



**Memo to the Public File**

Wednesday, April 06, 2011

To: Public File  
From: Cara Coffey

**Quarterly Ascertainment Summary – 1<sup>st</sup> Quarter 2011**

Attached is a report concerning KOHD-TV news stories, local programming, network programming and public service announcements aired over KOHD during 1<sup>st</sup> Quarter 2011 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 **4,232** 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).

<b>1<sup>st</sup> Quarter 2011:</b>	<b>PSA TOTAL for KOHD-TV</b>	<b>4,232</b>
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	<b>PSA TOTAL for KOHD CHANNEL</b>	<b>4,232</b>
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**Public Service Audit:**

For a day-to-day breakout of each PSA actual broadcast time and issues addressed aired over KOHD in 1<sup>st</sup> Quarter 2011, please refer to attached data CD-ROM. Included are PDF breakouts covering entire reporting period.

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