



## Memo to the Public File

October 10, 2017

To: Public File  
From: Gail Eithner

### Quarterly Ascertainment Summary – 3<sup>rd</sup> Quarter 2017

Attached is a report concerning KEZI-TV news stories, local programming, network programming and public service announcements aired by KEZI during 3<sup>rd</sup> Quarter 2017, 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 **1,309** 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 **1,156** 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 **2,213** public service announcements covering issues across KEZI's DMA. KEZI 9.2 promotes local, regional and national news coverage on KEZI-TV of key community issues.

#### 3<sup>rd</sup> Quarter 2017:

PSA TOTAL for KEZI-TV	1,309
PSA TOTAL for KEZI-TV+ (KRBG)	1,156
PSA TOTAL for KEZI 9.2	2,213
PSA TOTAL for all KEZI CHANNELS	4,678

**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 **26** weekly 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 **26** weekly EAS tests covering Eugene and limited DMA viewing aired.

**Community Events and Community Interest:**

**KEZI** 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 3rdQuarter of 2017, including:

<b>3<sup>rd</sup> Quarter 2017</b>				
Date	Time	Event	Organization Sponsoring Event	KEZI Attending Personnel
Weekly		Member	Delta Rotary	Dan O'Brien
Weekly		Thursday Meetings	Eugene Executives Association	Mike Boring
Weekly		Monday Lunch Meetings	Oregon Club of Eugene-Springfield	Mike Boring
Weekly		Member	Lebanon Greeters	Randy Joss
Weekly		Member	Eugene Greeters	Terry Bierwirth
Weekly	Wednesdays 11a-1:30p	Meetings	Business Connection – Chair & Moderator	Carol Shaw
Monthly		Board Meeting	Eugene Executives Association	Mike Boring
Monthly		Young Professionals Network Meetings	Eugene Area Chamber of Commerce	Dalen Corbett
Bi-Weekly		Member	Florence Business After Hours	Carol Shaw
Monthly		Meeting	Business After Hours – Florence	Carol Shaw
Monthly	2 <sup>nd</sup> Thursdays	Meeting	Florence Chamber of Commerce	Carol Shaw
Weekly		Meeting	Bay Area Chamber of Commerce	Carol Shaw
Weekly		Meeting	Bay Area Chamber of Commerce	Carol Shaw
July 10, 2017	10:30am-11:30am	Station Tour	Arc of Lane County	Gail Eitner
July 25, 2017	11:30am – 1:00pm	Emcee Great Rotary Raffle Luncheon Kickoff	Rotary of Lane County	Matt Templeman
August 10, 2017	10:30am-12:00pm	Station Tour	Arc of Lane County Career Development	Gail Eitner
September 19, 2017	6:00pm – 9:00pm	Emcee Pearl Buck Trivia Night Fundraiser	Pearl Buck	Matt Templeman
September 22, 2017	10:15am – 11:45am	Station Tour	Gateways High School	Gail Eitner

KEZI helps support important community non-profits and charities by promoting special initiatives throughout the year. During the 3<sup>rd</sup> quarter of 2017, KEZI 9 News on-air talent helped to raise support for the Walk to End

Alzheimer's, Eugene Area Rotary Raffle, and Umpqua Valley Home Builders' Showcase of Homes, a fundraiser for Habitat for Humanity.

On August 21, 2017, a total solar eclipse passed over Oregon, and much of KEZI's designated market area. Leading up to the event, KEZI produced a thirty-minute preview special about the eclipse, which aired on August 17, 2017, at 7PM, and Sunday, August 20, 2017, at 4:30PM. The KEZI 9 News *Total Eclipse Preview Special* educated viewers on the ways to safely view the eclipse, the latest eclipse glass recalls, best viewing locations, as well as the emergency and traffic concerns affecting our area during the influx of tourists attending the event.

Severe wildfires across the state dramatically impacted KEZI viewers in August and September, with extremely unhealthy air quality, growing wildfires and changing containment lines, plus dozens of cancellations and evacuation notices across KEZI's viewing area. In addition to frequent daily reporting to keep viewers informed and safe, KEZI 9 News produced and broadcast a thirty-minute special report on September 6<sup>th</sup>, 2017, titled *Oregon on Fire*, to make sure viewers had the very latest safety, evacuation, and weather information affecting the state's many wildfires.

Tourism is a large part of the local economy, and KEZI supported four local Community Expo and Tourism boards as well as sponsored unique community events in the third quarter of 2017, including the Oregon Bach Festival, Corvallis Rhapsody in the Vineyard, Benton County Fair, Lane County Fair, Linn County Fair, and the Bi-Mart Willamette Country Music Festival from August 16<sup>th</sup>-20<sup>th</sup> in Brownsville, Oregon. Leading up to the BWCMF, KEZI 9 News provided detailed traffic reports, alternative routes, weather and safety information for drivers and tens of thousands of event attendees.

KEZI 9 News also airs four weekly on-going news segments that highlight high school sports, pet adoption, environmental sustainability, and community events of interest.

<b>KEZI 9 News Special Reports – 3<sup>rd</sup> Quarter, 2017</b> <b>Quarterly Issues/Programs Ascertainment Summary</b>					
Below is a list of some of the significant issues responded to by KEZI 9 News, along with the most significant programming treatment of those issues for the period of July 1, 2017 – September 30, 2017. 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>
Crime and Community Safety	5 p.m., 6 p.m.	Thursday, July 6, 2017	5 p.m., 6 p.m.	1 min 40 sec; 2 min 25 sec	Eugene Police Department officers begin to use body cameras in an effort to increase transparency in police responses.
Crime and Community Safety	5 p.m., 6 p.m.	Friday, July 7, 2017	5 p.m., 6 p.m.	1 min 30 sec; 1 min 30 sec	Eugene Police arrest a man accused of the brazen theft of four rifles from a local Cabela's sporting goods store.
Crime and Community Safety	5 p.m., 6 p.m.	Tuesday, July 11, 2017	5 p.m., 6 p.m.	55 sec; 55 sec	A parent files a complaint against a local daycare center after her child comes home with unexplained bruises.
Crime and Community Safety	5 p.m., 6 p.m.	Thursday, July 13, 2017	5 p.m., 6 p.m.	1 min 30 sec; 2 min 15 sec	A Hate and Bias Report shows that such crimes are on the rise in Eugene, with more minorities being targeted.
Crime and Community Safety	5 p.m., 6 p.m.	Monday, July 17, 2017	5 p.m., 6 p.m.	30 sec; 2 min 35 sec	A fire destroys three mobile homes in Pleasant Hill, displacing three families.

Crime and Community Safety	5 p.m., 6 p.m.	Thursday, July 20, 2017	5 p.m., 6 p.m.	50 sec; 50 sec	Springfield police say a shooting outside a local market is gang related. Residents voice their concerns about the violence.
Government, Land Use	5 p.m., 6 p.m.	Monday, July 24, 2017	5 p.m., 6 p.m.	1 min 40 sec; 1 min 35 sec	Investment group wants to overturn law that bans legal marijuana businesses within the Creswell city limits.
Government, Lane Use, Community Growth	5 p.m., 6 p.m.	Tuesday, July 25, 2017	5 p.m., 6 p.m.	20 sec; 20 sec	City of Eugene considers ending free parking in the downtown area.
Kids, Education and Parenting	5 p.m., 6 p.m.	Tuesday, Aug. 1, 2017	5 p.m., 6 p.m.	1 min 40 sec; 1 min 30 sec	An extended heat wave creates challenges for daycare centers as they work to keep children safe and occupied indoors.
Environmental Planning, Land Use, Community Safety	5 p.m., 6 p.m.	Friday, Aug. 4, 2017	5 p.m., 6 p.m.	1 min; 2 min 10 sec	Smoke from area fires result in poor air quality in the Eugene/Springfield area for several days.
Government	5 p.m., 6 p.m.	Monday, Aug. 7, 2017	5 p.m., 6 p.m.	1 min 15 sec; 1 min 20 sec	Sen. Jeff Merkley visits six Oregon counties to discuss the concerns of his constituents and update them on state and national issues.
Land Use, Community Safety	5 p.m., 6 p.m.	Friday, Aug. 11, 2017	5 p.m., 6 p.m.	1 min 11 sec; 1 min 15 sec	Lightning sparks fire in Oregon forests.
Land Use, Community Safety	5 p.m., 6 p.m.	Monday, Aug. 14, 2017	5 p.m., 6 p.m.	1 min 15 sec; 1 min 30 sec	Fire damages a mill in Junction City, burning most of the business's wood and damaging the mill itself as well.
Kids, Education and Parenting, Community Safety	5 p.m., 6 p.m.	Tuesday, Aug. 15, 2017	5 p.m., 6 p.m.	55 sec; 1 min 25 sec	Arson damages the track and equipment at Sheldon High School, the site of other arsons as well.
Education, Traffic, Government	5 p.m., 6 p.m.	Monday, Aug. 21, 2017	5 p.m., 6 p.m.	10 min 11 sec; 39 minutes	Solar eclipse brings crowds to Oregon to witness this rare and unique event.
Crime and Community Safety	5 p.m., 6 p.m.	Wednesday, Aug. 23, 2017	5 p.m., 6 p.m.	1 min 40 sec; 1 min 20 sec	Someone shoots a gun at vehicles and businesses and Harrisburg, causing thousands of dollars in damage.
Government, Traffic, Transportation	5 p.m., 6 p.m.	Tuesday, Aug. 29, 2017	5 p.m., 6 p.m.	1 min 45 sec; 1 min 40 sec	Governor Kate Brown visits Eugene to discuss her transportation funding package.
Community Safety	5 p.m., 6 p.m.	Wednesday, Sept. 6, 2017	5 p.m., 6 p.m.	1 min 30 sec; 1 min 35 sec	Horse Prairie Fire presents challenges for firefighters and threatens homes in the area.
Community Safety, Government	5 p.m., 6 p.m.	Wednesday, Sept. 6, 2017	5 p.m., 6 p.m.	1 min 37 sec; 1 min 34 sec	Area fire continue to bring smoke into the Eugene-Springfield area, causing health concerns for residents.
Community Safety, Government	5 p.m., 6 p.m.	Monday, Sept. 11, 2017	5 p.m., 6 p.m.	1 min 26 sec; 1 min 20 sec	Agencies share their plans on what to do in the case of an emergency during emergency preparedness month.

Kids, Education and Parenting	5 p.m., 6 p.m.	Thursday, Sept. 14, 2017	5 p.m., 6 p.m.	1 min 55 sec; 2 min 21 sec	Oregon's standardized testing raises questions about apparent racial disparities.
Kids, Education and Parenting	5 p.m., 6 p.m.	Monday, Sept. 18, 2017	5 p.m., 6 p.m.	1 min 41 sec; 1 min 30 sec	Students and parents face changes and adjustments as students head off to college for the first time.
Traffic, Transportation, Environmental Planning	5 p.m., 6 p.m.	Tuesday, Sept. 19, 2017	5 p.m., 6 p.m.	1 min 39 sec; 50 sec	The Corvallis City Council approves an ordinance which paves the way for ridesharing businesses to operate in the city.
Community Safety, Kids, Education and Parenting	5 p.m., 6 p.m.	Monday, Sept. 25, 2017	5 p.m., 6 p.m.	1 min 17 sec; 1 min 30 sec	Lebanon High School hosts a discussion about suicide after four former students and a teacher took their own lives in the past year.
Crime and Community Safety	5 p.m., 6 p.m.	Tuesday, Sept. 26, 2017	5 p.m., 6 p.m.	2 min 30 sec; 3 min 35 sec	Eugene police officers shoot and kill a man as he exits his apartment with a rifle pointed at the officers.

## ABC NEWS SPECIAL REPORTS – 3<sup>RD</sup> QUARTER, 2017

DATE	START	END	LENGTH	TOPIC
Thursday, July 13, 2017	9:43:14 AM	- 10:21:43 AM	0:38:29	President Trump in Paris with President Macron of France
Thursday, July 20, 2017	10:00:00 AM	- 11:30:09 AM	1:30:09	O.J. Simpson's Parole Hearing
Thursday, July 20, 2017	11:47:32 AM	- 12:00:00 PM	0:12:28	O.J. Simpson's Parole Verdict
Monday, July 24, 2017	10:13:10 AM	- 10:20:48 AM	0:07:38	Jared Kushner's Statement Following Appearance Before Senate Intelligence Committee
Tuesday, July 25, 2017	12:33:24 PM	- 12:50:49 PM	0:17:25	Joint Press Conference Q&A Between President Trump and Prime Minister Hariri of Lebanon
Thursday, July 27, 2017 (Broadcast Day - Actually early Friday, July 28, 2017 morning)	1:06:30 AM	- 4:30:00 AM	3:23:30	ABC World News Now: Due to Breaking News (Health Care Vote), Production Elected to Begin the Lower Third News Crawl at 3:20 AM ET
Friday, July 28, 2017	1:50:56 PM	- 1:59:59 PM	0:09:03	Replacement of Chief of Staff Reince Priebus
Monday, July 31, 2017	11:37:37 AM	- 11:41:32 AM	0:03:55	Resignation of Anthony Scaramucci
Saturday, August 12, 2017	11:52:28 AM	- 11:55:59 AM	0:03:31	Riot in Charlottesville, Virginia
Saturday, August 12, 2017	12:30:29 PM	- 12:41:29 PM	0:11:00	President Trump's Remarks on Charlottesville, Virginia
Monday, August 14, 2017	9:38:40 AM	- 9:49:12 AM	0:10:32	President Trump's Remarks on Charlottesville, Virginia
Tuesday, August 15, 2017	1:33:04 PM	- 1:51:33 PM	0:18:29	President Trump Press Conference
Thursday, August 17, 2017	8:57:13 AM	- 9:00:00 AM	0:02:47	Truck Attack in Barcelona, Spain
Thursday, August 17, 2017	9:52:00 AM	- 9:59:30 AM	0:07:30	Update on Truck Attack in Barcelona, Spain
Thursday, August 17, 2017	10:52:00 AM	- 11:00:00 AM	0:08:00	Update on Truck Attack in Barcelona, Spain
Thursday, August 17, 2017	11:50:15 AM	- 12:00:00 PM	0:09:45	Update on Truck Attack in Barcelona, Spain
Friday, August 18, 2017	9:48:32 AM	- 10:00:00 AM	0:11:28	Resignation of Steve Bannon
Monday, August 21, 2017	6:00:00 PM	- 6:30:00 PM	0:30:00	ABC News President Donald Trump's Address to the Nation

Friday, August 25, 2017	11:00:00 PM - 11:17:00 PM	0:17:00	Hurricane Harvey
Friday, August 25, 2017	12:37:00 AM - 1:06:30 AM	0:29:30	ABC News Nightline: Due to Hurricane Harvey, the PT Broadcast was Made Available to the Full Network
Saturday, August 26, 2017	2:00:00 AM - 4:00:00 AM	2:00:00	Hurricane Harvey
Saturday, August 26, 2017	4:00:00 AM - 8:00:00 AM	4:00:00	Good Morning America (Saturday): Due to Hurricane Harvey, Four Hours Were Made Available Live to the Full Network
Sunday, August 27, 2017	9:50:00 AM - 9:59:43 AM	0:09:43	Tropical Storm Harvey Update
Sunday, August 27, 2017 (Broadcast Day - Actually early Monday, August 28, 2017 morning)	12:00:00 AM - 4:30:00 AM	4:30:00	ABC World News Now: Due to Breaking News (Tropical Storm Harvey), ABC News Elected to Begin the Lower Third News Crawl at 2:01:20 AM ET
Monday, August 28, 2017	1:20:33 PM - 1:56:21 PM	0:35:48	President Trump Press Conference on Tropical Storm Harvey
Monday, August 28, 2017 (Broadcast Day - Actually early Tuesday, August 29, 2017 morning)	1:06:30 AM - 4:30:00 AM	3:23:30	ABC World News Now: Due to Breaking News (Tropical Storm Harvey), ABC News Elected to Begin the Lower Third News Crawl at 2:00 AM ET
Tuesday, August 29, 2017	1:48:46 PM - 1:53:56 PM	0:05:10	President Trump's Visit to Texas
Tuesday, August 29, 2017 (Broadcast Day - Actually early Wednesday, August 30, 2017 morning)	1:06:30 AM - 4:30:00 AM	3:23:30	ABC World News Now: Due to Breaking News (Tropical Storm Harvey), ABC News Elected to Begin the Lower Third News Crawl at 2:31:35 AM ET
Wednesday, August 30, 2017 (Broadcast Day - Actually early Thursday, August 31, 2017 morning)	1:06:30 AM - 4:30:00 AM	3:23:30	ABC World News Now: Due to Breaking News (Tropical Storm Harvey), ABC News Elected to Begin the Lower Third News Crawl at 2:00 AM ET
Thursday, September 7, 2017 (Broadcast Day - Actually early Friday, September 8, 2017 morning)	1:06:30 AM - 4:30:00 AM	3:23:30	ABC World News Now: Due to Breaking News (Earthquake in Mexico), ABC News Elected to Begin the Lower Third News Crawl at 2:00 AM ET
Saturday, September 9, 2017	11:03:00 AM - 11:05:13 AM	0:02:13	ABC News Ran an Update on Hurricane Irma During Halftime of the Cincinnati @ Michigan College Football Game
Saturday, September 9, 2017	2:21:21 PM - 2:23:29 PM	0:02:08	ABC News Ran an Update on Hurricane Irma During Halftime of the Pittsburgh @ Penn State College Football Game
Saturday, September 9, 2017	4:22:47 PM - 4:25:20 PM	0:02:33	ABC News Ran an Update on Hurricane Irma During Segment 3 of "College Football Scoreboard"
Sunday, September 10, 2017	3:00:00 AM - 4:00:00 AM	1:00:00	Hurricane Irma
Sunday, September 10, 2017	4:00:00 AM - 5:00:00 AM	1:00:00	Good Morning America (Sunday): Due to Hurricane Irma, Good Morning America (Sunday) Was Made Available Live to the Full Network
Sunday, September 10, 2017	5:00:00 AM - 6:00:00 AM	1:00:00	Good Morning America (Sunday): Due to Hurricane Irma, Good Morning America (Sunday) Was Made Available Live to the Full Network

Sunday, September 10, 2017	6:00:00 AM - 7:00:00 AM	1:00:00	This Week with George Stephanopoulos: Due to Hurricane Irma, This Week with George Stephanopoulos Was Made Available Live to the Full Network
Sunday, September 10, 2017	7:00:00 AM - 8:00:00 AM	1:00:00	Good Morning America (Sunday): Due to Hurricane Irma, Good Morning America (Sunday) Was Made Available Live to the Full Network
Sunday, September 10, 2017	8:00:00 AM - 9:00:00 AM	1:00:00	This Week with George Stephanopoulos: Due to Hurricane Irma, This Week with George Stephanopoulos Was Made Available Live to the Full Network
Sunday, September 10, 2017	9:00:00 AM - 3:00:00 PM	6:00:00	Hurricane Irma
Sunday, September 10, 2017	3:00:00 PM - 3:30:00 PM	0:30:00	ABC World News Tonight (Sunday): Due to Hurricane Irma, ABC World News Tonight (Sunday) Was Made Available Live to the Full Network
Sunday, September 10, 2017	3:30:00 PM - 4:00:00 PM	0:30:00	ABC World News Tonight (Sunday): Due to Hurricane Irma, ABC World News Tonight (Sunday) Was Made Available Live to the Full Network
Sunday, September 10, 2017	4:00:00 PM - 5:00:00 PM	1:00:00	Hurricane Irma: Monster Storm - A Special Edition of 20/20 (PT Stations Had the Option of Airing the ET/CT Feed)
Sunday, September 10, 2017	7:00:00 PM - 8:00:00 PM	1:00:00	Hurricane Irma: Monster Storm - A Special Edition of 20/20 (Updated to PT Stations)
Sunday, September 10, 2017 (Broadcast Day - Actually early Monday, September 11, 2017 morning)	12:00:00 AM - 4:30:00 AM	4:30:00	ABC World News Now: Due to Breaking News (Hurricane Irma), ABC News Elected to Begin the Lower Third News Crawl at 2:00 AM ET
Monday, September 11, 2017	5:45:01 AM - 5:48:22 AM	0:03:21	September 11th Moment of Silence
Tuesday, September 12, 2017	8:00:00 PM - 9:00:00 PM	1:00:00	Hand in Hand: A Benefit for Hurricane Relief
Tuesday, September 19, 2017	7:02:48 AM - 7:51:04 AM	0:48:16	President Trump's Address to the United Nations General Assembly
Tuesday, September 26, 2017	11:07:45 AM - 11:29:08 AM	0:21:23	Joint Press Conference Between President Trump and Spanish Prime Minister Rajoy