



Memo to the Public File

July 10, 2017

To: Public File
From: Gail Eitner

Quarterly Ascertainment Summary – 2nd Quarter 2017

Attached is a report concerning KEZI-TV news stories, local programming, network programming and public service announcements aired by KEZI during 2nd 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 **273** 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) contributed **326** 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 **181** 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.

2nd Quarter 2017:

PSA TOTAL for KEZI-TV	273
PSA TOTAL for KEZI-TV+ (KRBG)	326
PSA TOTAL for KEZI 9.2	181
PSA TOTAL for all KEZI CHANNELS	780

Emergency Alert System:

KEZI-TV Eugene and KEZI-TV+ (KRBG - Roseburg / Coos Bay) are participating stations in the Oregon and Clark, WA, Operational Area Emergency Alert System. A total of **30** weekly and monthly EAS tests covering Lane, Benton, Coos and Douglas County aired. **3** additional EAS alerts aired during Q2, broadcasting warnings for two local Amber Alerts and one Severe Weather alert affecting KEZI's viewing area.

KEZI 9.2 is a participating station in the Oregon and Clark, WA Operational Area Emergency Alert System. A total of **30** weekly and monthly EAS tests covering Eugene and limited DMA viewing aired. **3** additional EAS alerts aired during Q2 on KEZI 9.2, broadcasting warnings for two local Amber Alerts and one Severe Weather alert affecting KEZI's viewing area.

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 2nd Quarter of 2017, including:

2nd Quarter 2017				
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
Weekly	Thursdays 12pm	Member	Eugene Southtowne Rotary Club	Brena Anderson
Monthly		Board Meeting	Eugene Executives Association	Mike Boring
Monthly		Young Professionals Network Meetings	Eugene Area Chamber of Commerce	Brena Anderson Dalen Corbett
Monthly		Business After Hours	Eugene Area Chamber of Commerce	Brena Anderson
Bi-Weekly		Member	Florence Business After Hours	Carol Shaw
Monthly		Meeting	Business After Hours – Florence	Carol Shaw
Monthly	2 nd Thursdays	Meeting	Florence Chamber of Commerce	Carol Shaw
Monthly		Lunch	Ladies Lunch & Learn	Brena Anderson
Monthly	Wednesdays	Member	Working Women	Brena Anderson
Bi-Monthly		Monday Meetings	Oregon Network Exchange	Brena Anderson
Bi-Monthly		Walk to End Alzheimer	Alzheimer's Association – Marketing Chair	Brena Anderson
Weekly		Meeting	Bay Area Chamber of Commerce	Carol Shaw
Weekly		Meeting	Bay Area Chamber of Commerce	Carol Shaw

April 5, 2017		Dinner Meeting	Eugene Executive Association Past President's Dinner	Mike Boring
April 26, 2017		Meeting	Eugene Executive Association Membership Committee Meeting	Mike Boring
May 3, 2017		Lunch Meeting	Eugene Active 20-30 Past President's Lunch	Mike Boring
May 31, 2017		Meeting	Eugene Executive Association Membership Committee Meeting	Mike Boring
June 23, 2017		Memorial Service	Eugene Chamber of Commerce President Dave Hauser's Memorial Service	Mike Boring
June 28, 2017		Meeting	Eugene Executive Association Membership Committee Meeting	Mike Boring
June 28, 2017		Employee Appreciation Event	KEZI 9 News Night at the Eugene Emeralds	KEZI Staff
June 30, 2017		Breakfast Meeting	Cappelli Miles/Bi-Mart Community Partnership Meeting	Mike Boring Dan O'Brien Barb Brancatto Matt Templeman Bryan Johnson Jeff Linscott Keane Laguatan
April 25, 2017	3 hours	Event Speaker & Master of Ceremonies	Ace Awards	Matt Templeman
April 28, 2017	3 hours	Event Speaker & Master of Ceremonies	Newman Center Webfoot Gala	Matt Templeman
May 12, 2017	2 hours	Event Speaker & Master of Ceremonies	Eugene Rotary Auction Fundraiser	Matt Templeman
May 19, 2017	3 hours	Event Speaker & Master of Ceremonies	Pearl Buck Center Fundraiser	Matt Templeman
May 20, 2017	3 hours	Event Speaker & Master of Ceremonies	Wildish Theater 10 th Anniversary Celebration	Matt Templeman
June 20, 2017	2 hours	Event Speaker & Master of Ceremonies	South Lane Relief Nursery Luncheon	Matt Templeman
June 28, 2017	2 hours	Event Speaker & Master of Ceremonies	Alzheimer's Association Raising Hope Breakfast	Matt Templeman

KEZI helps support important community non-profits and charities by promoting special events throughout the year. During 2nd Quarter 2017, KEZI sponsored dozens of charity and public events, including Greenhill Humane Society's Bark in the Park, Eugene Marathon, Oregon Bach Festival, Springfield Gift of Literacy, Habitat for Humanity, Womenspace Black & White Gala, the Cuthbert Summer Concert Series and many more.

During the second quarter of 2017, KEZI began a new family-focused news initiative called PROJECT: Safe Family. PROJECT: Safe Family highlights important stories for kids and parents within KEZI 9 News, raising awareness of critical issues affecting families in Western Oregon. Topics include preventing teen suicides, drug use and alcohol prevention, the dangers of distracted driving, and cyberbullying—and help to encourage conversations between kids and parents.

KEZI also started a new Hometown Heroes initiative in Q2, sharing stories from local heroes actively serving in the military, veterans, first responders, and heroes who have given the ultimate sacrifice. KEZI 9 News will feature their stories of bravery and courage on-air and online. KEZI 9 News also partnered with local businesses and the St. Vincent De Paul non-profit to collect shoes for children in need. KEZI broadcast live from partnering businesses and collected hundreds of pairs of shoes for kids this Summer.

During Q2 2017, KEZI finished up the Magic of Storytelling campaign in collaboration with ABC, First Book, and Start Making a Reader Today, collecting donations and giving free books to local non-profits and schools all across KEZI's DMA. 1,000 new books have been distributed this year to local programs and schools in need.

KEZI 9 News Special Reports – 2nd Quarter, 2017
Quarterly Issues/Programs Ascertainment Summary

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 April 1, 2017 – June 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.	Tuesday, April 4, 2017	5 p.m., 6 p.m.	3 min; 4 min 15 sec	Drivers concerned after drunk taxi driver commits series of hit-and-run accidents and is charged with DUII, hit-and-run and reckless driving.
Crime and Community Safety, Government	5 p.m., 6 p.m.	Thursday, April 6, 2017	5 p.m., 6 p.m.	1 min 15 sec; 1 min 45 sec	Town Hall meeting considers the future of the Junction City mental hospital after the governor proposes closing it down.
Crime and Community Safety, Government	5 p.m., 6 p.m.	Monday, April 10, 2017	5 p.m., 6 p.m.	1 min 25 sec; 1 min 25 sec	A ban on dogs in the downtown core gets mixed reactions from people who frequent the area.
Crime and Community Safety, Government	5 p.m., 6 p.m.	Tuesday, April 11, 2017	5 p.m., 6 p.m.	1 min 45 sec; 2 min 10 sec	Burglaries near University of Oregon have neighbors on edge, as police try to help residents prevent this from happening.
Crime and Community Safety, Government	5 p.m., 6 p.m.	Tuesday, April 18, 2017	5 p.m., 6 p.m.	25 sec; 1 min 35 sec	Deputies investigate suspicious death after a woman's body is found in a remote area outside of Alsea.
Kids, Education and Parenting	5 p.m., 6 p.m.	Thursday, April 20, 2017	5 p.m., 6 p.m.	1 min 45 sec; 2 min 12 sec	Veneta teenage boy saves his mother's life by performing CPR after she suffers a heart attack.
Land Use, Community Growth	5 p.m., 6 p.m.	Monday, April 24, 2017	5 p.m., 6 p.m.	1 min 25 sec; 1 min 30 sec	Springfield City Council discusses moving fire station to a location in the downtown area.
Crime and Community Safety	5 p.m., 6 p.m.	Tuesday, April 25, 2017	5 p.m., 6 p.m.	2 min; 1 min 55 sec	Springfield neighbors react after their neighborhood is the site of a meeting of Nazi sympathizers wearing masks and carrying swastika flags.
Kids, Education and Parenting	5 p.m., 6:30 p.m.	Monday, May 1, 2017	5 p.m., 6 p.m.	2 min 45 sec; 1 min 5 sec	Eugene Public Works hosts open house focusing on bike riding safety and the city's new bike share program.
Traffic, Transportation, Environmental Planning	5 p.m., 6:30 p.m.	Monday, May 1, 2017	5 p.m., 6 p.m.	1 min 25 sec; 1 min 30 sec	Summer road project on Franklin Boulevard will add lighting, bike paths, pedestrian islands and roundabouts.

Crime and Community Safety	5 p.m., 6 p.m.	Tuesday, May 9, 2017	5 p.m., 6 p.m.	3 min 20 sec; 3 min 45 sec	Eugene police add patrols to local parks as concerns about public safety in the parks continues to grow.
Government	5 p.m., 6 p.m.	Thursday, May 11, 2017	5 p.m., 6 p.m.	7 min 5 sec; 7 min 18 sec;	Immigration advocates are concerned about an increase in the deportation of undocumented citizens in the wake of a new administration.
Community Safety	5 p.m., 6 p.m.	Monday, May 15, 2017	5 p.m., 6 p.m.	1 min 15 sec; 1 min 40 sec	Residents are alarmed after a cougar is seen on surveillance video heading up a trail off of Fox Hollow Road in Eugene's South Hills.
Government, Community Safety	5 p.m., 6 p.m.	Thursday, May 18, 2017	5 p.m., 6 p.m.	11 min 20 sec; 5 min 15 sec	Emergency responders say a shortage of advanced life support ambulances is putting the community at risk.
Crime and Community Safety, Education	5 p.m., 6 p.m.	Tuesday, May 23, 2017	5 p.m., 6 p.m.	6 min 15 sec; 6 min 15 sec	A woman who suffered facial trauma during an assault by her husband is helped to smile again with the gift of cosmetic dentistry.
Kids, Education and Parenting, Government	5 p.m., 6:30 p.m.	Thursday, May 24, 2017	5 p.m., 6:30 p.m.	3 min 43 sec; 4 min 4 sec	About one in 25 women admit to using marijuana while pregnant, but health officials say it can cause health problems in newborns.
Kids, Education, Government	5 p.m., 6 p.m.	Thursday, June 1, 2017	5 p.m., 6 p.m.	1 min 35 sec; 50 sec	Students at the University of Oregon march in protest of tuition increases.
Crime and Community Safety	5 p.m., 6 p.m.	Friday, June 2, 2017	5 p.m., 6 p.m.	1 min 30 sec; 2 min 50 sec	Police search the River Park area of Springfield after a teenage girl escapes an attempted kidnapping by hiding on the river bank for hours.
Traffic, Transportation, Environmental Planning	5 p.m., 6 p.m.	Tuesday, June 6, 2017	5 p.m., 6 p.m.	1 min 25 sec; 1 min 25 sec	A driver is arrested after he hit and injured two construction workers who were working on Interstate 5.
Government	4 p.m., 5 p.m.	Friday, June 9, 2017	4 p.m., 5 p.m.	1 min 30 sec; 1 min 30 sec	A bill making its way through the Oregon Legislature will make it legal to break into a car on a hot day if a child or a dog has been left inside.
Community Safety	5 p.m., 6 p.m.	Tuesday, June 13, 2017	5 p.m., 6 p.m.	2 min 25 sec; 2 min 13 sec	A neighbor alerts residents that their apartment is on fire just in time for the couple to escape the blaze with their baby daughter.

Government, Land Use, Community Growth	5 p.m., 6 p.m.	Wednesday, June 14, 2017	5 p.m., 6 p.m.	1 min 35 sec; 1 min 35 sec	Junction City residents are relieved to learn that the state will not be closing the state mental hospital located in their community.
Crime and Community Safety	5 p.m., 6 p.m.	Tuesday, June 20, 2017	5 p.m., 6 p.m.	1 min 20 sec; 1 min 30 sec	A man who stabbed his landlady at least 55 times will spend the rest of his life in prison.
Traffic, Transportation, Environmental Planning	5 p.m.	Wednesday, June 21, 2017	5 p.m.	1 min 15 sec;	A tanker truck crash on Highway 126 results in a gasoline spill which contaminated the soil and prompted a lengthy
Land Use, Community Growth	5 p.m., 6 p.m.	Tuesday, June 27, 2017	5 p.m., 6 p.m.	1 min 34 sec; 2 min 23 sec	The City of Eugene and Lane County agree to a land swap for a new city hall and court house buildings.
Crime and Community Safety	5 p.m., 6 p.m.	Friday, June 30, 2017	5 p.m., 6 p.m.	1 min 55 sec; 2 min 15 sec	Police are searching for a man who stole four assault rifles from the local Cabela's store during daytime business hours.

ABC NEWS SPECIAL REPORTS – 2ND QUARTER, 2017

DATE	START		END	LENGT H	TOPIC
Wednesday, April 5, 2017	10:12:02 AM	-	10:40:50 AM	0:28:48	Joint Press Conference Between President Trump and King Abdullah II
Thursday, April 6, 2017	6:18:25 PM	-	6:22:23 PM	0:03:58	U.S. Missile Strike on Syria
Thursday, April 6, 2017	7:00:06 PM	-	7:05:17 PM	0:05:11	President Trump's Remarks on U.S. Missile Strike
Monday, April 10, 2017	8:03:07 AM	-	8:23:17 AM	0:20:10	The Swearing in of Justice Gorsuch
Wednesday, April 12, 2017	1:03:53 PM	-	1:35:29 PM	0:31:36	President Trump Press Conference with NATO Secretary General
Thursday, May 4, 2017	11:16:21 AM	-	11:26:05 AM	0:09:44	House Vote on Health Care
Tuesday, May 9, 2017	5:47:06 PM	-	6:00:02 PM	0:12:56	FBI Director James Comey Terminated from Office
Wednesday, May 10, 2017	10:49:30 AM	-	11:22:10 AM	0:32:40	The White House Press Conference
Friday, May 12, 2017	10:39:07 AM	-	11:19:39 AM	0:40:32	The White House Press Briefing
Tuesday, May 16, 2017	8:47:49 AM	-	9:11:47 AM	0:23:58	The White House Press Briefing
Wednesday, May 17, 2017	3:00:00 PM	-	3:09:00 PM	0:09:00	Russian Investigation Special Counsel Announcement
Thursday, May 18, 2017	5:53:45 AM	-	6:00:00 AM	0:06:15	Passing of Roger Ailes
Thursday, May 18, 2017	1:14:43 PM	-	1:40:32 PM	0:25:49	President Trump/President Santos Press Conference
Monday, May 22, 2017	4:55:08 PM	-	4:58:33 PM	0:03:25	Manchester Arena Explosion
Monday, May 22, 2017	1:06:30 AM	-	4:30:00 AM	3:23:30	ABC World News Now: Due to Breaking News (Bombing in Manchester), Production Elected to Begin the Lower Third News Crawl at 3:00 AM ET
Tuesday, May 23, 2017	9:18:53 AM	-	9:26:04 AM	0:07:11	Manchester Police Commissioner Press Conference

Thursday, June 1, 2017	12:28:12 PM	-	1:06:24 PM	0:38:12	President Trump's Announcement Concerning the Paris Climate Accord
Saturday, June 3, 2017	4:15:00 PM	-	4:21:08 PM	0:06:08	London Attacks on the London Bridge
Thursday, June 8, 2017	7:00:00 AM	-	9:59:59 AM	2:59:59	The James Comey Testimony on Capitol Hill
Thursday, June 8, 2017	11:27:28 AM	-	11:40:23 AM	0:12:55	President Trump's Attorney Remarks on the Comey Testimony
Friday, June 9, 2017	12:01:42 PM	-	12:24:01 PM	0:22:19	President Trump's Joint Press Conference
Tuesday, June 13, 2017	11:39:00 AM	-	2:12:46 PM	2:33:46	Attorney General Jeff Sessions Testimony on Capitol Hill
Wednesday, June 14, 2017	5:00:00 AM	-	10:00:00 AM	5:00:00	Virginia Baseball Field Shooting
Wednesday, June 14, 2017	2:32:15 PM	-	2:46:18 PM	0:14:03	Press Conference Regarding the Virginia Shooting
Saturday, June 17, 2017	7:21:09 AM	-	7:26:12 AM	0:05:03	Cosby Verdict