



## Memo to the Public File

Thursday, July 10, 2008 (revised submission date)

To: Public File  
From: Jason Knouse

### Quarterly Ascertainment Summary - 1<sup>st</sup> Quarter 2008

Attached is a report concerning KEZI -TV news stories, local programming, network programming and public service announcements aired over KEZI during 1st Quarter 2008 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) Fuel
- 3) Traffic / Transportation / Environmental Planning
- 4) Government
- 5) Land Use / Community Growth

#### Note:

In December 2007 and January 2008, KEZI launched a new station-wide graphics package change. All PSAs with station audio / logo tagging will be pulled from air to accommodate this changeover. As we end 1<sup>st</sup> Quarter 2008, KEZI continues improving our PSA delivery and commitment to our key issues by focusing all PSA efforts on these issues and phasing-out older, unrelated public service announcements. KEZI anticipates a fully executed revamp of our PSA schedule by mid-2<sup>nd</sup> Quarter 2008.

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### Quarterly Issues and Programming Narrative - 1st Quarter 2008

Programming addressing major issues in 1st quarter 2008 includes the following:

#### 1) **Crime and Community Safety**

KEZI contributed 2,179 announcements for Crime and Community Safety ranging from foster care issues to building stronger, safer families and homes, and numerous weekly Kids In Crisis and Crimestoppers news franchise reports focused on crime prevention and fugitive capture in news programs and on kezi.com. KEZI also launched a local version of Oprah's Big Give our viewing area with PSAs and news support to raise awareness, funds and items for foster kids and families.

#### 2) **Fuel**

KEZI contributed 0 announcements towards Fuel in this category due to our PSA review and acceptance guidelines revision. However, KEZI produced a vast number of news stories and online information dealing with rising fuel costs and the impact on our viewing public.

#### 3) **Traffic / Transportation / Environmental Planning**

KEZI contributed 701 announcements in this category focused mainly on environmental planning through kids inventions and environmental protection message as well as, numerous news packages highlight traffic, construction, transportation and environmental impact stories facing our viewers.

#### 4) **Government**

KEZI contributed 390 announcements in this category ranging from national election coverage and visits, family safety information, including live coverage of presidential candidate speeches, plus numerous stories and interviews with existing and emerging local, regional and national political leaders.

#### 5) **Land Use / Community Growth**

KEZI contributed 0 announcements in this category due to our PSA review and acceptance guidelines revision. However, KEZI produced a vast number of news stories and online information dealing with university and municipal land use issues as well as, community growth and housing industry problems curbing growth in our viewing area.

#### **Public Service Audit:**

See attached for a breakout of the ##### public service announcements by key issue category, aired over KEZI in 1st Quarter 2008.

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**KEZI Public Service Announcement Totals - 1st Quarter 2008**

<b>Key Issues</b>	<b>:15 PSA</b>	<b>:30 PSA</b>	<b>:60 PSA</b>	<b>TOTAL</b>
Crime and Community Safety	405	1,757	17	2,179
Fuel	0	0	0	0
Traffic / Transportation / Environmental Planning	0	701	0	701
Government	2	384	4	390
Land Use / Community Growth	0	0	0	0
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<b>1<sup>st</sup> Quarter 2008 Total PSAs</b>	<b>407</b>	<b>2,842</b>	<b>21</b>	<b>3,270</b>

In the 1<sup>st</sup> Quarter of 2008, KEZI aired a total of 3,270 Public Service Announcements and several hours of newscast and live coverage addressing the five main community issues identified by the community and KEZI management.

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**Quarterly Issues/Programs Ascertainment Summary**

Below is a list of some of the significant issues responded to by KEZI, Eugene, OR along with the most significant programming treatment of those issues for the period January 1st, 2008 – March 31st, 2008. 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>
Traffic/Transportation	6:00 PM News	Jan-27	6:00 PM	1 min, 25 secs	Due to winter weather, many schools will be closed tomorrow, including schools in Benton, Coos and Douglas county. Viewers are encouraged to tune in during the morning show to get the most up-to-date weather information.
Government	5:00 PM News	Jan-29	5:00 PM	4 mins	A collection of news packages and SOTs addressing the Oregon Health Plans' decision to re-open their enrollment period for the first time since 2004. Thousands of residents flocked to register.
Crime	6:00 PM News	Jan-29	6:00 PM	25 secs	Authorities say they have found 86 year-old Evelyn Hansen dead at an Oakridge home on Singetary Drive. Her son faces charges.
Traffic/Transportation	News This Morning (5:00 AM)	Feb-1	5:00 AM	35 secs	A landslide has closed both lanes of Highway 126 West this morning, just 10 miles east of Mapleton. Crews say the slide is not expected to be cleared until later today.
Community Safety	News This Morning (5:00 AM)	Feb-1	5:00 AM	55 secs	County leaders did a head count of the homeless last night and found that more than 200 people are homeless in Lane County as of this morning. The homeless will be getting some help next week during Project Homeless Connect.
Community Safety/Traffic	6:00 PM News	Feb-29	6:00 PM	1 min, 30 secs	Researchers testing advanced simulators find drivers talking on their cell phones (even when using a hands-free device) are slowing down traffic.
Transportation/Traffic	6:00 PM News	Feb-29	6:00 PM	1 min	Lane County Emergency managers say the heavy snow pack from the mountains could create flooding in low-lying areas like the Willamette Valley saw in 1996.

Fuel	6:00 PM News	Feb-29	6:00 PM	3 mins	A series of packages and SOTs addressing the renewing of the controversial 2-cent gas-tax used to repair city roads in Lane County.
Community Safety	6:00 PM News	Mar-4	6:00 PM	1 min	City legislators discuss possible budget cuts reducing the number of jail beds in Lane County.
Land Use	6:00 PM News	Mar-13	6:00 PM	2 mins	As the construction of the new basketball arena begins, neighbors voice their concern over what the new building means for noise, parking and residents' safety.
Government	9:00 PM News	Mar-21	9:00 PM	2+ Hours	KEZI 9 News covers "Obamarama" as Senator Barack Obama visits Portland, OR for a presidential rally.
Government	9:00 PM News	Mar-30	9:00 PM	1 min	Former President Bill Clinton carried his campaign through Southern Oregon tonight on behalf of his wife and presidential candidate, Senator Hilary Clinton.