scientists make some important discoveries. Though Nora, the polar bear, doesn't live with an icy arctic backdrop, curators and conservationists wanted visitors to keep the dangers of climate change in mind when they see Nora. Nora is also helping researchers learn a lot about polar bears with innovative studies happening only in Portland.

## **GOVERNMENT ISSUES**

1. Air Date: 1/8/21 9PM News, Running Time:2:45

This story focused on new plans by Oregon Governor Kate Brown to meet the goal of vaccinating 12 thousand people every day. It involved getting the help of the National Guard. The OHA and the Oregon Department of Education spoke about ramping up that vaccination effort. The Oregon National Guard was set to send 130 people to help at the state fairgrounds. They expected to be up and running within days after they receive 10-thousand doses of vaccine.

2. Air Date: 1/18/21 9PM News, Running Time:2:20

This story focused on how the State Capitol was bracing for potential violence as law enforcement tried to prepare for whatever might happen around Inauguration Day. Oregon State Police warned Salem Residents to avoid the capitol as Salem Police were watching for protests to evolve as the events of the week unfolded. Fencing was put up along with boards across windows and doors.

3. Air Date: 2/11/21 Good Day Oregon, Running Time:2:44

This story focused on police reform and changing the way police in Oregon respond to certain situations. House Bill 2928 would prevent law enforcement from using chemical incapacitants, like tear gas. The use of pepper spray for crowd control would be allowed, but only if a mayor or sheriff declared a riot. Two other bills dealt with officer conduct. Lawmakers will continue to take input from the public about the various reform proposals.

4. Air Date: 2/25/21 8PM News, Running Time:1:00

This story focused on a deadline by which Congress was working on. The Senate was trying to get the Coronavirus Relief Bill passed by the middle of March when expanded unemployment benefits were set to expire. The bill proposed \$1400 stimulus payments for Americans making 475-thousand dollars a year or less, as well as billions for vaccines, supplies and schools.

5. Air Date: 3/3/21 Good Day Oregon, Running Time:1:25

This story focused on a new voting rights bill in the House of Representatives that was being criticized by Republicans who said it will lead to nationwide fraud. If passed, the bill would create automatic voter registration, simplify mail voting and expand early and absentee voting. Democrats defended the bill saying it counteracts laws which they believe suppress voters.

6. Air Date: 3/18/21 Good Day Oregon, Running Time:1:02

This story focused on improving the nation's infrastructure, a costly new endeavor being focused on by the Biden Administration. Discussion on how to pay for it include raising the corporate tax rate from 21 percent to 28 percent, butting tax preferences for limited-liability companies or partnerships, raising the income tax rate for people making more than 400-thousand a year and expanding the estate tax and raising the capital gains tax on millionaires. Republicans said the middle class will end up paying the price.

## **HEALTH ISSUES**

1. Air Date: 1/1/21 8PM News, Running Time:2:00

This story focused on several cases of a new COVID-19 variant being confirmed in the United States. It was first detected in the U.K. and some scientists there think it may be more transmissible in children. One doctor said the new strain binds to molecules in a way that significantly increases transmission which would make sense that the risk extends to children. So far, the variant had been identified in three states, California, Colorado and Florida.

2. Air Date: 1/21/21 9PM News, Running Time:2:35

This story focused on a problem with the rollout of the Moderna Vaccine after several people on the West Coast had allergic reactions to it. No one experienced severe symptoms. Health officials said the doses all came from a certain batch/lot number that can be found on a vaccination card. California officials put a cautionary pause on distributing the specific batch. The OHA recommended local providers continue vaccinating from the batch relying on information from experts in Oregon, given the severity of the Pandemic and the constraint on the number of doses.

3. Air Date: 2/2/21 8PM News, Running Time:2:45

This story focused on problems with supply as the vaccine rolled out. Too many people were eligible to get a vaccine and there were not enough doses. As Multnomah, Washington and Clackamas counties worked to catch up, they wanted folks to be patient since supply was not meeting demand. The following week when seniors 80-plus were going to be eligible, the Tri-County area expected to only get 5-10 percent of doses needed to vaccinate that group. Without more doses coming, it could take weeks if not months to vaccinate people who are eligible.

4. Air Date: 2/25/21 9PM News, Running Time:2:50

This story focused on the continuing effort to vaccinate Oregonians. The governor and the Health Authority laid out the next group, One-B, and beyond. The state now has a plan for when every Oregonian over 16 will get their first shot. They said the rollout should work depending on the number of doses the federal government will be sending. They are anticipating an increase and expect to open up a vaccine to anyone who wants one by this summer.

5. Air Date: 3/1/21 Good Day Oregon, Running Time:1:49

This story focused on a third option in the fight against COVID-19. The Johnson & Johnson Vaccine which uses just one shot instead of two, has been approved for emergency use. More vaccine options were needed as eligibility in Oregon expands to those who are 65 and older. Clinical trials found it to be 72-percent effective by U.S. standards.

6. Air Date: 3/15/21 Good Day Oregon, Running Time:1:37

This story focused on an Allergist's tips on ways to get through Spring Allergy Season. He recommended tackling allergies early before the symptoms start and do doctor-recommended therapy about one to two weeks before pollen season. Protect your lungs now during the Pandemic although he said allergies don't appear to put a person at higher risk for more severe COVID-19.

## **SOCIO-POLITICAL ISSUES**

1. Air Date: 1/5/21 9PM News, Running Time:1:57

This story focused on protesters filling the streets of Kenosha, Wisconsin after the controversial decision not to file charges in the police shooting of Jacob Blake, a 29-year-old black man. The National Guard was deployed to the area in case of violence. Blake was shot 7 times in the back as the officer was responding to a call about a domestic incident. He survived the shooting but was left paralyzed from the waist down. The officer told investigators he used deadly force during the encounter because he was concerned Blake, while attempting to flee, was trying to kidnap a child in the back of the vehicle.

2. Air Date: 1/20/21 9PM News, Running Time:1:45

This story focused on coverage of two protests in Portland after the presidential inauguration. One group of more than one-hundred people met at Revolution Hall which resulted in a scuffle with police who threw a smoke canister to remove officers safely. The group blocked a freeway onramp and smashed windows of the Democratic Party Headquarters. Another group with a more peaceful event said that while they were excited for new leadership, they had demands such as defunding the police, Medicare for all and livable wages.

3. Air Date: 2/4/21 8PM News, Running Time:1:55

This story focused on the announcement by the Oregon Attorney General's Office on five million dollars in grants being awarded to non-profit's that target specific groups and needs around the state. The grant was announced at the same time a new report was released discussing the obstacles that marginalized communities face in getting fair and unbiased justice when victims of crime. The Attorney General hopes these grants will help address issues of discrimination and bias and provide more access for marginalized communities.

4. Air Date: 2/18/21 9PM News, Running Time:2:19

This story focused on a new bill on immigration being unveiled with President Biden's backing. The U.S. Citizenship Act of 2021 will create an 8-year pathway to citizenship for an estimated 11-million undocumented immigrants who were already in the country before January first, 2021. Democrats acknowledged the plan is not bipartisan, but President Biden said he knows the bill will change as it moves through congress. His hope is lawmakers can find compromise on enough issues. Critics said it has little emphasis on border security.

5. Air Date: 3/15/21 Good Day Oregon, Running Time: :50

This story focused on a rally by parents outside Portland Public Schools Headquarters to voice their concern that many student's needs are not being addressed. They said the district hasn't communicated with BIPOC families and many of them would like to continue distance learning instead of changing to a hybrid model. They said the return to in-person learning should be a lot safer and more inclusive.

6. Air Date: 3/22/21 Good Day Oregon, Running Time:1:23

This story focused on a surge of children at the southern border. U.S. Customs and Border Protection detained nearly 93-hundred unaccompanied children in February, almost doubling January's total. Thousands are being held in facilities for more than the 72-hours that's allowed by law. The Department of Homeland Security expects the number of migrants at the border will soon hit a peak not seen in a least two decades. Republicans said President Biden hasn't come up with solutions after overturning some of the Trump Administration's immigration policies saying they have created a humanitarian crisis at the border. The Secretary of Homeland Security said they are executing a plan that takes time.

## **KPDX Syndicated Programming**

### **RELIGIOUS PROGRAMMING**

#### **KPDX Shepherd's Chapel**

Airs Monday through Friday 4:00a.m.-5:00a.m.

#### **EDUCATION/FAMILY ISSUES**

Shepherd's Chapel offers viewers support and guidance in this hour-long program. Various documentary segments are shown dealing with archaeological findings.

### **CHILDREN'S PROGRAMMING**

#### **KPDX America's Heartland**

Airs Saturday 11:00a.m.-11:30a.m.

#### **EDUCATION ISSUES**

Much of the food Americans eat is produced by farmers and ranchers in the country's heartland, but many people don't know how it's produced. America's Heartland provides information about the people and processes responsible for the availability of food and fuel across the country and around the world. The show's reporters and producers tell stories in topics that include farm families, consumer issues, animal welfare and crop sustainability. Some episodes also take the show abroad to countries such as Egypt and Taiwan to show the impact American agriculture has on the global economy.

#### **Biz Kids**

Airs Saturday 11:30a.m. – 12:00p.m.

#### **EDUCATION ISSUES**

This is a fun, fast-paced series where kids teach kids about personal finance and business. Whether a handbag designer, podcast host, or a dog groomer, the young business owners on the series inspire viewers to turn their passions into profit.

## Dragonfly TV

Airs Sunday 11:00am-11:30a.m.

### **EDUCATION ISSUES**

On Dragonfly TV, kids discover the wonders of science by rolling up their sleeves and participating. The series features a fast-paced style with music throughout, that's designed to get today's youth off the couch and busy exploring the world around them.

## Think Big

Airs Sunday 11:30a.m.-12:00p.m.

### **EDUCATION ISSUES**

Think Big shows children actively solving problems using scientific principles, combining skill and creativity. The series demonstrates real-world applications for math, science and engineering, proving that the physical sciences can be useful, challenging and fun. Each episode presents an "invent-off" challenge, where teenage teams must invent a machine designed to perform a specific task in a limited amount of time, promoting creative thinking and practical skills.

## Animal Rescue

Airs Sunday 12:00p.m. – 12:30p.m.

### **EDUCATION ISSUES**

This series is about people trying to save animals from danger. Animal control officers try to assist animals in unsafe environments and respond to other animal related emergencies.

## Dog Tales

Airs Saturday 12:30p.m. – 1:00p.m.

### **EDUCATION ISSUES**

This series features stories and news about all types of dogs and dog lovers. It informs young people on how to properly care for pets. It also provides safety, health and training tips that are useful for different breeds of dogs as well as emphasizing responsible pet ownership and compassion for all living creatures.

## **PUBLIC SERVICE ANNOUNCEMENTS**

KPDX airs a variety of public service announcements from both national and local organizations. KPDX gives broadcast priority to those PSAs which focus on children's and youth issues and those which discourage alcohol and substance abuse and encourage honoring diversity.

## **STATION PRODUCED PUBLIC SERVICE ANNOUNCEMENTS AND PROJECT/CAMPAIGN PROMOTIONS**

### **KPDX**

#### **HEALTH/CORONAVIRUS HELP & PREVENTION/KPDX**

KPDX/KPTV produced multiple PSA's centered on ways to prevent the COVID-19 virus and to avoid anxiety and relieve stress during the current pandemic.

#### **COMMUNITY ISSUES/DAY OF GIVING/DOVELEWIS VETERINARY HOSPITAL/KPDX**

FOX 12/PDX TV supported the DoveLewis Veterinary Hospital by helping them raise money on their Day of Giving, February 11th. The news anchors did live interviews with them throughout the day in all newscasts. Over the last year the DoveLewis experienced a 15% increase in the number of patients served and is on track to treat nearly 26,000 animals. DoveLewis provides care for thousands of pets from low-income families as well as injured or ill stray animals and wildlife.

## **PUBLIC SERVICE PROJECTS/CAMPAIGNS/DONATIONS/AWARDS**

### **KPDX**

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## **EDUCATION ISSUES/SCHOOL AUTHORITY/KPDX**

FOX 12/PDX TV produced and aired special Enterprise stories geared towards the opening of schools during the COVID-19 Pandemic in the 6am hour of GDO and the 6pm News every day as a service to our viewers. Within our news crawl, the “School Authority” logo showed viewers exactly when and how schools would open in 25 of the biggest districts in our coverage area. The digital team produced a “School Authority” page on the KPTV app and on KPTV.com with even more information, where all of the stories will be posted.

## **HEALTH/COMMUNITY ISSUES/BETTER TOGETHER/KPDX**

The mental wellness of kids and teens is a serious issue today. We know this is a big problem in our area and across the nation. But we also know there are solutions. FOX 12/PDX TV wants to shine a light on this very important and timely issue. That’s why we created a public service campaign called “Better Together”. We want to help kids, teens, their parents and caregivers cope in times of stress and crisis.