

Memo to the Public File

Monday, October 06, 2008

To: Public File
From: Jerry Upham

Quarterly Ascertainment Summary – 3rd Quarter 2008

Attached is a report concerning KOHD -TV news stories, local programming, network programming and public service announcements aired over KOHD during 3rd Quarter 2008 (7/1/08-9/30/08) 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. As we ended 1st Quarter 2008, KOHD phased-out all older, unrelated public service announcements.

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www.kohd.com

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Quarterly Issues and Programming Narrative – 3rd Quarter 2008

Programming addressing major issues in 3rd quarter 2008 includes the following:

1) Drugs, Crime and Community Safety

KOHD contributed 152 public service announcements toward Drugs, Crime and Community Safety issues ranging from meth prevention issues to building stronger, safer families and homes. KOHD also ran 477 Crimestopper promos and numerous news reports focusing on crime prevention and fugitive capture in news programs and on kohd.com.

2) Kids, Education and Parenting

KOHD contributed 432 announcements towards education, children's issues, and active parenting. KOHD worked with local area restaurants to promote "Dining out for Kids", a program that donates a percentage of restaurant profits to support the KIDS Center, a local child abuse support and rehabilitation center. In addition, KOHD produced a number of news stories and online information dealing with education-related issues and their impact on our viewing public. KOHD also raised awareness of premature baby needs, covering major changes at local area hospitals who have added improved preemie support, as well as supporting the March of Dimes with PSA efforts.

3) Traffic, Transportation and Environmental Planning

KOHD contributed 201 announcements in this category about the dangers of driving while distracted, and ran numerous news packages highlighting traffic, construction, transportation and environmental impact stories facing our viewers. KOHD News also covers in detail the congestion problems facing the County and the various projects and phases to improve Central Oregon's transportation system.

4) Pets and Animal Abuse

KOHD contributed 188 announcements in this category focusing on the local chapter of the Humane Society and the rehabilitation of mistreated or abandoned animals. In addition, KOHD News aired a vast assortment of animal abuse and neglect stories. KOHD News also features weekly tips for animal owners to improve the care and treatment of the pets in Central Oregon.

5) Land Use, Community Growth and Affordable Housing

KOHD contributed 105 announcements in this category and produced a large number of news stories and online information dealing with local and municipal land use issues, as well as community growth and housing industry problems about the economic slow downs in our viewing area. KOHD News has aired many money-saving tips to viewers about affordable housing, where they can find bargains, and steps homeowners can take to cut costs and energy usage.

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KOHD Public Service Announcement Totals – 3rd Quarter 2008

Key Issues	:15 PSA	:30 PSA	:60 PSA	TOTAL
Drugs, Crime and Community Safety	131	498	0	629
Kids, Education and Parenting	0	356	76	432
Traffic, Transportation and Environmental Planning	0	201	0	201
Pets and Animal Abuse	76	112	0	188
Land Use, Community Growth and Affordable Housing	0	105	0	105
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3rd Quarter 2008 Total PSAs	207	1272	76	1555

In the 3rd Quarter of 2008, KOHD aired a total of 1555 Public Service Announcements and several hours of newscast and live coverage addressing the five main community issues identified by the community and KOHD management.

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