

KPDX 49
COMMUNITY ISSUES AND
PROGRAMS LISTING
1st QUARTER 2017
1/1/17 – 3/31/17

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ORGANIZATIONAL TABLE

- 1) List of Significant Community Issues.
- 2) Local Programming.
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- 5) Station Produced Public Service Announcements.
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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 2017:

CONSUMER ISSUES
CRIME ISSUES
EDUCATION ISSUES
ENVIRONMENT ISSUES
GOVERNMENT ISSUES
HEALTH ISSUES
MINORITY ISSUES
SOCIO-POLITICAL ISSUES
SAFETY 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.

Minority Issues – An example would be stories regarding the protests of police brutality towards suspects of color.

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

LOCAL PROGRAMMING

KPTV NEWS ON KPDX AT 8:00PM AND 9:00PM

KPDX 49 airs 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 types of issues regularly treated in the 8pm and 9pm newscast on KPDX.

Air Date: 1/2/17 8PM News, Running Time:2:00

POVERTY/HEALTH ISSUES

This story focused on a group from the Union Gospel Mission, and how they made a difference in the lives of some homeless people. This team handed out basic items to people who live in Lewis and Clark State Park. When temperatures drop, living outside becomes a matter of survival. They bring out blankets and food and try to form relationships. The outreach group goes out five nights a week and also help find resources for the homeless to help them get off the streets.

Air Date: 1/3/17 9PM News, Running Time:2:04

CRIME/SAFETY ISSUES

This story focused on the search for a missing woman whose friends and family are growing more concerned about her disappearance. She has been missing for a week and the Clackamas Co. Sheriff's office is searching for leads. Her car is missing, but her ID, credit cards, and walker, which she needed, were still at her home with an unlocked door. Friends said she just doesn't take off without letting someone know and they can't track down anyone who has seen or heard from her in the last week. The sheriff's office considers her endangered because of her mobility and medical issues.

Air Date: 1/6/17 9PM News, Running Time:2:10

ENVIRONMENT/SAFETY ISSUES

This story focused on ways that viewers can gear up to handle the snow, ice and cold weather around their homes. Experts gave tips on ways to keep pipes from freezing and encouraged putting together emergency kits, along with a first aid kit and canned foods.

Air Date: 1/11/17 9PM News, Running Time:4:30

SAFETY/ENVIRONMENT/EDUCATION ISSUES

These stories focused on snow coverage and the mayor's declaration of a state of emergency for the city of Portland. The storm has brought the largest single day of snowfall in a decade, along with the other severe weather in the past month. More stress is being put on the housing emergency as well as effecting roads, public transportation and other key public services. School closures were listed along with Trimet delays and traffic alerts.

Local programming continued

Air Date: 1/18/17 8PM News, Running Time: :55

FAMILY/SOCIO-POLITICAL/GOVERNMENT/HEALTH ISSUES

This story focused on women who are worried about losing their access to contraception if the new administration defunds Planned Parenthood. Planned Parenthood Leaders in Portland said they're seeing more women than ever before, desperate to get their hands on long term birth control.

Air Date: 1/20/17 9PM News, Running Time:4:25

GOVERNMENT/SAFETY/SOCIO-POLITICAL/CRIME ISSUES

These stories focused on team coverage of local protests and the presidential inauguration. Local protesters took to the streets. While evening protests were mostly peaceful, demonstrators started their protest by burning American flags while those opposed tried to step in and put out the flames. Opponents said it was a slap in the face to those who served this country. Several buildings downtown were vandalized with graffiti. In Washington D.C., six police officers were injured and at least 217 protesters were arrested. The protesting erupted shortly after the swearing in ceremony. Demonstrators threw rocks and bottles at police. Police confirmed officers used pepper spray and flash bangs on protesters to break up crowds.

Air Date: 1/26/17 9PM News, Running Time:1:51

GOVERNMENT/CRIME/SOCIO-POLITICAL ISSUES

This story focused on a new bill in the Oregon Legislature that would prevent employers from firing or not hiring people because they use marijuana. The chair of the Portland "NORML" legislative committee that backs the bill said it takes the same protections tobacco smokers have and extends them to Marijuana user. "Senate Bil 301" would make it illegal for employers to require that employees or potential hires refrain from using a substance that is lawful to use under the laws of this state during nonworking hours. However, it would not prevent drug testing and people could still be fired for being impaired on the job.

Air Date: 1/27/17 9PM News, Running Time: :50

GOVERNMENT/HEALTH/CONSUMER/SOCIO-POLITICAL ISSUES

This story focused on some lawmakers who are hoping to raise Oregon's smoking age to 21. Sometime this year, they will introduce a bill to raise the smoking age as part of the national Tobacco 21 movement. Supporters said it could prevent life-long addiction and smoking-related health issues. Others disagree and said it makes sense for the smoking age to stay at 18. The American Cancer Society said 64% of Oregonians are in favor of raising the smoking age.

Local programming continued

Air Date: 1/30/17 8PM News, Running Time:2:55

MINORITY/SOCIO-POLITICAL/GOVERNMENT ISSUES

This story focused on a protest four days after President Trump signed a controversial executive order which bans travelers from seven Muslim-Majority countries from entering the U.S. Hundreds of Portlanders gathered in protest while police tried to ease the fears of many local immigrants. Portland's Police Chief said local police do not enforce federal Immigration Laws and they won't start now. Despite that, a lot of local immigrants and long-time Portlanders came to the protest because they feel the president's new order is un-American. People of all ages, races and religions held signs and chanted, saying immigrants and refugees are welcome here. Standing with leaders of local minority and church groups, the Portland Police Chief said Oregon Law doesn't allow them to enforce Federal Immigration Laws. He also read an email he sent to all his officers today, calling for extra compassion.

Air Date: 2/2/17 9PM News, Running Time:2:33

ECONOMY/GOVERNMENT ISSUES

This story focused on the passing of an ordinance that would require Portland landlords to pay thousands of dollars in moving costs for tenants. This would only apply in cases where tenants are given a no-cause eviction, or decide to move after their rents go up by at least ten-percent in a given year. Supporters had gathered before the hearing to urge commissioners to pass the ordinance quickly. Opponents said the ordinance penalizes people who put their livelihoods in real estate. Landlords would be required to pay between \$2900 and \$4500, depending on the size of the unit. This is only a temporary ordinance that would last as long as the city's housing emergency declaration, which at this point is set to expire in October.

Air Date: 2/6/17 9PM News, Running Time:2:05

MINORITY/SOCIO-POLITICAL/GOVERNMENT ISSUES

This story focused on the legal fight over President Trump's Executive Order temporarily banning refugees and citizens of seven predominately Muslim countries from entering the U.S. An appeals court opted to keep in place a temporary restraining order issued by a Federal Judge on Friday, temporarily halting the ban. The president accused the judge who originally blocked his executive order, of "opening up the country" to potential terrorists. The business community has come out strongly against the travel ban, saying the policy hurts their ability to attract top talent and do business overseas.

Air Date: 2/7/17 9PM News, Running Time: :30

CONSUMER/HEALTH ISSUES

This story focused on a recall alert after a woman said her dogs died from eating a hunk of Beef Au Jus Food from the pet food brand named Evanger. Evanger investigated and found a chemical in that batch that is commonly used to euthanize animals. The recall affects 15 states including Washington.

Local programming continued

Air Date: 2/15/17 8PM News, Running Time:1:25

MINORITY/GOVERNMENT/CRIME ISSUES

This story focused on a local family that is taking legal action after their father was picked up by immigration and customs enforcement officials. The family said their father was pulled over and questioned and detained by ICE Agents. They said he is undocumented and has lived in the U.S. for nearly 30 years. ICE Officials confirmed that he was previously convicted of driving under the influence and giving false information to police. His family said they are working with a lawyer to try to prevent his deportation.

Air Date: 2/17/17 8PM News, Running Time: :50

EDUCATION/MINORITY/GOVERNMENT/SOCIO-POLITICAL ISSUES

This story focused on students at Liberty High School who staged a protest against President Trump's Immigration Ban. They gathered outside the Hillsboro High School. Some of them had tape over their mouths, saying it was to represent how minority voices are silenced in the U.S. Organizers said they wanted to extend yesterday's "Day Without Immigrants" movement and send a message to the local community. Students said they hope others will hear their message of diversity.

Air Date: 2/20/17 9PM News, Running Time: :30

HEALTH ISSUES

This story focused on a new study which said too much protein in your diet could be bad if you are a woman over 50. Medical experts said women over 50 who eat a high-protein diet could have a greater risk of heart failure. A study from the American Heart Association examined protein intake of nearly 104-thousand women aged 50 to 79. All participants were free of heart failure during the study. But about 17-hundred of them developed heart failure nearly a decade later. Authors said this could be related to animal protein, but they also said more research is needed.

Air Date: 2/22/17 9PM News, Running Time: :35

CONSUMER/SAFETY ISSUES

This story focused on a recall by Soda Stream of 51-thousand carbonating bottles because they might explode. The bottles in question are Soda Stream's one-liter blue tint dishwasher-safe carbonating bottles. The consumer product safety commission said the bottles can burst under pressure. No injuries have been reported from the issue. Customers should stop using them and contact Soda Stream for a refund.

Air Date: 2/23/17 9PM News, Running Time:1:10

CRIME/GOVERNMENT/SOCIO-POLITICAL ISSUES

This story focused on a White House News Conference where the press secretary said there will be greater enforcement of Federal Laws coming into conflict with states that allow recreational pot. It's a reversal from the Obama Administration's stance that the Federal Government wouldn't interfere in states where non-medical use of Marijuana is allowed. In Oregon, it has been legal to buy, sell and grow Cannabis since July of 2015. One senator reacted by saying he will fight hard against ridiculous Federal Government intrusions into our state that waste taxpayer dollars and burden our law-enforcement agencies.

Local programming continued

Air Date: 2/24/17 9PM News, Running Time: :20

CONSUMER/SAFETY/FAMILY ISSUES

This story focused on a recall of 540-thousand two-in-one “Snug and Secure” pink toddler swings by Little Tikes Company. The company said the swing’s seat can break, causing kids to fall out. They said they’ve received 140 reports of breaks where 39 kids were hurt and two suffered broken arms.

Air Date: 2/27/17 8PM News, Running Time:2:20

GOVERNMENT/CRIME/HEALTH ISSUES

This story focused on a big change in the way Portland and Multnomah County are fighting the war on drugs. The new pilot program offers people who are caught with drugs, treatment instead of taking them to jail. The new approach looks at drug addicts not as criminals, but those in need of medical help. The program called LEAD stands for Law Enforcement Assisted Diversion. If an officer catches someone with drugs, he or she will offer him a choice, either jail or the LEAD Program. It’s a recognition by city and county legal authorities that jail doesn’t stop addiction, only treatment can. The program started in Seattle and officials there said they’ve reduced recidivism by almost 60%. It also saves money since jail time costs more than twice as much as treatment.

Air Date: 2/27/17 8PM News, Running Time: :30

CONSUMER/HEALTH ISSUES

This story focused on a recall involving Trader Joes Apple Sauce. The grocery chain is voluntarily recalling certain types of their apple sauce because they could contain pieces of glass. All three types of the apple sauces being recalled were distributed in the Northwest. Customer who bought these products should not eat them, and should either throw them out, or return them to any Trader Joe’s for a full refund.

Air Date: 2/28/17 9PM News, Running Time: :45

GOVERNMENT/SOCIO-POLITICAL ISSUES

This story focused on a new bill working its way through the Oregon House which would require insurance companies to cover abortion and other reproductive health services with no out of pocket costs. People gathered at the capitol in Salem to support House Bill 22-32. It would require insurers to cover birth control, prenatal care, STD testing and abortions, which are not currently covered by state or federal law. Some who support pro-life policies attended the rally to give a different perspective.

Air Date: 3/1/17 9PM News, Running Time: 2:33

CRIME/SAFETY ISSUES

This story focused on the search for a suspect who murdered a man inside a Northeast Portland apartment and is believed to also have sexually assaulted at least two women before the killing. Police said he is a potentially armed career criminal who is still on the run. Do not approach him, but call 9-1-1 if you see him or know where he is. The man police are looking for was just released from prison in November, after being convicted of attempted rape, attempted sexual abuse and assault in 2014.

Local programming continued

Air Date: 3/6/17 8PM News, Running Time:2:20

SOCIO-POLITICAL/GOVERNMENT/MINORITY ISSUES

This story focused on the revised version signed today of the controversial executive order that prompted massive protests at airports and has been hung up in courts ever since. The biggest difference from the initial travel ban was that restrictions affect travelers from six Muslim Majority Countries and not the original seven. Iraq has been dropped from the ban. The new order goes into effect March 16th and expires after 90 days. It does not apply to green card and valid visa holders. Unlike the original, it does not prioritize religious minorities in refugee admission cases. Democrats still think it discriminates against Muslims. Attorney General for Washington State said he's closely reviewing the new travel ban, saying he still has concerns, but will take a couple days to decide whether to continue challenging the president on immigration.

Air Date: 3/9/17 9PM News, Running Time: :55

POVERTY/FAMILY ISSUES

This story focused on the go-ahead for Portland's very first official village for homeless women on International Women's Day. Tiny houses were built for homeless women and they finally have a place to call home. The 14 pods, each with their own unique design, are moving to Kenton. The village they were created for had to wait until the people of Kenton voted yes. Not everyone was completely sold on the plan, but it did pass. The all-women haven will set up in an empty lot for a one-year pilot project. Catholic Charities will screen and select the 14 women who will move in, and each tenant will be assigned to a case manager. There will be a property manager to make sure the area is clean and safe. The pods are expected to be moved to Kenton next month.

Air Date: 3/10/17 8PM News, Running Time:1:55

ECONOMY ISSUES

This story focused on a big win for the U.S. Economy after the Labor Department reported that 235-thousand jobs were added in February. That dipped the unemployment rate to 4.7%. A majority of the jobs were in construction and manufacturing. These numbers were better than expected out of the gate for the new president, but some experts said that's mainly due to the unusually warm winter weather. Economists still said it's unlikely Trump can fulfill his promise to create 25 million new jobs over the next ten years. But, he could come close if the economy keeps churning out February's numbers.

Air Date: 3/13/17 9PM News, Running Time: 1:00

ENVIRONMENT/SAFETY/GOVERNMENT ISSUES

This story focused on Oil Train Bills which hope to prevent dangerous situations with oil spills. Last June, a Union Pacific train carrying crude oil derailed and caught fire near the small town of Mosier. The community spoke out and said the gorge sees too much rail traffic and a lot of people are scared more crashes like that could happen in the future. The bills were discussed at a public hearing. One would address the risks of oil trains by requiring future planning on oil train routes, fees to build up Oregon's Oil Spill Fund and proof by railroads that they carry adequate insurance to address possible spills. Two other bills being introduced are addressing how trains carry oil through the state.

Local programming continued

Air Date: 3/15/17 8PM News, Running Time: :40

CONSUMER/HEALTH ISSUES

This story focused on a nationwide recall with a local connection. The Health Department is looking into how seven people at a local school in Portland got E-Coli. Six children and one adult from one classroom have gotten sick. At least two of those cases have been connected to the strain from the National I-M Healthy Soynut butter Outbreak. The butter was recalled nationwide on March fourth after 16 other people in nine states got sick. Now the Health Department wants to know how the contaminated soynut butter was introduced to the school. School officials said they did not serve the soynut butter involved in the recall.

Air Date: 3/15/17 9PM News, Running Time:1:25

POVERTY/GOVERNMENT ISSUES

This story focused on a creative new approach, by Multnomah County, to ease the homeless crisis. The project is called “A Place For You”, and the county hopes it’s a win-win for both homeless families and homeowners who take part in this. The county has been struggling to find location for authorized homeless camps and shelters. A big challenge was finding a place for the homeless to go, where neighbors won’t complain. The new idea side-steps getting the approval of neighborhoods, by working directly with homeowners. The county will pay to build a tiny house, roughly 200-square feet, on a homeowner’s property. The homeowner would have to commit to a 5-year lease of the backyard structure to a homeless family without pocketing any rent. At the end of that lease, the homeowner gets to keep the tiny house, with the thought that it will give them a substantial property upgrade. Each tiny house costs up to 75-thousand dollars. The county plans to build five tiny homes for the pilot program although it has not finalized any locations for them yet.

Air Date: 3/20/17 9PM News, Running Time: :35

CONSUMER/HEALTH ISSUES

This story focused on a recall of a popular Edamame product. Advanced Fresh Concepts issued the voluntary recall after testing found potential Listeria in the product. No one has gotten sick from the packed Edamame, but the product has been recalled from stores, cafeterias and corporate dining centers in 33 states, including Oregon and Washington. Listeria can cause fever, muscle aches, diarrhea and other gastro-intestinal problems. It can also be deadly to the elderly, those with chronic medical conditions and people with weakened immune systems.

Air Date: 3/21/17 18PM News, Running Time: :45

POVERTY/SAFETY/ENVIRONMENT/GOVERNMENT ISSUES

This story focused on one neighborhood association that wants to know why it’s taking so long for a homeless camp to be moved out of its neighborhood after a former mayor vowed to have it removed by December of last year. Neighbors said the camp keeps growing and people living there are building things without a permit or oversight from the city. The people living here have built tiny homes and plan on staying long-term. Homeowners are worried about a number of things, from potential landslides as the camp sits on a hill to growing vegetation that will become a fire hazard. They were hoping for an answer to their problems from the new mayor, but instead they were challenged to take a vote. There is a clear divide, so the mayor told the group to work it out amongst themselves. In the meantime, he did offer to have a resolutions team come in and be the moderator between those who want it gone and others who want it to stay.

Local programming continued

Air Date: 3/22/17 9PM News, Running Time:2:35

ENVIRONMENT/SAFETY ISSUES

This story focused on the dangers on the Columbia River as the water is above flood stage and is expected to rise. Our reporter was given a tour on the river and saw first-hand what the dangers were. The water was moving very quickly because it's the highest it's been in six years. It's sending debris and pilings under water that would normally be above the surface, making it extremely difficult to navigate.

Air Date: 3/24/17 9PM News, Running Time:1:45

SOCIO-POLITICAL/GOVERNMENT/HEALTH ISSUES

This story focused on the failure of a health-care bill that would have repealed the Affordable care Act. After several days of negotiations, the House Speaker pulled the plug when the bill could not get the votes needed to pass. GOP Leadership alongside the White House had worked around the clock trying to appease members of the Conservative House Freedom Caucus and well as more moderate house republicans. He failed to fulfill this first version of a key campaign promise that republicans had been championing for several years.

Air Date: 3/27/17 9PM News, Running Time:1:35

MINORITY/CRIME/SOCIO-POLITICAL ISSUES

This story focused on the results of public outcry after more than 100 protesters showed up at Portland's ICE Headquarters demanding that a DACA recipient be released from custody. The man had been arrested on a misdemeanor DUI charge and released to complete a diversion program. However, the crime made him ineligible to remain in the DACA program and was now back to an undocumented status. ICE agents picked him up at his home and placed him in a detention center. ICE officials said they consider a DUI charge to be a public threat and that's why he was targeted. He was then released on bond and reunited with his family. The legal director of the ACLU of Oregon said he believes it was the result of the protest and people calling ICE.

Air Date: 3/28/17 8PM News, Running Time:1:45

ENVIRONMENT/ECONOMY/GOVERNMENT ISSUES

This story focused on a new executive order which loosens regulations on clean power and coal mining. The president said the new regulations were all about jobs. The new executive order put the brakes on climate change regulations, called for a review of clean power production goals, and rolled back recent protections for American Waterways. It also urged federal agencies to identify regulations that might stand in the way of American energy independence. The president said this order will help make good on the promise to put coal miners back to work by eliminating a moratorium on leasing federal land to coal mining companies.

Local programming continued

Air Date: 3/30/17 8PM News, Running Time:3:40

HEALTH/FAMILY ISSUES

This story focused on a local stay-at-home mom who said she discovered a way to help kids with a rare genetic syndrome that's links to Autism. Her research is now being shared around the world to help children get diagnosed early and into treatment.

OREGON SPORTS FINAL

Air Date: Every Sunday from 11:00PM – 11:30PM, Running Time:30:00

FAMILY ISSUES

This half hour sports related program highlights athletes and games with a preference to local teams, athletes and their families.

KPDX Syndicated Programming

The Green Economy (Syndicated program on KPDX)

Airs Saturdays 12:00 p.m. to 12:30 p.m.

ENVIRONMENT/ECONOMY ISSUES

This national television series showcases the success stories of the green economy at work such as using biodiesel fuel, solar energy and green winemaking. ,

RELIGIOUS PROGRAMMING

KPDX Shepherd's Chapel

Airs Monday through Friday 5:00a.m. to 6:00a.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.

The Gospel Truth Andrew Wommack

Airs Monday through Friday 6:00a.m. to 6:30a.m.

EDUCATION/FAMILY ISSUES

Andrew Wommack offers viewers support and guidance and discusses the impact of scripture in this religious series.

CHILDREN'S PROGRAMMING

KPDX Live Life & Win

Airs Saturday 7:00a.m. to 7:30a.m.

EDUCATION ISSUES

Live Life and Win! Highlights inspirational teen success stories with segments featuring Extraordinary Teens, Breaking Barriers, Giving Back and Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship. Live Life and Win! Helps teens discover and learn strategies and attributes to achieve personal dreams, explore volunteerism as an opportunity to build character and uncover personal passions while gaining knowledge about the life skills necessary to Live Life and Win!

Career Day

Airs Saturday 7:30a.m. to 8:00a.m.

EDUCATION ISSUES

Career Day explores careers and the pursuit of dreams by highlighting different jobs and what it takes to obtain them. It has special segments such as “Top 10 Summer Jobs for Teens” and gives tips on how to find your dream job. Career Day helps teens discover the many career opportunities that exist and how to follow their passions to achieve a job they will love.

Made in Hollywood: Teen Edition

Airs Saturday 8:00a.m. to 8:30a.m.

EDUCATION ISSUES

“Made In Hollywood” is a behind-the-scenes entertainment news magazine series showcasing how and why movies are made in Hollywood. The segments range from coverage of the Dreamworks Animation Team, Producer Lauren Schuler Donner, Actors Shia LaBeouf, Elijah Wood & Dakota Fanning, Casting Directors Jane Jenkins & Janet Hirschenson, Composer Harry Gregson-Williams and Grammy-winning Songwriter Diane Warren. The educational/informational weekly series introduces the younger demographic to behind-the-scenes film-making, special effects techniques and career opportunities focusing on the creative, technical and artistic skills of the motion picture industry.

Pets.TV

Airs Saturday 8:30a.m. to 9:00a.m.

FAMILY ISSUES

Pets.TV entertains viewers of all ages showing all the beautiful, colorful and friendly animals that live among us. Each episode takes us on a trip which may start in Metropolis, choosing the various dog costumes while these mutts strut their stuff, to Newport Beach where tourists and vacationers swim alongside a family of dolphins. Pets.TV celebrates the pets we love and the people who love them.

Xploration Awesome Planet

Airs Sunday 7:00a.m. to 7:30a.m.

ENVIRONMENT/EDUCATION ISSUES

Phillipe Cousteau Jr., grandson of the legendary Jacques Cousteau, explores the most spectacular places on earth, inside the earth, and above the earth, in this riveting earth science series. Episodes takes viewers across the planet following discoveries of all kinds, including dinosaur bones in Utah, ice caves in Ireland, geysers in Iceland, waterfalls in Croatia and an active volcano in Hawaii. The series looks at planet Earth as one giant ecosystem and examines the inter-dependency of all living things.

Animal Rescue

Airs Saturday 7:30a.m. to 8:00a.m.

ENVIRONMENT/EDUCATION ISSUES

Animal Rescue's program content includes safety tips and information about a wide spectrum of animals and their habitat. The program shows real life in-the-field experiences of professional and ordinary people caring for, treating and helping various animals, as well as exhibiting social responsibility while promoting strong personal and community values.

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/POVERTY/FAMILY ISSUES/BE THE CHANGE PROJECT/KPDX

FOX 12 and Les Schwab Tire Centers believe that you have the power to make a difference and "Be the Change" in our community! Whether it's volunteering, or just doing something nice for a neighbor or friend, each act of good is an inspiration, and an example for others to follow. FOX 12 and Les Schwab Tire Centers want to "Be the Change" as we look for ways to do good here in Oregon and SW Washington and also to highlight others who are making a difference and creating positive moments! FOX 12 produced :15, :30 and :45 spots to encourage viewers to nominate people in their community who are making a positive change. Every month, a "Be the Change" recipient will be featured in a news story on KPTV FOX12 and be awarded the "Be the Change" award.

HEALTH ISSUES/THRIVE HEALTH TIPS/KPDX
KPDX THRIVE HEALTH TIPS FOCUSED ON:

Ear Health - January

Health tip fronted by FOX 12 talent, featured tips on how to prevent an ear infection and how to keep your ears healthy

:60 – Aired: 14x

Healthy Teen Relationships – Feb.

Health tip fronted by FOX 12 talent, featured information on healthy teen relationships. Knowing or suspecting that your child is in an unhealthy relationship can be frustrating and frightening. Parents play a critical role in helping their child develop healthy relationships.

:60 – Aired: 14x

Eye Health – March

Health tip fronted by FOX 12 talent, featured information on eye care which is an important part of your overall health. Regular eye exams can help find vision problems early, and they may uncover other hidden health problems.

:60 – Aired: 14x

PUBLIC SERVICE PROJECTS/CAMPAIGNS/DONATIONS/AWARDS

KPDX

ECONOMY/EDUCATION/ENVIRONMENT ISSUES/POSITIVELY OREGON/ KPDX

FOX 12 aired on PDX TV, participates in a station campaign called Positively Oregon which focuses on the positive things that are being done in the state highlighting four areas – Economic Development, Education, Sustainability and Community. The campaign includes web, news stories and image promos.