



Memo to the Public File

Wednesday, November 10, 2010

To: Public File
From: Cara Coffey

Quarterly Ascertainment Summary – 3rd Quarter 2010

Attached is a report concerning KOHD-TV news stories, local programming, network programming and public service announcements aired over KOHD during 3rd Quarter 2010 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) Crime and Community Safety
- 2) Kids / Education / Parenting
- 3) Traffic / Transportation / Environmental Planning
- 4) Government
- 5) Land Use / Community Growth

KOHD-TV Bend contributed **2,876** public service announcements covering issues in the station's immediate community and Deschutes County. Also contributed a minimum one story per 30 minutes of news covering above issues (samples on DVD available on individual request).

3rd Quarter 2010:	PSA TOTAL for KOHD-TV	2,876
--------------------------	------------------------------	--------------

	PSA TOTAL for KOHD CHANNEL	2,876
--	-----------------------------------	--------------

Public Service Audit:

For a day-to-day breakout of each PSA actual broadcast time and issues addressed aired over KOHD in 3rd Quarter 2010, please refer to attached data CD-ROM. Included are PDF breakouts covering entire reporting period.

63049 Lower Meadow Dr.
Bend, OR 97701

t 541.749.5151
f 541.749.4633

www.kohd.com