

The far right column notes Joint Commission guidance area for programming

KWSO produces two weekly news magazines that consist of a series of 5 programs on the same topic. A program runs 8 times each day. Segments are typically about 3 minutes long. **

Date	Warm Springs Program Topic	Issue	
7/4/2016	Selkirk Spirit Dancers	Culture	
#####	CTWS 2017 Pre-Budget Process	Governance	
#####	CTWS 2017 Pre-Budget Process	Governance	
#####	2016 Pi-Ume-Sha Health Fair	Health	10

Date	Our People & Mother Earth Topic	Issue	
7/4/2016	Camp Naiumuma	Culture/Youth	7
#####	Lillian Pitt	Art	
#####	Washanaksha Grant	Art	
#####	5 2 1 0 Health Campaign	Health	10

6 local newscasts are produced each weekday. Typically they are 3-5 minutes long
 KWSO News at: 6:15am, 6:45am, 7:15am, 7:45am, 8:15am, 8:45am

Local News Stories

Date	Story Topic	Issue
7/1/2016	Tribal Council Selects Committee Members	Tribal Business
7/1/2016	Zone 6 Commercial Gillnet Fisheries	Natural Resources
7/1/2016	Fire Chief Karla Tias Urges Safety this 4 th of July	Fire Safety
7/1/2016	Cannabis Enterprise Gets Ready for Upcoming Jobs	Employment
7/1/2016	Jefferson County Fair Seeking Entries from Warm Springs	Arts/Culture
7/5/2016	New Executive Committee Members to be Sworn In	Tribal Business
7/5/2016	Lake Billy Chinook Toxic Algae Bloom Advisory	Public Health
7/6/2016	Zone 6 Commercial Fishing Seasons	Natural Resources
7/6/2016	Resumes/Letters of Interest Required for Cannabis Jobs	Employment
7/6/2016	Bridgett McConville Sworn In for Vacant Tribal Council Seat	Elections
7/7/2016	Groundbreaking Ceremony UAS Training Center	Economic Development
7/8/2016	Enrollment/Adoption Processes Discussion	Tribal Business
7/8/2016	WS Nation Little League at Oregon All Star Tournament	Sports
#####	Warm Springs Junior All-stars Take 3 rd at Tournament	Sports
#####	Algae Warning at Lake Billy Chinook Extended	Public Health
#####	WS Head Start Taking Applications for Fall Enrollment	Education
#####	Flagging Classes to be Held in Warm Springs	Employment
#####	Relay for Life Raises over \$62,000	Community/Event/Health
#####	Native American Arts & Crafts Exhibit at the Jeff Cty Fair	Arts/Culture
#####	Senate Passes Legislation Extending UAS Test Sites	Economic Development
#####	Columbia River In-Lieu & Treaty Fishing Access Sites	Politics/Housing
#####	Natural Resources Projects to Enhance Fish Habitat on WS River	Natural Resources
#####	Kahneeta Golf League	Sports
#####	CRITFC Salmon Camp in Warm Springs	Natural Resources Youth
#####	WS Youth Helping Build Homes	Youth/Employment
#####	New Behavioral Health Clinic	Health/Wellness

#####	WS Cannabis Commission Appointed	Economic Development
#####	WS Man Arrest Leads to Recovery of Stolen Property	News/Public Safety
#####	Rattlesnake Fire Burns 5,000 Acres in First Night	Fire Safety
#####	WS Tribal Council Cancels Sessions	Tribal Business
#####	Rattlesnake Fire At 9,000 Acres; 20% Contained	Fire Safety
#####	Construction Happening at Sherar's Falls	Natural Resources
#####	General Council Meeting on WSFPI/WS Timber Co	Event/Tribal Business
#####	Rattlesnake Fire 80% Contained	Fire Safety/Information
#####	WS Construction Announces 2 Paving Projects	Tribal Business/Information
#####	Ceremonial Hunters Sought	Natural Resources/Culture
#####	2016 Paddle to Nisqually Ends Saturday	Event/Culture/Youth
#####	Cannabis Job Fair Postponed	Employment
#####	CRITFC Announces New Leaders	Natural Resources
#####	MHS New Summer Bridge Program for 9 th Graders	Education/Youth
#####	CPS Providing Assistance to Families with Children	Youth/Social Service

Continuing PSA Campaigns

80 Diabetes Prevention	Health	10
80 Department Awareness	Program Info	
80 Water Conservation	Environment	
80 Emergency Readiness	Safety	
80 FASD Tips	Parenting	2
80 Geography Tidbits	Geography	
80 Food Safety	Safety	10
80 Gambling	Mental Health	10

Individual PSAs

92 Summer Lunch	Nutrition	10
86 Pre-K Literacy Tips 1-6	Literacy	3
74 cdc smoking cessation 1-3	Health	
72 WS Elders Picnic	Event	9
70 Prevention w/Abby Scott	Mental Health	10
56 WS Cannabis job Fair	Employment	
51 WSCAT Outdoor Market 1 & 2	Event	9
48 Strengthen Your Nation	Mental Health	5
46 5 2 1 0 1-4	Health	3
46 Bullying 1-3	Mental Health	10
44 K-2nd Acceleration Camp	Education/Event	9
44 Wills & Estate Planning	Legal Assistance	9
42 Sports Physicals	Event	9
36 4th of July Safety	Safety	
36 Child Passenger Safety 1-3	Safety	
30 I.H.S. PHR	Health	10
30 Let's Move 1 & 2	Health	
30 Museum Exhibit Lillian Pitt	Art	9
24 WS Prevention 1	Health	10
22 MAC registration	Event	9
22 WSPD Tips 2-3	Law Enforcement	
18 4th of July Celebration WS	Event	9
18 4th of July Parade WS	Event	9
18 Childhood Asthma 1-3	Health	10
18 Dangerous Decibels 1-3	Health	10

18 Hepatitis C	Health	10
18 Hot Summer Nights	Event	9
18 Madras 4th of July	Event	9
18 Todd Beamer Run	Event	9
12 Bites & Stings 1	Health	10
12 Buckle Up 1-2	Safety	
12 Children's Oral Health	Dental Health	10
12 Disability Awareness	Health	10
12 Managed Care 1	Health Insurance	10
12 Suicide Prevention	Mental Health	10
6 Arson Tip Hotline	Program Awareness	
6 Autism Awareness	Health	10
6 Sparky 1 & 2	safety	
6 Youth Track meet	Event	9
5 WS Elders Picnic	Event	9

of continuing PSA campaigns aired = 640
of PSA (set daily) that aired = 1246
TOTAL NUMBER OF Public Service Announcements Aired = 1886

**	<u>Guidance for Joint Health Commission 15 strategies</u>
1	Prenatal
2	Child Development/FASD
3	Early Childhood/Child Development
4	Youth Fitness
5	Youth Mental Health
6	Child Development
7	Youth Support
8	Education & Job Opportunity
9	Events
10	Health and Info + Services
11	Consequences & Txt
12	Tribe's Health Education and Health Support
13	Elders
14	Health System
15	Health Professionals

Facebook Data

July 20 - August 16, 2016

- 3308 # of Page Likes TOTAL
- 18% Largest Audience is Women 25-34
- 81% Mobile Devices are most common devices used to access FB page
- 38485 Reach (people who had our posts go into their newsfeed)

HIGHEST ENGAGEMENT (post clicks/reactions, comments, shares)

- 901/116 8/10/16 Wings Invitational Youth Track Meet
- 624/282 7/25/16 Rattlesnake Fire
- 350/19 8/1/16 Jeffersoun County Fair

HIGHEST REACH

- 5900 7/25/16 Rattlesnake Fire
- 2300 8/10/16 Early School Pics
- 2100 8/9/16 Community Calendar