



Memo to the Public File

Wednesday, October 08, 2008

To: Public File

From: Jason Knouse

Quarterly Ascertainment Summary – 3rd Quarter 2008

Attached is a report concerning KEZI-TV news stories, local programming, network programming and public service announcements aired over KEZI+ during 3rd 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

2975 Chad Drive
Eugene, OR 97408

t 541.485.5611
f 541.686.8004

www.kezi.com



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Quarterly Issues and Programming Narrative – 3rd Quarter 2008

Programming addressing major issues in 3rd Quarter 2008 includes the following:

1) Crime and Community Safety

KEZI+ contributed 902 announcements for Crime and Community Safety ranging from foster care issues to building stronger, safer families and homes, plus weekly Kids In Crisis and Crimestoppers news franchise reports and promotions focused on crime prevention and fugitive capture in news programs and on kezi.com.

2) Fuel

KEZI+ contributed no announcements towards the issue.

3) Traffic / Transportation / Environmental Planning

KEZI+ contributed 780 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 no announcements in this category.

5) Land Use / Community Growth

KEZI contributed 347 announcements pertaining to the community issue of Land Use and Growth. KEZI also produced several 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.

3rd Quarter 2008: PSA TOTAL for KEZI+ (KEZI / KRBG)

2,029

Public Service Audit:

For a day-to-day breakout of each PSA aired, please refer to attached disc containing all public service announcements by key issue category description, aired over KEZI in 3rd Quarter 2008.

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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 July 1st, 2008 – September 30th, 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	11:00 PM News	26-Jul	11:00 PM	45 secs	Today ODOT held a bridge view design kick-off at the foot of the current and temporary bridge.
Crime and Community Safety	6:00 PM News	31-Jul	6:00 PM	1 min	Three Roseburg men joined Volosin in jail after a carjacking and armed robbery late Wednesday night. Investigators say around 10:30 the trio forced a woman from her car in downtown Roseburg.
Community Growth	6:00 PM News	25-Jul	6:00 PM	2 mins, 25 secs	Each summer, the Eugene Police Activities League puts on a weeklong camp for kids ages 8-13. The program is designed to promote positive youth development through athletics, recreation and education.
Crime	5:00 PM News	17-Jul	5:00 PM	25 secs	Today, Linn County's medical examiner performed an autopsy on a man's body found in the Willamette river. Fishermen discovered the body Wednesday afternoon in North Albany.
Fuel	News This Morning (5:00 AM)	20-Aug	5:00 AM	30 secs	Gas prices are still falling in Oregon this morning.
Land Use	11:00 PM News	15-Aug	11:00 PM	2 mins	Over 200 spaces at the Northwest parking lot of Autzen Stadium will now become P-K Park - the loss of parking spaces has some season ticket holders worried.
Community Growth	News This Morning (6:00 AM)	14-Aug	6:00 AM	1 min, 10 secs	Yogurt and other products are produced right here in Lane County -right down to the flavorings. Local business Nancy's Yogurt in Eugene is highlighted.
Traffic	11:00 PM News	13-Aug	11:00 PM	30 secs	Video sent in by a KEZI 9 News viewer shows just how quickly hay can burn - a driver of a truck has almost no warning when the entire load he was hauling burst into flames. The scene unfolded in Jefferson on I-5 Northbound near mile post 238.
Government	6:00 PM News	30-Sep	6:00 PM	1 min	DeFazio says that he and his colleagues are still hammering out the details of their new rescue plan for the economy.

Government	6:00 PM News	30-Sep	6:00 PM	1 min, 30 secs	There's a lot of certainty in the country right now and it's anybody's guess where the bailout plan stands with Congress.
Community Safety	6:00 PM News	17-Sep	6:00 PM	1 min, 20 secs	Authorities hope that plummeting steel prices will reduce local steel theft.