



## Memo to the Public File

January 10, 2020

To: Public File  
From: Gail Eitner

### Quarterly Ascertainment Summary – 4th Quarter 2019

Attached is a report concerning KEZI-TV news stories, local programming, network programming and public service announcements aired by KEZI during 4th Quarter 2019, 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 / Environmental Planning
5. Land Use / Community Growth

#### Public Service Announcements:

**KEZI-TV Eugene** contributed **1,418** 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 **3,033** 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 **1,289** public service announcements covering key community issues across KEZI's DMA.

#### 4th Quarter 2019:

PSA TOTAL for KEZI-TV	1,418
PSA TOTAL for KEZI-TV+ (KRBG)	3,033
PSA TOTAL for KEZI 9.2	1,289
PSA TOTAL for all KEZI CHANNELS	5,740

### 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 and 3 monthly 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 **25** weekly EAS tests and 3 monthly EAS tests covering Eugene and limited DMA viewing aired.

**KEZI 9.3** is a participating station in the Oregon and Clark, WA Operational Area Emergency Alert System. A total of **25** weekly EAS tests and a total of 3 monthly EAS tests covering Eugene and limited DMA viewing aired.

During 4th Quarter 2019, one Amber Alert was broadcast on KEZI-TV Eugene, KEZI-TV+, KEZI 9.2 and KEZI 9.3.

### Community Events and Community Interest:

**KEZI-TV** 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 4th Quarter of 2019, including:

4th Quarter 2019				
Date	Time	Event	Organization Sponsoring Event	KEZI Attending Personnel
Weekly		Member Meetings	Delta Rotary	Dan O'Brien
Weekly	7a-8:30a	Thursday Meetings	Eugene Executives Association	Mike Boring / Barb Brancato
Weekly	11a-12:30p	Monday Lunch Meetings	Oregon Club of Eugene-Springfield	Mike Boring
Weekly	8:30a-9:15a	Friday Breakfast Member Meeting	Lebanon Greeters	Randy Joss
Weekly	Wednesdays 11a-1:30p	Meetings	Business Connection – Chair & Moderator	Carol Shaw
Monthly		Board Meeting	Eugene Executives Association	Mike Boring
Monthly	5p-7p	Young Professionals Network Meetings	Eugene Area Chamber of Commerce	Dalen Corbett
Bi-Weekly		Member	Florence Business After Hours	Carol Shaw
Monthly	2 <sup>nd</sup> Thursdays	Meeting	Florence Chamber of Commerce	Carol Shaw
Monthly		Secretary of the Board	Albany Visitors Association	Randy Joss
Weekly		Meeting	Bay Area Chamber of Commerce	Carol Shaw
Monthly		Open House	Eugene Executives Association	Mike Boring / Barb Brancato
Monthly		Business After Hours	Roseburg Area Chamber of Commerce	Betsy Yraquen
Monthly	11a-1p	Meetings	Roseburg Area Chamber of Commerce	Betsy Yraquen
Monthly		Meetings	Bags of Love	Jessica Hayes
Weekly		Meetings	Springfield Rotary Club	Jessica Hayes
Bi-Monthly		Board Meeting	Veneta Economic Committee	Dalen Corbett

October 8, 2019		Open House-Curtis Restaurant	Eugene Executives Association	Mike Boring
October 14, 2019	6p-8p	Emcee Fundraiser	Shadow Hills Country Club	Matt Templeman
October 19, 2019	7p-10p	Emcee School Dance Showcase Fundraiser	North Eugene High School	Matt Templeman
October 24, 2019	2p-4p	Station Tour	University of Oregon – Media Strategy Class	Mike Boring; Dan O'Brien, Matt Templeman
October 30, 2019	7p-8:30p	Emcee Harvest Dinner	Lane Community College	Matt Templeman
November 5, 2019	8:30a-11a	Guest Presenter to Film & Video Students	Academy of Arts & Academics	Bryan Johnson
November 5, 2019	10a-11a	Station Tour	Elmira High School	Gail Eitner
November 11, 2019	5p-7p	Board of Directors Meeting	Friends of Corvallis	Randy Joss
November 13, 2019		Past Presidents Meeting	Oregon Club	Mike Boring
November 22, 2019		Holiday Dinner	Eugene Executives Association	Mike Boring
December 3, 2019	7p-10:30p	Emcee Winter Gala	Cottage Grove Hospital Foundation	Matt Templeman
December 3, 2019		Board Meeting	Eugene Executives Association	Mike Boring
December 5, 2019	6p-9p	Video Presentation & Event Support	20 Under 40 Awards	Bryan Johnson
December 5, 2019		Meeting	Springfield Chamber	Mike Boring
December 17, 2019		Open House	Eugene Executives Association	Mike Boring
December 18, 2019	5p-9:30p	Assistant to Santa	Christmas Storybook Land	Randy Joss

There is a significant need for skilled workers in the counties that KEZI-TV serves. In 4th Quarter 2019, KEZI 9 News continued our *Skilled to Work* educational campaign. In partnership with key industries across our market, KEZI 9 News shared apprenticeship information, job opportunities, educational resources, and helped connect employers with workers interested in skilled labor positions across Western Oregon. KEZI continues to develop and update a comprehensive online portal at KEZI.COM, produce and broadcast Skilled to Work reports every week on KEZI 9 News, and has dedicated significant inventory to promote the initiative on-air and across all digital platforms.

During Q4, KEZI 9 News partnered with businesses and non-profits to collect food, clothing, blankets, toys, and provide financial assistance for the less fortunate through several local station initiatives. KEZI donated significant on-air time and inventory during multiple drive days to support them. KEZI's ThanksGIVING Food Drive collected canned food for the Relief Nursery, which helps feed families in need throughout Western Oregon. KEZI 9 News continued its support for Toys for Tots, partnering with the U.S. Marine Corps and local retailers to collect thousands of toys and money for local families and children. KEZI's Warm Winter Nights drive helped raise much needed clothes, blankets, and necessities for the Eugene Mission, which serves a growing homeless population in Western Oregon. And KEZI's Santa's Little Helpers campaign collected books, toys, diapers and funds to help local foster children through the Bags of Love charity.

Tourism is a large part of the local economy. KEZI supports local community expo & tourism boards, and sponsors many unique community events. During Q4, KEZI sponsored the Corvallis Christmas Parade, Eugene Symphony, Umpqua Festival of Lights, McKenzie Cider & Craft Beer Festival, and Corvallis Pastega Christmas Lights Display, among others. KEZI also airs four weekly on-going news segments that highlight high school sports, pet adoption, environmental sustainability, and many community events of interest through our online and on-air community calendars. KEZI also helps support important community non-profits and charities by promoting their special initiatives throughout the year. During the 4th Quarter, KEZI talent supported key fundraising and community involvement events for the Walk to End Alzheimer's, Eugene Civic Alliance Day of

Play, Kidsports Foundation recruitment for children's sports, and the 20 Under 40 Awards which recognize local young business leaders making a difference in our community.

KEZI has partnered with local towing companies to bring awareness to roadside traffic safety with the Move Over campaign. KEZI produced and ran messages on-air and online to inform drivers about Oregon's Move Over law, and the need to both slow down and change lanes when approaching vehicles with hazard lights on the side of the road. KEZI also participated in the national Project Roadblock public service campaign to stop DUIs.

Health issues are always a concern for viewers, and KEZI is helping to raise awareness and promote healthy living choices through partnerships with the McKenzie Heart Group, Community Cancer Center, Oregon Urology Institute and Bay Area Hospital. On the 9<sup>th</sup> day of each month, KEZI 9 News produces informative cancer-focused interview segments to remind at-risk viewers to self-check for common forms of cancer during KEZI 9 *Checks In*.

<b>KEZI 9 News Special Reports – 4th Quarter, 2019</b> <b>Quarterly Issues/Programs Ascertainment Summary</b>					
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 of October 1, 2019 – December 31, 2019. 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>
Kids, Community Safety	6 p.m.	Oct. 3, 2019	6 p.m.	1 min 13 sec	Corvallis doctor says his donated sperm was used to father at least 17 children in this area, in violation of his agreement with OHSU.
Community Safety, Government, Education	6 p.m.	Oct. 4, 2019	6 p.m.	1 min 26 sec	Governor signs a ban on vaping in the middle of what she calls a "vaping public health crisis" following two vaping-related deaths in Oregon.
Crime	6 p.m.	Oct. 7, 2019	6 p.m.	2 min 21 sec	A woman is accused of stealing money that was intended as a donation to a family who recently lost a loved one.
Crime, Community Safety, Kids, Education, Parenting	6 p.m.	Oct. 8, 2019	6 p.m.	4 min 14 sec	Parents consider buying bullet-proof backpacks and binders as a way to protect their children from violence at school.
Crime and Community Safety	6 p.m.	Oct. 15, 2019	6 p.m.	2 min 15 sec	A woman believed to be homeless breaks into Elkhorn brewery and causes thousands of dollars in damage.
Government	6 p.m.	Oct. 18, 2019	6 p.m.	1 min 28 sec	Residents express disappointment after the Oregon Department of Fish & Wildlife kills a young bobcat that wandered into a building.
Crime and Community Safety	6 p.m.	Oct. 24, 2019	5 p.m.	58 seconds	Pedro Chavarin will serve 6 years in prison for criminally negligent homicide in the death of former Duck football player Fotu Leiato.

Community Safety, Government, Education	6 p.m.	Oct. 25, 2019	6 p.m.	1 minute 56 sec- onds	Local businesses organize a group called "Eugene Wake Up" and call for action in their frustration over the city's growing homeless problem.
Community Safety, Government, Education	6 p.m.	Oct. 28, 2019	6 p.m.	44 sec	Lane County Public Health warns the public about a potential local exposure to the measles virus last week
Kids, Education and Parenting	6 p.m.	Oct. 28, 2019	6 p.m.	1 min 52 sec	A community is divided after a group of students paint their faces black and a photo of them is posted on social media with a racial slur.
Kids, Education and Parenting	6 p.m.	Nov. 4, 2019	6 p.m.	1 min 12 sec	An Elmira High School football coach is fired after his expletive-filled rant is shared by players and parents found out about it.
Crime and Community Safety	6 p.m.	Nov. 6, 2019	6 p.m.	2 min 34 sec	A dispute between neighbors over leaves turns deadly, with one person shot and killed and three others injured by gunfire.
Crime and Community Safety	6 p.m.	Nov. 12, 2019	6 p.m.	1 min 8 sec	Business owners concerned about Eugene's growing homeless problem march to the city council meeting to share their concerns.
Kids, Education and Parenting	6 p.m.	Nov. 13, 2019	6 p.m.	4 min 21 sec	"Youth Era" is a group working to combat youth suicide by serving as a go-between between young people and medical professionals.
Government	6 p.m.	Nov. 20, 2019	6 p.m.	2 min 24 sec	A house committee hears testimony from wildlife advocates on the ODFW killing of a bobcat kitten by blunt force trauma to the head.
Crime and Community Safety	6 p.m.	Nov. 20, 2019	6 p.m.	1 min 48 sec	A woman in Linn County faces arson charges after allegedly setting fire to a house and escaping through a window with her baby.
Kids, Education and Parenting	6 p.m.	Nov. 25, 2019	6 p.m.	2 min	A virus outbreak sickens 100 school children and prompts Albany Public Schools to shut down for the remainder of the week.
Land Use	6 p.m.	Nov. 26, 2019	6 p.m.	38 sec	A group of students and faculty members plant 100 sequoia trees on the Lane Community College campus as part of a long-term planting effort.
Government	6 p.m.	Dec. 3, 2019	6 p.m.	1 min 32 sec	A report looks at how 12 Oregon police agencies fight racial discrimination during traffic and pedestrian stops.

Government	6 p.m.	Dec. 5, 2019	6 p.m.	6 min 6 sec	The CDC reports there have been nearly 2,300 vaping-related illnesses and 47 deaths, with two of those deaths in Oregon.
Community Safety	6 p.m.	Dec. 10, 2019	6 p.m.	2 min 6 sec	The Coast Guard works to keep fishermen and others safe while it patrols the length of the Oregon coast.
Kids, Education and Parenting	6 p.m.	Dec. 12, 2019	6 p.m.	1 min 45 sec	A fire damages the gymnasium at South Albany High School. No one was injured and the cause is under investigation.
Community Safety	6 p.m.	Dec. 19, 2019	6 p.m.	3 min 55 sec	Experts say the best way to survive a mass shooting is by remembering three simple things: "run, hide or fight".
Community Safety	6 p.m.	Dec. 20, 2019	6 p.m.	70 sec	A fire in Charleston destroys the ice house and causes a recommended evacuation when toxic ammonia goes into the air.
Crime and Community Safety	5 p.m.	Dec. 23, 2019	5 p.m.	1 min 38 sec	A man fires shots from his downtown Eugene apartment, scaring those in the area and causing a tense police standoff before he surrendered.
Community Safety	5 p.m.	Dec. 24, 2019	5 p.m.	1 min 21 sec	A hotel in Eugene offers 20 homeless families a warm place to stay on Christmas Eve.

#### ABC NEWS SPECIAL REPORTS - Fourth Quarter, 2019

Wednesday, October 23, 2019	8:41:22 AM	-	9:04:35 AM	PT	0:23:13	President Trump Statement on Turkey and Syria
Sunday, October 27, 2019	6:00:00 AM	-	7:13:37 AM	PT	1:13:37	President Trump's Remarks Concerning Death of ISIS Leader
Thursday, October 31, 2019	8:23:51 AM	-	8:27:49 AM	PT	0:03:58	Vote on the House Impeachment Resolution
Wednesday, November 13, 2019	6:50:00 AM	-	12:58:56 PM	PT	6:08:56	House Impeachment Hearings
Thursday, November 14, 2019	9:50:34 AM	-	9:59:59 AM	PT	0:09:25	School Shooting in Santa Clarita, CA
Friday, November 15, 2019	6:00:00 AM	-	8:02:29 AM	PT	2:02:29	House Impeachment Hearings
Friday, November 15, 2019	9:05:05 AM	-	11:30:01 AM	PT	2:24:56	House Impeachment Hearings Continued
Tuesday, November 19, 2019	6:00:00 AM	-	11:00:11 AM	PT	5:00:11	House Impeachment Hearings
Tuesday, November 19, 2019	12:25:06 PM	-	2:58:56 PM	PT	2:33:50	House Impeachment Hearings Continued
Wednesday, November 20, 2019	6:00:00 AM	-	12:58:56 PM	PT	6:58:56	House Impeachment Hearings
Thursday, November 21, 2019	6:00:00 AM	-	8:14:10 AM	PT	2:14:10	House Impeachment Hearings
Thursday, November 21, 2019	10:00:00 AM	-	10:59:59 AM	PT	0:59:59	House Impeachment Hearings Continued

Thursday, November 28, 2019	11:10:04 AM	-	11:14:22 AM	PT	0:04:18	President Trump Visits Afghanistan
Tuesday, December 3, 2019	12:02:23 PM	-	12:22:16 PM	PT	0:19:53	Press Conference on the Release of the Impeachment Inquiry Report
Wednesday, December 4, 2019	7:00:00 AM	-	10:21:54 AM	PT	3:21:54	House Judiciary Committee Impeachment Hearings
Thursday, December 5, 2019	6:01:17 AM	-	6:14:09 AM	PT	0:12:52	Speaker Pelosi's Statement on the Status of the Impeachment Inquiry
Friday, December 6, 2019	6:10:30 AM	-	6:16:22 AM	PT	0:05:52	Active Shooter at Naval Air Station in Pensacola, Florida
Monday, December 9, 2019	6:00:00 AM	-	11:34:53 AM	PT	5:34:53	House Judiciary Committee Impeachment Hearings
Tuesday, December 10, 2019	6:06:03 AM	-	6:28:06 AM	PT	0:22:03	House Democrats Unveil Two Articles of Impeachment Against President Trump
Tuesday, December 10, 2019	8:06:32 AM	-	8:18:41 AM	PT	0:12:09	House Republicans Response to Articles of Impeachment Against President Trump
Friday, December 13, 2019	7:05:36 AM	-	7:11:40 AM	PT	0:06:04	House Judiciary Committee Impeachment Vote
Wednesday, December 18, 2019	6:00:00 AM	-	7:08:05 AM	PT	1:08:05	House Impeachment Vote Debate
Wednesday, December 18, 2019	8:59:35 AM	-	3:00:00 PM	PT	6:00:25	House Impeachment Vote Debate Continued
Wednesday, December 18, 2019	4:00:00 PM	-	5:01:02 PM	PT	1:01:02	House Impeachment Vote Debate Continued
Wednesday, December 18, 2019	5:25:42 PM	-	5:29:01 PM	PT	0:03:19	House Impeachment Vote (First Vote)
Wednesday, December 18, 2019	5:46:46 PM	-	5:50:01 PM	PT	0:03:15	House Impeachment Vote (Second Vote)