



Central Oregon

Memo to the Public File

Thursday, July 07, 2011

To: Public File
From: Cara Coffey

Quarterly Ascertainment Summary – 2nd Quarter 2011

Attached is a report concerning KOHD-TV news stories, local programming, network programming and public service announcements aired over KOHD during 2nd 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 **1,617** 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).

2nd Quarter 2011:	PSA TOTAL for KOHD-TV	1,617
	PSA TOTAL for KOHD CHANNEL	1,617

Public Service Audit:

For a day-to-day breakout of each PSA actual broadcast time and issues addressed aired over KOHD in 2nd Quarter 2011, please refer to attached data CD-ROM. Included are PDF breakouts covering entire reporting period.

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