

## KWSO Quarterly Report 2012 - 3rd quarter (July- September 2012)

The Following is a listing of some of the significant issues addressed by KWSO-FM during this Quarter. The order in which issues appear do not reflect any priority or significance

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.

<u>Date</u>	<u>Warm Springs Program Topic</u>	<u>Issue</u>
07/02/12	Ron Wyden - air support for wild fires	Wildfire Resources
07/09/12	Landfill	Program Services
07/16/12	Camp Naimuma	Youth
07/23/12	Enterprise Facilitation	Business
07/30/12	WS water issues	Water
08/06/12	Hantavirus	Health
08/13/12	Housing tips	Homeowner Info
08/20/12	People to People trip w/Elyse Bagley	Youth
08/27/12	MHS Fall Sports Preview	Prep Sports
09/03/12	Indian Head Casino Update	Business
09/10/12	Madras High School Administrators	Education
09/17/12	Tashna Hicks-Wert	Tribal Member Profile
09/24/12	Voting and Voter Registration	Voting

### Our People & Mother Earth Topic

07/02/12	Marcia Minthorn Traditional Treasures	Arts
07/09/12	Storycorps - Arlene Boileau	StoryCorps
07/16/12	Terry Courtney - Salmon	Salmon
07/23/12	Myra Johnson-Oragne - corn husk weaving	Arts
07/30/12	Wanda Van Pelt traditional treasures	Arts
08/06/12	Camas Root Harvest & BBQ	Traditional Food Gathering
08/13/12	Lamont Brown Storycorps	StoryCorps
08/20/12	Archival Interview w/Nettie Shawaway & Matilda Mitchell	Elder Wisdom
08/27/12	Emerson Squiemphen Drum Making	Culture
09/03/12	Culture Camp 2012	Culture
09/10/12	Back to School BBQ	Education/Event
09/17/12	StoryCorps - Anna Queahpama Clements	StoryCorps
09/24/12	Wasco Chieftain Meetings Revisited	Culture

13 local newscasts are produced each weekday

### Local News Stories

<u>Date</u>	<u>Story Topic</u>	<u>Issue</u>
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See attached document

### Earth & Sky

Nationally distributed Science Program on various topics that airs daily  
90 sec - 3x daily = 4.5 min/day = 31.5 min/week = 6.3 hrs over 12 weeks this quarter

### Lohdown on Science

Nationally distributed Science Program on various topics that airs daily  
90 sec - 3x daily = 4.5 min/day = 31.5 min/week = 6.3 hrs over 12 weeks this quarter

### Job Report

Locally produced job opportunity listing updated weekly  
2 min - 3x daily - 5/day a week = 30 min/week = 6 hours over 12 weeks this quarter

### Pow Wow Trail

Locally produced listing of upcoming pow wows and Native celebrations  
2 min - 3x daily - 5/day a week = 30 min/week = 6 hours over 12 weeks this quarter

### Rodeo Round Up

Locally produced listing of upcoming rodeos, clinics, events plus competition results  
2 min - 3x daily - 5/day a week = 30 min/week = 6 hours over 12 weeks this quarter

### **HISTORY PROGRAMMING**

A local "on this day in history" runs twice daily featuring interesting information gathered from CTWS Tribal Council Summaries, Spilyay Tymoo stories and additional source material as needed  
Additional underwritten PSA campaigns are not included in this report

### Continuing PSA Campaigns

Culture/History	20x/week = 240x /1st quarter
Positive Indian Parenting	20x/week = 240x /1st quarter
Parenting Education/Child Development	20x/week = 240x /1st quarter
Financial Literacy/Small Business Tips	20x/week = 240x /1st quarter
Violence Prevention	20x/week = 240x /1st quarter
Substance Abuse Prevention	20x/week = 240x /1st quarter
Diabetes Prevention	20x/week = 240x /1st quarter
Department Awareness	20x/week = 240x /1st quarter

### **PUBLIC SERVICE ANNOUNCEMENTS 3rd Quarter 2012**

<u># times/ran</u>	<u>PSA Title</u>	<u>Issue</u>
201	Register to Vote 1-3	Voter Registration
175	Sports physicals Aug 2	Prep Sports
168	Don't Text and Drive 1-3	Safety
164	For the Health of It	Health
100	OPB 1-3	Media
86	Camp Naimuma	Cultural Event
86	Prevention Camp at He He	Mental Health
84	Jefferson County Fair	Event
84	Fire Management 1-2	Fire Safety
84	FASD Awareness 1-4	Health
83	Madras Saturday Market	Business
76	Child Passenger Safety 1-2	Child Safety
76	Back to School BBQ	Education Event
74	Autism 1-4	Autism
74	Pharmacy/Medications 1-3	Medications
74	Vote July 10th 1-2	Tribal Refereundum Vote
71	RezOlympics 2	Youth Fitness
70	Landfill	Program/Services
65	OSAA Sports 1-2	Prep Sports
65	Summer Lunch	Summer Lunch
61	MHS Football Golf Tourney	Prep Sports

56 Huckleberries 1-2	Culture
56 Energy Efficiency 1-3	Saving Energy
55 Hantavirus	Health
55 Drowning Prevention	Water Safety
54 Reading 1-6	Literacy
53 Take Back the Night VOCS	violence prevention
51 NCAI Vote	Voter Participation
50 Health Info - Cancer	Health
47 Outlaw Rodeo	Event
47 Why Knot Rodeo	Event
46 4th of July Activities	Event
46 Bike Tips 1-2	Fitness
46 Unplanned Pregnancy 1-3	Pregnancy Prevention
45 Childhood Obesity	Health
45 Dangerous Decibels	Hearing Health
40 Nurse Hotline	Health
38 Voc Rehab	Disability
38 Relay for Life	Event/Fundraiser
38 Salmon Camp	Youth Opportunity
37 Increase the Peace	Event
37 Wiwnu Wash Grand Opening	Event
35 GED Pep Talk	Education
35 Hepatitis	Health
35 Whooping Cough	Health
33 Drop Out 1-2	Education
33 Buff Booster Raffle	Fundraiser
32 Fruit of the Month	Health
28 Wildfire Prevention	Fire Safety
27 Fruit Loop Tour	Event
25 Diabetes Program	Program Awareness
25 Road Construction Safety	Safety
25 Youth Wreckless Driving 1-2	Safety
20 COCC Community Classes	Education
20 Stay in School 1-3	Education
19 Mt Hood Meadows Huck Trip	Event
15 NEEA Heat Ducts	Energy Efficiency
15 Quit Smoking	Health
10 Food Safety 1-3	Food Safety
10 Summer Reading Program	Youth Literacy
5 Point of No Return	Child Abuse Prevention

# of continuing PSA campaigns aired = 1920

# of PSA (set daily) that aired = 3448

**TOTAL NUMBER OF Public Service Announcements Aired = 5368**

*Additional PSAs ran that were underwritten and are not included in this report*

Native America Calling is a daily nationwide call in talk show that focuses on Topics and Issues in Indian Country.

**Native America Calling Topics this Quarter**

**Issue**

7/2/2012 Native Potluck	Culture
7/3/2012 July Current Events	Current Events
7/4/2012 Encore: Alaska Stories on Climate Change	Environment
7/5/2012 Indians & Affordable Health Care	Health Care
7/6/2012 A View from Indigenous Ecuador	Native Rights
7/9/2012 July Music Maker Tony Duncan	Arts
7/10/2012 My Big Native Family	Family
7/11/2012 Natives Appropriating Back	Native Rights
7/12/2012 Games People Play	Sports
7/13/2012 African American Educators in Indian Country	Education
7/16/2012 Book of the Month: Greet the Dawn	Literature
7/17/2012 Native in the Spotlight: James & Ernie	Feature
7/18/2012 Trapping into Reliable Information About Cancer	Health
7/19/2012 Lacrosse Fever	Sports
7/20/2012 Fire Loss Burns After the Flames Are Gone	Environment
7/23/2012 Journalism in 2012 & Beyond	Journalism
7/24/2012 The Heartbeat of Native Skate Parks	Youth
7/25/2012 Native Teens Racing Towards Life	Youth
7/26/2012 Vacations: The Good, The Bad, The Ugly	Leisure
7/27/2012 Native Concerns on Coastal Climate	Environment
7/30/2012 Who Has The Right to Claim Native?	Native Identity
7/31/2012 Our History Through the Camera	Arts
8/1/2012 Native in the Spotlight: Rose B. Simpson	Feature
8/2/2012 Lagacy of Survival: Coming Home	Mental Health
8/3/2012 Passing on Knowledge Through Activism	Activism
8/6/2012 Native Vote 2012 Countdown	Voting
8/7/2012 August Current Events	Current Events
8/8/2012 Reporting Live from Native America	Current Events
8/9/2012 Loving Your Pet by Treating Them Right	Pets
8/10/2012 Tribes Taking Control Over Leasing Their Land	Native Rights
8/13/2012 Casting Reel Natives	Arts
8/14/2012 Aug Music Maker: '12 Aboriginal Music Week Compila	Arts
8/15/2012 The Power of Social Media	Communications
8/16/2012 Getting Jiggy With the Fiddle	Arts
8/17/2012 Finding Your Native Roots After Being Adopted	Native Identity
8/20/2012 Indigenous People in the Headlines	Current Events
8/21/2012 Sacred Land for Sale to Highest Bidder	Environment
8/23/2012 12 Santa Fe Indian Market Rewind	Arts
8/24/2012 Making Your Dreams Reality	Mental Health
8/27/2012 Native Weddings, Typing the Traditional Knot	Culture
8/28/2012 Why So Serious Native America	Comedy
8/29/2012 Book of the Month: Super Indian Volume One	Literature
8/30/2012 Turn the Radio On	Communications
8/31/2012 Reproduction & Repercussions	Health
9/3/2012 Moving the Masses One Beat at a Time	Music
9/4/2012 September Current Events	Current Events
9/5/2012 Navigating the new School Year	Educa
9/6/2012 Native Vote 2012 Countdown Pt 2	Voting
9/7/2012 Do You Know the Story Behind the Headdress?	Culture
9/10/2012 Native in the Spotlight: Irene Bedard	Feature
9/11/2012 Suicide: Those Who Are Left Behind	Mental Health
9/12/2012 Tribal Emergency Preparedness	Emergency Preparedness
9/13/2012 Running For Your Life	Health

9/14/2012 Investigating Uranium Contamination in Wells	Environment
9/17/2012 Do You Vote Red, Blue or Other?	Politics
9/18/2012 Poverty on Native Lands 2012	Poverty
9/19/2012 Sept Music Maker: Crystal Shawanda	Arts
9/20/2012 Ovarian Cancer Awareness	Health
9/21/2012 Defending the Native American Flute	Music
9/24/2012 And the 2012 Community Spirit Award goes to...	Leadership
9/25/2012 Where Do You Think Native Art Stands?	Arts
9/26/2012 Bk of the Month: Corpse Whale	Literature
9/27/2012 Different Strokes	Health
9/28/2012 The Road to Federal Recognition	Current Events