

The mission of KWSO radio is to provide Warm Springs with quality radio programming that: delivers local news and information; promotes education, cultural knowledge and language preservation; and increases awareness of social, health and safety issues.

KWSO's Health Information Dissemination and Education is guided by the Warm Springs Joint Health Commission Strategies to address our community's health needs. Multimedia Health information is done on-the-air & online through: audio; video; graphics; and written material. We work in collaboration with local health providers and educators in an effort to impact positive, healthy change.

KWSO is focused on two Health Strategies:

#9 - The community, government and health system coordinate with other institutions to ensure availability of healthy events, including cultural and recreational events that promote community, pride and belonging.

#10 - The community is provided high quality information about health status, health care available, health risks and opportunities for health improvement.

**KWSO produces two weekly news magazines that consist of a series of 5 programs on the same topic. Each program segment is featured one day during the week and airs 9 times that day. Segments are typically 3-5 minutes long.**

<u>Date</u>	<u>Warm Springs Program Topic</u>	<u>Issue</u>	<u>Strat</u>
2/1/2021	"Gather" food sovereignty documentary panel	Food Sovereignty	10
2/8/2021	#EmpowerWarmSprings COVID-19 awareness	Health	10
2/15/2021	CTWS Tribal Veterans Representative Frankie William	Program Awareness	10
2/22/2021	Museum at Warm Springs w/Liz Woody ED	Program Awareness	10

<u>Date</u>	<u>Our People &amp; Mother Earth Topic</u>	<u>Issue</u>	<u>Strat</u>
2/1/2021	Legends	Culture	10
2/8/2021	Legends	Culture	10
2/15/2021	Legends	Culture	10
2/22/2021	Legends	Culture	10

**6 local newscasts are produced each weekday. Typically they are 3-5 minutes long**

KWSO News at: 6:15am, 6:45am, 7:15am, 7:45am, 8:15am, 8:45am

Local News Stories

2/1/2021	Covid Update	Health	10
2/1/2021	Vaccine distribution	Health	10
2/1/2021	No School	Education	10
2/1/2021	WSK8 Student Respect award list	Education	10
2/2/2021	3 Warm Springs suspects arrested	Public Safety	10
2/2/2021	Back to in person learning 509J	Education	10
2/2/2021	In person plan for temp. checks	Education	10
2/2/2021	OHA Oversight and Accountability Council appointment	Government	10
2/2/2021	CTWS Payroll Error	Tribal Concerns	10
2/2/2021	Girl Scout Cookies Go Online	Youth	10
2/3/2021	Back to in person learning 509J	Education	10
2/3/2021	Transition to in person learning for MHS	Education	10
2/3/2021	Covid-19 random surveillance testing around community	Health	10

2/3/2021	7 PNW tribes testify to replace US Capitol Statue	US Gov't	10
2/4/2021	Sidwalter House Fire	Public Safety	10
2/4/2021	Covid Vaccine Delivery	Health	10
2/4/2021	Increased Covid-19 Testing	Health	10
2/4/2021	Follow up of CTWS Payroll Error	Tribal Concerns	10
2/4/2021	Oregon DHS SNAP increase.	Benefits	10
2/4/2021	OR US Senate Conservation Package	US Gov't	10
2/4/2021	Kansas City Chiefs prompted to end war chant and tomohawk chop	Sports	9
2/5/2021	Comm. Wide Vaccination Clinic	Health	10
2/5/2021	Face Mask Requirement in Nationl Parks	Recreation	10
2/5/2021	Youth of the year for Boys&Girls Club	Youth	10
2/5/2021	Limited numbers to be served at Boys & Girls Club	Youth	10
2/5/2021	Oregon Law Makers to Redraw Political Districts	Government	10
2/8/2021	Number of Covid-19 Vaccines Administered	Health	10
2/8/2021	Mass Vaccination Clinic Planned	Health	10
2/8/2021	Cross Country Pactice to Start	Youth Sports	10
2/9/2021	Press Release of Human Remains Found Identified	Public Safety	10
2/9/2021	Scheduled Vaccines at Health and Wellness Center	Health	10
2/9/2021	Covid Update	Health	10
2/9/2021	Projected Winter Weather Advisory	Weather	10
2/9/2021	US Capitol Rioter held in Custody	Public Safety	10
2/10/2021	Winter Weather Advisory	Weather	10
2/10/2021	Covid Vaccine Clinic	Health	10
2/10/2021	Council Approves Smelt Harvest in Cowlitz and Sandy River	Natural Resources	10
2/10/2021	12 Counties in Oregon Moving to Lower Risk Category	Recreation	10
2/10/2021	Top Chef from Portland to Air	Community	10
2/11/2021	Community Wide Vaccination Clinic	Health	10
2/11/2021	#EmpowerWarmSprings	Community	10
2/11/2021	HS Sports Can Resume this week	Youth Sports	10
2/11/2021	State Health Officias Declared the end of the Covid	Health	10
2/11/2021	National Weather Service Predicts Pacific Winter Storm	Weather	10
2/12/2021	Weather Related Closures	Safety	10
2/12/2021	Winter Storm Warning	Weather	10
2/12/2021	300 Vaccines were administered at community wide	Health	10
2/12/2021	IRS opens up tax filing	Government	10
2/15/2021	School Lockout Protocol Initiated	Public Safety	10
2/15/2021	Vaccine Update	Health	10
2/15/2021	4 Fully Vaccinated People Contracted Covid-19	Health	10
2/16/2021	Warm Springs Health and Wellness Center Announc	Health	10
2/16/2021	COCC Adult Basic Skills Class	Education	10
2/16/2021	Several Oregon Wolves Crossed into California	Wildlife	10
2/17/2021	St Charles Reports 17 Persons Hospitalized at Bend	Health	10
2/17/2021	Tribal Council Updates	Tribal Government	10
2/17/2021	Deb Haaland to be Nominated for Interior Secretary	US Gov't	10
2/18/2021	Covid Information	Health	10
2/18/2021	Vaccine Clinic Information	Health	10
2/18/2021	WSK8 Spirit Week	Youth	10
2/18/2021	Warm Springs Nation Little League	Youth Sports	10
2/19/2021	Boil Water Notice	Utilities	10
2/19/2021	Mass Vaccination Clinic	Health	10
2/19/2021	Covid Vaccine Side Effects	Health	10
2/22/2021	Boil Water Notice Upper Dry Creek	Utilities	10
2/22/2021	Oregon Covid Death	Health	10

2/22/2021	US Attorney's office effort to better attack MMIP	Public Safety	10
2/23/2021	Water Main Break has been Repaired	Utilities	10
2/23/2021	Covid Update	Health	10
2/23/2021	MHS awaiting Covid-19 Risk level for sports	Yotuh Sports	10
2/23/2021	Fawn Sharp State of Indian Nations adress	Tribal Government	10
2/24/2021	Jefferson County to remain at Extreme Risk for Covid	Pandemic	10
2/24/2021	Covid Update	Health	10
2/24/2021	House Speaker Nancy Pelosi and Dr Faucci virtual	US Gov't	9
2/24/2021	Winter Season Tribal Fishery Announced	Tribal Rights	10
2/24/2021	Denver Nuggets vs Portland Trail Blazers	Sports	9
2/25/2021	Tree Removal along HWY 26 Near Museum	Safety	10
2/25/2021	Final Candidates for 509J Superintendent	Education	10
2/25/2021	Covid Vaccine Update	Health	10
2/25/2021	Deb Haaland Nomination	Native Advocacy	10
2/26/2021	Boil Water Order Remains In Effect	Utilities	10
2/26/2021	Covid Update	Health	10
2/26/2021	Oregon Gov Kate Brown Extends State of Emergen	Legislation	10
2/26/2021	Earthquake Awareness ShakeAlert	Public Safety	10

**KWSO schedules 8 Public Service Announcement Campaigns each month. Messaging with specific content for each campaign runs 4 times daily.**

Continuing PSA Campaigns

		<u>Issue</u>	
100	5-2-1-0 Child Health1 - 4	Health	10
100	IRS Tax Tip 1-4	income Tax	10
100	OPRG Gambling 1-4	Mental Health	10
100	Home Safety	Safety	10
100	OSU Extension - February	Health/Nutrition	10
100	FBI Tech Tips	Crime	10
100	College Tips 1-5	Education	10
100	Bandwidth 101 1-3	Connectivity	10

**Each day KWSO schedules 4 Public Service Announcements in one of three rotations. There is Heavy**

Individual PSAs

		<u>Issue</u>	<u>Strat</u>
262	COVID weekly update	Health	10
79	COVID-19 coping 1-3	Health/Mental Health	10
54	COVID-19 Vaccination Clinic 2/19/21	Event/Promo	9
53	MAWS WS History 1-4	History	10
51	COVID-19 Louie Pitt 1-3	Health	10
48	Obesity 1 - 3	Health	10
35	Lincoln's Powwow Broadcast	Event/Promo	10
33	COVID-19 in Ichishkin	Health	10
30	Papalaxsimisha 1-3	Education	10
28	COVID19 - Jefferson PSA	Health	10
28	Don't Text & Drive	Safety	10
28	Good Health	Health	10
25	Elder Violence	Violence Prevention	10
25	Intimate Partner Violence	Violence Prevention	10
25	OPB Digital Channel	Program/Service Awareness	10
25	Social Security 1 - 3	Benefits	10
25	Stand By A Veteran 30	Veteran Support	10
25	Youth Vaping Prevention	Health	10

20	ADHD 30	Mental Health	10
20	Autism	Child Development	10
20	Child Car Seat 1-5	Safety	10
20	Don't Drink & Drive	Safety	10
20	Portland VA Suicide Prevention	Mental Health	10
20	Preparedness 1-3	Emergency Preparedness	10
20	Winter Driving Tips 1-5	Safety	10
15	Pharmacy Mail Service 1 & 2	Program/Service Awareness	10
10	Celilo 1-4	History	10
10	Elder Abuse 1-4	Violence Prevention	10
5	Safety Woodstove 1 & 2	Safety	10
5	Teen Dating Violence 1 & 2	Violence Prevention	10
5	WSCAT Earn, Burn & Learn	Program Awareness	10
5	WSCAT Garden Tips 1-3	Health	10

# of continuing PSA campaigns aired = 800

# of PSA (set daily) that aired = 1074

**TOTAL NUMBER OF Public Service Announcements Aired = 1874**

## ONLINE ANALYTICS

www.KWSO.org analytics

Jan 28 - Feb 26, 2021

5,227 Sessions

5,330 Pageviews

1499 Users

71.60% Returning Visitors

KWSO Facebook Page Insights

Date Range Jan. 30, 2021 - Feb. 26, 2021

6,531 Post Reach

4,837 Post Engagements

4790 Total Likes

5045 Followers

KWSO Twitter

28 day summary ending 2/26/21

148 Tweets

3 Mentions

833 Followers

KWSO Instagram

Total to date

611 Posts

637 Followers