



Central Oregon

Memo to the Public File

Thursday, October 03, 2013

To: Public File
From: Cara Coffey

Quarterly Ascertainment Summary – 3rd Quarter 2011

Attached is a report concerning KOHD-TV news stories, local programming, network programming and public service announcements aired over KOHD during 3rd Quarter 2011 pertaining to key issues, as determined by the KOHD -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.

KOHD Key Issues:

- 1) Crime and Community Safety
- 2) Kids / Education / Parenting
- 3) Traffic / Transportation / Environmental Planning
- 4) Government
- 5) Land Use / Community Growth

KOHD-TV Bend contributed **1,979** public service announcements covering issues in the station's immediate community and Deschutes County. Also contributed a minimum one story per 30 minutes of news covering above issues (samples on DVD available on individual request).

3rd Quarter 2011: PSA TOTAL for KOHD-TV	1,979
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PSA TOTAL for KOHD CHANNEL	1,979
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Public Service Audit:

For a day-to-day breakout of each PSA actual broadcast time and issues addressed aired over KOHD in 3rd Quarter 2011, please refer to attached data CD-ROM. Included are PDF breakouts covering entire reporting period.

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Quarterly Issues/Programs Ascertainment Summary

Below is a list of some of the significant issues responded to by KOHD, Bend, OR, along with the most significant programming treatment of those issues for the period July 1, 2011 – September 30th, 2011. 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>
Education	5:00 PM News	Jul-13	5:00 PM	3 mins, 30 sec	The latest federal study from Trust for America's Health shows over 25 percent of Oregon adults are obese, making Oregon the 35th most obese state in the nation.
Traffic	5:00 PM News	Jul-13	5:00 PM	30 sec	A man admits to texting while driving after hitting a power pole on Highway 101 in Newport, Oregon. The driver has minor injuries.
Community Growth	6:00 PM News	Jul-13	6:00 PM	2 mins	Albany firefighters spend over a month re-building a local child's fire-truck bed to replace the one that had been severely damaged in a house fire.
Crime	5:00 PM & 6:00 PM News	Jul-13	5:00 PM & 6:00 PM	2 mins	Nearly 30 feet of copper wire is stolen from the Dorena Substation in Cottage Grove, Oregon causing 900 residents in Junction City to be without power.
Government/ Community Growth	6:00 PM News	Aug-13	6:00 PM	1 min, 35 sec	Examination of the devastating effects of Monaco RV layoffs and how families are coping with the help of federal and state grants offered through Worksource Lane and to go back to school at Linn-Benton Community College.
Transportation	5:00 PM News	Aug-13	5:00 PM	1 min, 16 secs	As crews prepare the new I-5 Willamette Bridge for traffic, people are taking one last opportunity to take a tour on the bridge before it's over-run with cars. Defazio hopes investing in infrastructure projects like this will help heal the bruised economy

Land Use/Community Safety	5:00 PM News	Aug-13	5:00 PM	2 min, 3 secs	Oregon health officials have detected a high level of toxic algae in the Dexter reservoir, creating a blue-green color on the surface of the water. The water, if ingested, could be very dangerous for humans and animals.
Education/Community Safety	6:00 PM News	Aug-13	6:00 PM	2 mins	A new program called Alcohol EDU will be used by more than 500 schools across the country. The University of Oregon says the focus is to stop underage drinking.
Education	KEZI News This Morning (6AM)	Aug-13	6:00 AM	1 min, 45 sec	The state of Oregon has seen a significant increase in students enrolling in Online Education programs. A third grade teacher in Eugene estimates a couple hundred more area students to enroll for the fall term.
Kids/Parenting /Education	KEZI News This Morning (6AM)	Sep-13	6:00 AM	2 mins	The Village School Charter School in Eugene seeks organic and healthier alternatives to pre-packaged and processed foods in their school. Fresh herbs, whole grains and organic meats headline the school menu.
Land Use/ Environmental Planning	5:00 & 6:00 PM News	Sep-13	6:00 PM	3 min	Members of the Eugene Dive Club suit up and splash into the waters of the McKenzie River to scour the river for trash. The club encourages community members to help volunteer to keep our river clean.
Crime	5:00 PM News	Sep-13	5:00 PM	1 min, 33 secs	Crime is going up in parts of downtown Eugene, and police say there's been a spike in property crime near West 7th and West 11th avenues.