

Memo to the Public File

Friday, July 02, 2010

To: Public File
From: Jerry Upham

Quarterly Ascertainment Summary – 2nd Quarter 2010

Attached is a report concerning KOHD-TV news stories, local programming, network programming and public service announcements aired on KOHD during 2nd Quarter 2010 (4/1/10-6/30/10) pertaining to key issues, as determined by the KOHD-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.

KOHD Key Issues:

- 1) Drugs, Crime and Community Safety
- 2) Kids, Education and Parenting
- 3) Traffic, Transportation and Environmental Planning
- 4) Pets and Animal Abuse
- 5) Land Use, Community Growth and Affordable Housing

Note:

All PSA resources have been dedicated to these key issues.

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www.kohd.com

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Quarterly Issues and Programming Narrative – 2nd Quarter 2010

Programming addressing major issues in the 2nd Quarter of 2010 includes the following:

1) Drugs, Crime and Community Safety

KOHD contributed 827 public service announcements toward Drugs, Crime and Community Safety issues ranging from meth and suicide prevention to using a hands-free device when talking on the phone while driving. Numerous Crimestoppers and news reports focusing on crime prevention, fugitive capture and fire safety also ran in news programs and online.

2) Kids, Education and Parenting

KOHD contributed 1,332 announcements towards education, children's issues, active parenting and encouraging high school students to pursue college. In addition, KOHD produced a number of news stories and online information dealing with education-related issues like school budget concerns and their impact on our viewing public.

3) Traffic, Transportation and Environmental Planning

KOHD contributed 198 announcements in this category, and ran numerous news packages highlighting traffic, construction, transportation and environmental impact stories facing our viewers. KOHD News also covers, in detail, the various projects aiming to improve Central Oregon's transportation system. In addition, KOHD ran PSAs in support of the ailing local auto industry, informing viewers how it's a great time to buy

4) Pets and Animal Abuse

KOHD contributed 167 announcements in this category focusing on pet adoption and a local horse rescue organization. KOHD also features tips for animal owners to improve the care and treatment of their pets in Central Oregon in a weekly segment called "Critter Connection." KOHD News continues to cover rescue efforts and the criminal side of animal neglect and abuse.

5) Land Use, Community Growth and Affordable Housing

KOHD contributed 501 announcements in this category along with a large number of news stories and online information dealing with local land use issues, as well as community growth and housing industry struggles. KOHD News has aired several stories raising awareness of foreclosure prevention groups, green housing options, non-profit organizations like Habitat for Humanity and ongoing efforts to upgrade the groundwater system in Southern Deschutes County.

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KOHD Public Service Announcement Totals – 2nd Quarter 2010

Key Issues	:30 PSA	:60 PSA	TOTAL
Drugs, Crime and Community Safety	805	22	827
Kids, Education and Parenting	1309	23	1332
Traffic, Transportation and Environmental Planning	198	0	198
Pets and Animal Abuse	167	0	167
Land Use, Community Growth and Affordable Housing	501	0	501
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2nd Quarter 2010 Total PSAs	2,980	45	3,025

In the 2nd Quarter of 2010, KOHD aired a total of 1,456 Public Service Announcements and several hours of newscasts and live coverage addressing the five main community issues identified by the community and KOHD management.

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