

Memo to the Public File

Wednesday, April 23, 2008

To: Public File
From: Jerry Upham

Quarterly Ascertainment Summary - 1st Quarter 2008

Attached is a report concerning KOHD -TV news stories, local programming, network programming and public service announcements aired over KOHD during 1st Quarter 2008 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
- 3) Traffic / Transportation / Environmental Planning
- 4) Pets & Animal Abuse
- 5) Land Use / Community Growth / Affordable Housing

Note:

All PSA's with station audio / logo tagging will be pulled from air to accommodate this changeover. As we end 1st Quarter 2008, KOHD continues improving our PSA delivery and commitment to our key issues by focusing all PSA efforts on these issues and phasing-out older, unrelated public service announcements.

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To: Public File
From: Jason Knouse

Quarterly Issues and Programming Narrative - 1st Quarter 2008

Programming addressing major issues in 1st quarter 2008 includes the following:

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

KOHD contributed 473 announcements toward Drugs, Crime and Community Safety issues ranging from meth prevention issues to building stronger, safer families and homes, and numerous Crimestoppers news reports focused on crime prevention and fugitive capture in news programs and on kohd.com.

2) **Kids & Education**

KOHD contributed 606 announcements towards Education and kids issues. In addition, KOHD produced a vast number of news stories and online information dealing with education related issues and the impact on our viewing public. KOHD also launched a local version of Oprah's Big Give with news promotion and news stories designed to raise awareness, funds and items for a local children's charitable foundation.

3) **Traffic / Transportation / Environmental Planning**

KOHD contributed no announcements in this category, but ran numerous news packages highlighting traffic, construction, transportation and environmental impact stories facing our viewers.

4) **Pets & Animals**

KOHD contributed 367 announcements in this category focusing on the local chapter of the Humane Society. In addition, KOHD News aired a vast assortment of animal abuse and neglect stories including one about a cat who was shot with "paint balls".

5) **Land Use / Community Growth / Affordable Housing**

KOHD contributed 0 announcements in this category due to our PSA review and acceptance guidelines revision. However, KOHD produced a vast number of news stories and online information dealing with local and municipal land use issues as well as, community growth and housing industry problems curbing growth in our viewing area. Several affordable housing stories were also done by KOHD News.

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From: Bryan Johnson

KOHD Public Service Announcement Totals - 1st Quarter 2008

Key Issues	:15 PSA	:30 PSA	:60 PSA	TOTAL
Drugs, Crime and Community Safety		473		473
Kids & Education	0	676	0	676
Traffic / Transportation / Environmental Planning	0	0	0	0
Pets & Animals	0	367	0	367
Land Use / Community Growth / Affordable Housing	0	0	0	0
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1st Quarter 2008 Total PSAs	0	1516	0	1516

In the 1st Quarter of 2008, KOHD aired a total of 1516 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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