

**FOX 12 KPTV/KPDX 49  
COMMUNITY ISSUES AND  
PROGRAMS LISTING  
1st QUARTER 2010  
1/1/10 – 3/31/10**

**By Mary Price  
Newsroom Coordinator/ Administrative Assistant**

## **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 FOX 12 KPTV and KPDX 49 during the first quarter of 2010:

CONSUMER  
CRIME  
CULTURE ISSUES  
ECONOMY  
EDUCATION  
ENVIRONMENT ISSUES  
FAMILY ISSUES  
GOVERNMENT ISSUES  
HEALTH  
MINORITY ISSUES  
POVERTY  
SOCIO-POLITICAL  
SAFETY ISSUES

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

Family Issues – an example of this would be child abuse prevention or coping with a hyperactive child.

Government Issues – An example would be Ballot Measure 64 and its effects on old growth forests.

Minority Issues – An example would be a story on the pros and cons of placing minority children exclusively with minority adoptive and foster care parents.

Socio-Political Issues – An example would be Ballot Measure 9 and its effects on AIDS education.

## **LOCAL PROGRAMMING**

### **GOOD DAY OREGON AND FOX NEWS AT 4:00PM, 5:00PM, 8:00PM, 10:00PM AND 11:00PM**

FOX 12 produces an hour newscast Monday through Sunday at 10:00p.m., a half hour newscast at 11:00p.m. Sunday through Friday, an hour newscast on Saturday and Sunday at 5:00p.m., an hour newscast Monday through Friday at 4:00p.m. and 5:00p.m. and a four and a half hour morning show Monday through Friday from 4:30a.m.-9:00am. and 6:00a.m. - 8:30a.m. on Saturday and Sunday. FOX 12 also produces an hour show titled Better which airs Monday through Friday at 1:00p.m. and an hour newscast at 8p.m. which airs Monday through Friday on KPDX. This provides a high quality, informative newscast to FOX 12's viewing public as well as contributes to the diversity of news sources available in prime time and morning hours.

What follows is a sampling of the types of issues regularly treated in FOX News at 4:00p.m., 5:00p.m., 8:00p.m. on KPDX, 10:00p.m., 11:00p.m. and 5:00p.m. on Sundays and Saturdays as well as Fox's morning show, Good Day Oregon and Better.

Air Date: 1/1/10 10PM News, Running Time: 2:04

#### **CRIME/SAFETY/GOVERNMENT ISSUES**

This story focused on a reminder by police that it is now illegal to talk on your cell phone while driving. Warnings are being given in January but \$145 tickets will soon be issued.

Air Date: 1/1/10 10PM News, Running Time: 1:51

#### **POVERTY/EDUCATION ISSUES**

This story focused on a successful food drive by local high school students in order to help hundreds of families around the metro area. It was their 41<sup>st</sup> annual food drive.

Air Date: 1/3/10 10PM News, Running Time: :30

#### **HEALTH/FAMILY ISSUES**

This story focused on a deadly disease called hereditary Angioderma which causes dangerous swelling of body parts. Researchers believe there are thousands of people in the US who are unknowingly living with the disease.

Air Date: 1/6/10 10PM News, Running Time: 2:16

#### **ECONOMY/FAMILY ISSUES**

This story focused on the Mercy Corp's "Micro Loan" program which helps small businesses get loans that other banks aren't willing to give.

### **Local programming continued**

Air Date: 1/6/10 Good Day Oregon , Running Time: :31

#### **MINORITY/GOVERNMENT/ECONOMY ISSUES**

This story focused on an audit of Portland's Sheltered Market Program which showed that over half of funds meant to provide jobs for minorities in construction projects went to businesses owned by white men.

Air Date: 1/6/10 8PM, Running Time: :25

#### **GOVERNMENT/ECONOMY ISSUES**

This story focused on Portland City Council's efforts to make living green easier. Commissioners started reviewing a package of amendments that will make it easier for people to install eco-friendly items like solar panels, wind turbines and eco-roofs.

Air Date: 1/9/10 10PM News, Running Time: 1:30

#### **HEALTH ISSUES**

This story focused on statistics that show the number of smokers in the US is up. A website called [www.quitnet.com](http://www.quitnet.com) can help smokers kick the habit.

Air Date: 1/9/10 Good Day Oregon, Running Time: :45

#### **GOVERNMENT/CRIME/SAFETY ISSUES**

These segments focused on a local conference regarding human trafficking. a local senator was there to talk about a bill he is sponsoring that will help people involved in sex trafficking and crack down on their abusers.

Air Date: 1/12/10 10PM News, Running Time:2:50

#### **ENVIRONMENT/SAFETY /POVERTY/FAMILY ISSUES**

This story focused on devastating earthquake in Haiti. Relief workers say thousands lost their lives. The quake, along with several strong aftershocks collapsed a hospital and damaged countless other buildings and cars.

### **Local programming continued**

Air Date: 1/13/10 5PM, Running Time:3:35

**ENVIRONMENT/SAFETY POVERTY/FAMILY ISSUES**

This story focused on a follow-up to the earthquake in Haiti and connections to local viewers who are waiting for word on their loved ones.

Air Date: 1/16/10 10PM News, Running Time: :50

**ECONOMY/GOVERNMENT ISSUES**

This story focused on President Obama's confidence that lawmakers would approve his proposed tax on banks to recover bailout money handed out during the economic crisis.

Air Date: 1/19/10 10PM, Running Time: :21

**EDUCATION/POVERTY/GOVERNMENT ISSUES**

This story focused on a local governor's proposal that all pre-schools be certified by the state to meet standards set by the Department of Early Learning. Under the proposal, more low income parents would receive financial help.

Air Date: 1/21/10 10PM, Running Time:2:02

**CRIME/SAFETY/GOVERNMENT ISSUES**

This story focused on a crackdown by police on drivers who break a new law that requires them to move over for emergency vehicles.

Air Date: 1/24/10 10PM, Running Time:1:41

**CRIME/ECONOMY ISSUES**

This story focused on a new way to notify police through access on the internet. Online reporting of crimes saves victims money and keeps more police officers on the street.

Air Date: 1/24/10 10PM News, Running Time:2:26

**SOCIO-POLITICAL/CRIME ISSUES**

These story segments focused on the trial of a couple charged with criminally negligent homicide in the death of their 16 year old because of their faith healing beliefs.

**Local programming continued**

Air Date: 1/30/10 10PM News, Running Time:1:45

**CONSUMER/SAFETY ISSUES**

This story focused on a major recall of cars by both Toyota and Honda dealing with sticking gas pedals and a driver's power window switch that might catch on fire.

Air Date: 1/31/10 5PM News, Running Time: :30

**POVERTY/EDUCATION/MINORITY ISSUES**

This story focused on one of Washington's biggest Native American communities taking a step to encourage kids to pursue college. The tribe is devoting earnings from it's casinos to financial aid. Tribal leaders say poverty, unemployment and substance abuse often keep them from going to college.

Air Date: 1/31/10 10PM News, Running Time: :45

**POVERTY/HEALTH ISSUES**

This story focused on a food coupon system for women, the elderly and the disabled in Haiti by the UN World Food Program.

Air Date: 2/1/10 10PM News, Running Time: :38

**CONSUMER/SAFETY ISSUES**

This story focused on plans by Toyota to end its massive recall by repairing millions of potentially faulty gas pedals.

Air Date: 2/1/10 10PM News, Running Time:2:32

**GOVERNMENT/ECONOMY ISSUES**

This story focused on a budget plan revealed to Congress by President Obama with details calling for job related tax incentives and an increase in the nation's debt.

Air Date: 2/3/10 10PM News, Running Time:2:20

**CRIME/CONSUMER ISSUES**

This story focused on a warning regarding fake housing listings on Craig's List which could result in identity theft.

**Local programming continued**

Air Date: 2/4/09 10PM News, Running Time: :30

**ENVIRONMENT/GOVERNMENT ISSUES**

This story focused on a proposed residential food waste pick-up plan where two thousand homes will have their food and yard waste carts picked up to transform into compost.

Air Date: 2/4/10 10PM News, Running Time: :45

**CONSUMER/ENVIRONMENT/GOVERNMENT ISSUES**

This story focused on an H1N1 report by the Center for Disease Control that said 19 children were killed last week bringing the total to 114. Also, experts retracted findings that showed more expensive masks worked better than standard ones, which had been used to form the basis of several important police designs regarding H1N1.

Air Date: 2/7/10 10PM News, Running Time:1:40

**CRIME/SAFETY ISSUES**

This story focused on the DUII enforcement on Super Bowl Sunday which is considered a dangerous day. The police said they will have extra man-power on the roads to try and save lives.

Air Date: 2/10/10 10PM News, Running Time:2:02

**ECONOMY/CONSUMER ISSUES**

This story focused on a 27 million dollar budget cut to public transportation which will result in higher costs for rides and fewer stops.

Air Date: 2/13/10 10PM News, Running Time: :50

**SOCIO-POLITICAL/GOVERNMENT ISSUES**

This story focused on a call to fiscal responsibility in government by demanding congress come up with cash before it spends; proposing PAYGO. Many Republicans oppose PAYGO because it allows congress to increase taxes if they want to fund more programs.

**Local programming continued**



Air Date: 2/15/10 5PM News, Running Time:1:52

**POVERTY/HEALTH/FAMILY ISSUES**

This story focused on Northwest Volunteers who are feeding the needy with food that's normally bound for the landfill. The non-profit group, Urban Gleaners, picks up day-old food every week from area grocery stores and restaurants.

Air Date: 2/17/10 5PM News , Running Time: :30

**MINORITY/HEALTH ISSUES**

This story focused on a study that found white patients tended to get treatment by more experienced surgeons and at larger hospitals. Minorities often received lesser quality health care because of geographical and financial factors as well as lack of access to information.

Air Date: 2/17/10 11PM News , Running Time:1:15

**MINORITY/CRIME/SOCIO-POLITICAL ISSUES**

This story focused on outrage over a police officer who shot and killed a young black man. A Rally turned to a protest as hundreds of people stormed city hall, refusing to leave until the mayor agreed to meet with the man's family. The African American Alliance plans to meet with the commissioner and police association president to further discuss the issue.

Air Date: 2/20/10 10PM, Running Time: :25

**HEALTH/FAMILY ISSUES**

This story focused on a finding by researchers that what a pregnant woman eats, could determine if the baby will have a lot of allergies later on in life. They found eating a lot of veggies and fruits can lower a child's chance of having allergies.

Air Date: 2/23/10 Good Day Oregon, Running Time:1:40

**ENVIRONMENT/SAFETY ISSUES**

This story focused on the rescue of a stranded climber pulled off a ledge near Multnomah Falls.

### **Local programming continued**

Air Date: 2/25/10 10PM, Running Time: :30

#### **GOVERNMENT/SAFETY/ENVIRONMENT ISSUES**

This story focused on an approved ban on alcohol at two local parks during the summer season because of fights, littering and safety issues.

Air Date: 2/28/10 5PM, Running Time:1:53

#### **ECONOMY/FAMILY/CONSUMER/ENVIRONMENT ISSUES**

This story focused on one local neighborhood that has banded together to organize a way to utilize solar energy at affordable rates.

Air Date: 3/1/10 Good Day Oregon, Running Time: :22

#### **MINORITY/HEALTH ISSUES**

This story focused on news findings by researchers that suggest the odds of obesity are stacked against African American and Hispanic children because of family income and cultural customs.

Air Date: 3/7/10 Good Day Oregon, Running Time: :48

#### **CULTURE/CONSUMER ISSUES**

This story focused on this season's opening of the Saturday Market, a venue that attracts thousands each year for it's performers and cultural arts and crafts offered by more than 350 vendors.

Air Date: 3/9/10 8PM, Running Time:2:25

#### **MINORITY/EDUCATION ISSUES**

This story focused on a new plan by the school board to revamp the local high school system, possibly closing some institutions while making others magnet schools as they try to close the achievement gap between white and minority students.

### **Local programming continued**

Air Date: 3/17/10 4PM, Running Time:2:47

**POVERTY/EDUCATION ISSUES**

This story focused on a school with a special format that motivates children to succeed and achieve even though half live below the poverty line.

Air Date: 3/19/10 10PM, Running Time:2:12

**CRIME/GOVERNMENT/SAFETY ISSUES**

This story focused on an underage drinking sting by the Sheriff's office and Oregon Liquor Control Commission in order to crack down on businesses who sell to minors.

Air Date: 3/21/10 10PM, Running Time:1:20

**HEALTH/FAMILY/GOVERNMENT/ECONOMY ISSUES**

This story focused on the passing of the Health Care Reform Bill by a vote of 219 to 212. The bill will cost the U.S. 940 billion dollars over the next decade.

Air Date: 3/24/10 10PM, Running Time: :47

**CULTURE/ECONOMY/EDUCATION ISSUES**

This story focused on the Oregon Historical Society which will be forced out of business if it doesn't raise some money soon. the museum attracts 45 thousand tourists each year, including thousands of students who learn about Oregon's history.

Air Date: 3/27/10 10PM, Running Time:1:40

**MINORITY/GOVERNMENT/EDUCATION ISSUES**

This story focused on a new Federal Student Loan Program that increases support for schools that focus on minority students.

Air Date: 3/29/10 10PM, Running Time:2:37

**ENVIRONMENT/SAFETY ISSUES**

This story focused on damage done by falling trees during the recent storm with heavy rains and high winds.

**BETTER**

Airs Monday through Friday from 1:00pm until 2:00pm.

**HEALTH/CULTURE/SAFETY/FAMILY ISSUES**

Better Portland is a locally produced one hour show which includes current topics such as fashion, health, family, entertainment, weather and news.

**Fox Programming**

**Fox News Sunday** (FOX program)

Airs Sundays 9:00 a.m. to 10:00 a.m. (Airtime varied according to Sports Scheduling)

**EDUCATION ISSUES**

This weekly news program gives it's viewers a wrap up of local and international news.

**Cops** (FOX Program)

Airs Saturdays 8:00 a.m. to 9:00 a.m.

**CRIME ISSUES**

This FOX television program gives viewers an idea of what police officers go through every day as the crew shadows police in different cities across America.

**America's Most Wanted** (FOX program)

Airs Saturdays 9:00 p.m. to 10:00 p.m.

**CRIME ISSUES**

This FOX television docu-drama helps catch criminals by way of viewers. Crimes are re-enacted and photos of the nation's most wanted criminals are featured. The program is geared toward local and national audiences interested in detouring crime in their communities

## **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 half-hour program.

### **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 in their half-hour program.

KPTV

### **The 700 Club**

Airs Monday through Friday 9:00a.m. – 10:00a.m.

#### **HEALTH/FAMILY ISSUES**

The 700 Club offers biblical insight regarding family and health issues.

## **PUBLIC SERVICE ANNOUNCEMENTS**

KPDX and KPTV air a variety of public service announcements from both national and local organizations. KPTV also receives and broadcasts a variety of PSAs distributed by Fox Broadcasting in a weekly satellite feed to all Fox affiliates. Additionally, the Fox network regularly broadcasts PSAs as part of their prime time and children's programming feeds. Due to Fox's and KPTV's popularity among young viewers, KPTV 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**

### **KPTV**

#### **SAFETY AND FAMILY ISSUES/TAKE 5 TO SURVIVE KPTV FOX 12**

Take 5 to Survive

FOX 12 joined forces with the Washington County Disaster Preparedness Coalition to encourage viewers to set aside time to prepare for emergencies. Public surveys list “lack of time” as the primary reason people cite for not taking steps to prepare themselves and their families for a major emergency. Rather than viewing emergency preparedness as an insurmountable task, we wanted viewers to consider what they could accomplish in just 5 minutes.

FOX 12 produced and aired two PSA’s featuring FOX 12 News Anchor, Wayne Garcia. The PSA’s were later posted on the Coalition’s website.

#### **HEALTH/EDUCATION/FAMILY ISSUES/TEENS AND DRUGS: PRESCRIPTION FOR ABUSE SPECIAL/ KPTV FOX 12/KPDX**

“Teens and Drugs: Prescription For Abuse”, is a half hour educational program highlighting the troubling trends involving teen and prescription drug abuse. The special aired March 6 on KPDX at 8 pm and on KPTV on March 7<sup>th</sup> at 5:30pm.. The special produced by FOX 12 and Oregon Partnership included segments on the statewide Prescription Drug turn-In Day, teens and parents offering their experiences with prescription drug abuse and measures parents can take to keep their kids from abusing prescription drugs.

#### **SAFETY/ENVIRONMENTAL AND FAMILY ISSUES/WILDLIFE PREPAREDNESS CAMPAIGN KPTV FOX 12**

KPTV is partnered with Oregon Dept. of Forestry on a Home Wildfire Preparedness campaign. The multi-faceted awareness campaign is designed to educate homeowners on simply things they can do to protect their home from wild fires. The station is airing PSA’s featuring their Chief Meteorologist and has created special reports that air regularly in Saturday’s morning news and in a one hour lifestyles show. These reports are also streamed on the station’s web site and housed permanently under the Home and Garden section so users can view 24-7.

#### **HEALTH/FAMILY ISSUES/AED DEFIBRILLATOR PSA/ KPTV FOX 12**

FOX 12 produced and aired a PSA featuring FOX 12 News Anchor, Pete Ferryman and former Governor John Kitzhaber regarding the need for AED Defibrillators.

Each year, more than 250,000 Americans die from sudden cardiac arrest. According to medical experts, the key to survival is timely initiation of a "chain of survival", including CPR (cardiopulmonary resuscitation). Because of recent technological advances a portable lifesaving device, called an "automated external defibrillator" or "AED" has recently become an important medical tool. Trained non-medical personnel can use these simplified electronic machines to treat a person in cardiac arrest. The AED device "guides the user through the process by audible or visual prompts without requiring any discretion or judgment."<sup>1</sup> The American Heart Association notes that at least 20,000 lives could be saved annually by prompt use of AEDs. Ultimately, with broad deployment of AEDs among trained responders, as many as 50,000 deaths due to sudden cardiac arrest could be prevented each year.



## **KPDX**

### **HEALTH/EDUCATION/FAMILY ISSUES/TEENS AND DRUGS: PRESCRIPTION FOR ABUSE SPECIAL/ KPTV FOX 12/KPDX**

“Teens and Drugs: Prescription For Abuse”, is a half hour educational program highlighting the troubling trends involving teen and prescription drug abuse. The special aired March 6 on KPDX at 8 pm and on KPTV on March 7<sup>th</sup> at 5:30pm.. The special produced by FOX 12 and Oregon Partnership included segments on the statewide Prescription Drug turn-In Day, teens and parents offering their experiences with prescription drug abuse and measures parents can take to keep their kids from abusing prescription drugs.

### **HEALTH/FAMILY ISSUES/AED DEFIBRILLATOR PSA/ KPTV FOX 12**

FOX 12 produced and aired a PSA featuring FOX 12 News Anchor, Pete Ferryman and former Governor John Kitzhaber regarding the need for AED Defibrillators. Each year, more than 250,000 Americans die from sudden cardiac arrest. According to medical experts, the key to survival is timely initiation of a "chain of survival", including CPR (cardiopulmonary resuscitation). Because of recent technological advances a portable lifesaving device, called an "automated external defibrillator" or "AED" has recently become an important medical tool. Trained non-medical personnel can use these simplified electronic machines to treat a person in cardiac arrest. The AED device "guides the user through the process by audible or visual prompts without requiring any discretion or judgment."<sup>1</sup> The American Heart Association notes that at least 20,000 lives could be saved annually by prompt use of AEDs. Ultimately, with broad deployment of AEDs among trained responders, as many as 50,000 deaths due to sudden cardiac arrest could be prevented each year.

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

### **KPTV**

#### **SAFETY AND FAMILY ISSUES/TAKE 5 TO SURVIVE/KPTV FOX 12**

##### **Take 5 to Survive**

FOX 12 joined forces with the Washington County Disaster Preparedness Coalition to encourage viewers to set aside time to prepare for emergencies. Public surveys list “lack of time” as the primary reason people cite for not taking steps to prepare themselves and their families for a major emergency. Rather than viewing emergency preparedness as an insurmountable task, we wanted viewers to consider what they could accomplish in just 5 minutes.

FOX 12 produced and aired two PSA’s featuring FOX 12 News Anchor, Wayne Garcia. The PSA’s were later posted on the Coalition’s website.

#### **HEALTH/EDUCATION/FAMILY ISSUES/TEENS AND DRUGS: PRESCRIPTION FOR ABUSE SPECIAL/ KPTV FOX 12/KPDX**

“Teens and Drugs: Prescription For Abuse”, is a half hour educational program highlighting the troubling trends involving teen and prescription drug abuse. The special aired March 6 on KPDX at 8 pm and on KPTV on March 7<sup>th</sup> at 5:30pm.. The special produced by FOX 12 and Oregon Partnership included segments on the statewide Prescription Drug turn-In Day, teens and parents offering their experiences with prescription drug abuse and measures parents can take to keep their kids from abusing prescription drugs.

#### **HEALTH ISSUE/ ANNUAL STRIDE & RIDE FOR MDA/KPTV FOX 12**

FOX 12 and PDX TV employees teamed up with the Muscular Dystrophy Association to promote and participate in the Annual Stride & Ride. It raised money for the MDA by a walk around the Lloyd Center Mall, along with other activities with all benefits going to those with Muscular Dystrophy.

#### **AWARDS DESIGNATED BY ASSOCIATED PRESS/KPTV FOX 12**

FOX 12 News received the following awards as designated by the Associated Press:

Received 2<sup>nd</sup> Place for Best Light Feature Story, 2<sup>nd</sup> Place for Best Public Affairs Story/Mission of Hope, 2<sup>nd</sup> Place for Best Sports Reporting, 2<sup>nd</sup> and 3<sup>rd</sup> Place for Excellence in Photography, 2<sup>nd</sup> Place for Best Weathercast, 3<sup>rd</sup> Place for Best Continuing Coverage, 2<sup>nd</sup> Place for Best Website.

## **CRIME ISSUES/METH WATCH CAMPAIGN FOX 12**

Throughout the Northwest methamphetamine epidemic is destroying communities. The statistics are shocking: Oregon treats more people for meth addiction per capita than any other state in the country. 85% of the state's property and identity-theft crimes are fueled by meth. Meth is made with relatively inexpensive ingredients. The environmental damage is devastating. 70% of the state's 7,000 children in foster care come from homes torn apart by meth. Daily FOX 12 morning and late night newscasts report on crimes fueled by meth.

The meth epidemic is just not a law enforcement problem, it's a community problem. With this in mind we created Meth Watch which includes news stories, public service announcements and half hour specials. Since starting the campaign in early 2005 we've aired over 500 meth related PSAs.

Through Meth Watch we provide information and resources to help get everyone involved. Our goals are to educate and inform the public on the problems and dangers associated with meth use in our communities. Empower children, parents and communities through drug prevention education. Encourage hope by highlighting meth addiction recovery successes and provide information on drug treatment resources.

## **KPDX**

### **HEALTH ISSUE/ ANNUAL STRIDE & RIDE FOR MDA/KPTV FOX 12**

FOX 12 and PDX TV employees teamed up with the Muscular Dystrophy Association to promote and participate in the Annual Stride & Ride. It raised money for the MDA by a walk around the Lloyd Center Mall, along with other activities with all benefits going to those with Muscular Dystrophy.

### **HEALTH/EDUCATION/FAMILY ISSUES/TEENS AND DRUGS: PRESCRIPTION FOR ABUSE SPECIAL/ KPTV FOX 12/KPDX**

“Teens and Drugs: Prescription For Abuse”, is a half hour educational program highlighting the troubling trends involving teen and prescription drug abuse. The special aired March 6 on KPDX at 8 pm and on KPTV on March 7<sup>th</sup> at 5:30pm.. The special produced by FOX 12 and Oregon Partnership included segments on the statewide Prescription Drug turn-In Day, teens and parents offering their experiences with prescription drug abuse and measures parents can take to keep their kids from abusing prescription drugs.

### **CRIME ISSUES/METH WATCH CAMPAIGN KPDX 49**

Throughout the Northwest methamphetamine epidemic is destroying communities. The statistics are shocking: Oregon treats more people for meth addiction per capita than any other state in the country. 85% of the state's property and identity-theft crimes are fueled by meth. Meth is made with relatively inexpensive ingredients. The environmental damage is devastating. 70% of the state's 7,000 children in foster care come from homes torn apart by meth. Daily FOX 12 morning and late night newscasts report on crimes fueled by meth.

The meth epidemic is just not a law enforcement problem, it's a community problem. With this in mind we created Meth Watch.

Through Meth Watch we provide information and resources to help get everyone involved. Our goals are to educate and inform the public on the problems and dangers associated with meth use in our communities. Empower children, parents and communities through drug prevention education. Encourage hope by highlighting meth addiction recovery successes and provide information on drug treatment resources.

KPTV and KPDX – General Public Service Announcements

To help meet the needs of the community KPTV/KPDX air numerous public service announcements on issues that impact our community. Some of the topics include: Drug and alcohol prevention, child abuse, education, and drunken driving prevention.