

## Memo to the Public File

Friday, January 09, 2009

To: Public File  
From: Jerry Upham

### Quarterly Ascertainment Summary – 4<sup>th</sup> Quarter 2008

Attached is a report concerning KOHD -TV news stories, local programming, network programming and public service announcements aired over KOHD during 4<sup>th</sup> Quarter 2008 (10/1/08-12/31/08) 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 1<sup>st</sup> Quarter 2008, KOHD phased-out all older, unrelated public service announcements.

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### Quarterly Issues and Programming Narrative – 4th Quarter 2008

Programming addressing major issues in 4<sup>th</sup> quarter 2008 includes the following:

#### **1) Drugs, Crime and Community Safety**

KOHD contributed 149 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 256 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 613 announcements towards education, children's issues, active parenting, and the collection of toys for needy children around the holidays. KOHD partnered with the Salvation Army and the Marine Corps to gather Toys for Tots, producing and airing a PSA that was successful in raising thousands of toys for local kids in need. KOHD also 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, supporting the March of Dimes with PSA efforts.

#### **3) Traffic, Transportation and Environmental Planning**

KOHD contributed 99 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. In addition, KOHD also ran PSA's in support of the ailing local auto industry, informing viewers that now is a great time to buy.

#### **4) Pets and Animal Abuse**

KOHD contributed 104 announcements in this category focusing on the local chapter of the Humane Society and the rehabilitation of mistreated or abandoned animals. KOHD News also features weekly tips for animal owners to improve the care and treatment of their pets in Central Oregon.

#### **5) Land Use, Community Growth and Affordable Housing**

KOHD contributed 59 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 slowdowns in our viewing area. KOHD News has aired many money-saving tips to viewers about affordable housing and where they can find holiday bargains. In addition, KOHD handed out \$3,000 worth of free gas cards in November to viewers to help during this difficult economic time.

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### KOHD Public Service Announcement Totals – 4th Quarter 2008

<b>Key Issues</b>	<b>:15 PSA</b>	<b>:30 PSA</b>	<b>:60 PSA</b>	<b>TOTAL</b>
Drugs, Crime and Community Safety	114	291	0	405
Kids, Education and Parenting	0	570	43	613
Traffic, Transportation and Environmental Planning	0	99	0	99
Pets and Animal Abuse	48	56	0	104
Land Use, Community Growth and Affordable Housing	0	59	0	59
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<b>4<sup>th</sup> Quarter 2008 Total PSAs</b>	<b>162</b>	<b>1075</b>	<b>43</b>	<b>1280</b>

In the 4<sup>th</sup> Quarter of 2008, KOHD aired a total of 1208 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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