

KWSO Quarterly Report 2012 - 4th quarter (October- December 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>
10/01/12	Dangerous Decibels	Hearing Protection
10/08/12	Ski Bowl Interpretive Center	History
10/15/12	Madras Aquatic Center	Election Issue
10/22/12	MAWS TM Art Show	Arts
10/29/12	November 6th Election Candidates	Election Info
11/05/12	Indian Health Service Programs	Health Care
11/12/12	WS Child Abuse Center	Child Abuse Resource
11/19/12	WS Boys and Girls Club	Youth Program
11/26/12	MHS Basketball	Prep Sports
12/03/12	CTWS 2013 Budget	Tribal Budget
12/10/12	CTWS Comp and Benefits	Employee Resources
12/17/12	WS Library	Community Resource
12/24/12	Year in Review	Public Affairs
12/31/12	WS K-8 school	Education

Our People & Mother Earth Topic

10/01/12	StoryCorps Lupe Samuels	StoryCorps Interview
10/08/12	Johnny Jackson - Cascade Chief	Wasco Culture
10/15/12	Wasco Meetings Revisited	Election Wasco Chief
10/22/12	Ballot Measures	Election Wasco Chief
10/29/12	CTWS Range Management	Natural Resources
11/05/12	StoryCorps Helmer Wallan	StoryCorps Interview
11/12/12	WS Big Brothers Big Sisters	Youth Mentoring
11/19/12	JR Smith Wasco Chief	Tribal Leadership
11/26/12	American Indian Heritage Month	Culture
12/03/12	Storycorps - Buck Smith	StoryCorps Interview
12/10/12	Family Fun Revisted	Community event
12/17/12	Library Christmas Stories	Literacy
12/24/12	Year In Review	Public Affairs
12/31/12	Legends	Culture

13 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, 12 noon, 3:15pm, 3:45pm, 4:15pm, 4:45pm, 5:15pm, 5:45pm

Local News Stories

<u>Date</u>	<u>Story Topic</u>	<u>Issue</u>
10/2/2012	Students apply for scholarship	Education
10/2/2012	IRMP team approves timber sale	Natural resources
10/3/2012	Gill net season opens	Natural resources
10/4/2012	FBI concludes death was a homicide	Public safety
10/4/2012	Farmers market comes to Warm Springs	Business

Local News Stories

<u>Date</u>	<u>Story Topic</u>	<u>Issue</u>
10/4/2012	Hospital to merge with St charles	Health
10/4/2012	Tribes violate waste water regulations	Health
10/5/2012	Tribal police investigate disappearance	Public safety
10/5/2012	Fun runs slated	Sports
10/9/2012	Tribal members to vote for Wasco chief	Culture
10/10/2012	Prayer vigil scheduled	Community
10/10/2012	Music class registration begins	Culture
10/11/2012	Casino closes due to fire	Business
10/11/2012	Hunting seasons announced	Natural resources
10/12/2012	Tribal members arraigned in federal court	Public safety
10/15/2012	Tribes oppose coal plan	Natural resources
10/16/2012	Woman bit by snake	Public safety
10/16/2012	Concert to benefit Big Brothers big sisters	Culture
10/18/2012	Salmon return to Metolius river	Natural resources
10/18/2012	Sheriff investigates burglary	Public safety
10/19/2012	Pole creek fire contained	Public safety
10/19/2012	100's attend marijuana summit	Education
10/21/2012	Great pumpkin party scheduled	Community
10/24/2012	Hunter found safe	Public safety
10/25/2012	Tribes to open child advocacy center	Public safety
10/25/2012	Pumpkin party well attended	Community
10/26/2012	Pharmacy opens automated refill line	Health
10/29/2012	Fire destroys home	Public safety
10/29/2012	Wasco members to vote for chief	Culture
10/30/2012	Chief vote today	Culture
10/30/2012	Members attend budget meeting	Business
10/31/2012	Smith elected as chief	Culture
11/1/2012	Paving likely to cause delays	Traffic
11/2/2012	Annual Flu shots available	Health
11/5/2012	Child Abuse Intervention center	Health
11/5/2012	New Chief sworn in	Tribal Government
11/6/2012	Intervention Center was housed at IHS	Health
11/7/2012	WSPD looking for stolen pickup	Public Safety
11/8/2012	Applications for Cultural Trust available	Culture
11/13/2012	Annual Great American Smoke out	Health
11/13/2012	Noree Guerin to open small business	Business
11/14/2012	CTWS moves forward w/ K-8 school	Education
11/14/2012	Parent Teacher Conferences at WSE	Education
11/15/2012	Fence around old sporting good store	Business
11/15/2012	Tribal Member placed in INFR	Sports
11/15/2012	Tribal Members to apply for jobs	Employment
11/16/2012	No garbage services	Public Utilities
11/16/2012	Roc your Moc's in Warm Springs	Culture
11/19/2012	Fire at WS Forest Products	Public Safety
11/21/2012	Ceremonial Hunt for youth	Natural Resources
11/21/2012	Thanksgiving Mini Pow Wow	Culture
11/27/2012	2013 Tribal Budget Meeting	Tribal Government
11/27/2012	Energy Assistance now available	Social Services
11/28/2012	Annual Group Benefits meeting	Employment
11/28/2012	General Council Meeting 2013 Budget	Tribal Government
12/3/2012	Construction on Hwy 26	Traffic
12/4/2012	Annual xmas lights parade & tree lighting	Community
12/4/2012	Consent to cut down xmas trees	Natural Resources
12/4/2012	Extended Elk Season	Natural Resources

Local News Stories

<u>Date</u>	<u>Story Topic</u>	<u>Issue</u>
12/5/2012	49 th annual Men's Holiday Tourney	Sports
12/5/2012	Xmas parade & Tree lighting thank you	Community
12/6/2012	Economic development meeting last night	Business
12/6/2012	WSPD police chase	Public Safety
12/7/2012	Annual Xmas bazaar tomorrow	Community
12/7/2012	Native American Themed xmas event	Community
12/7/2012	WS Jail serving better meals	Public Safety
12/10/2012	A mobile clinic to be	Health
12/10/2012	Annual Health System Report Results	Health
12/10/2012	Community Counseling Center remodel	Social Services
12/10/2012	Registration for Men's Holiday Tourney	Sports
12/10/2012	Vaccinations for Influenza in WS	Health
12/11/2012	WS Forest Products present 10yr plan	Business
12/12/2012	Indian Head Casino puts on food drive	Social Services
12/13/2012	Senior Citizens get gift cards	Community
12/14/2012	Angel Bear tree at IHS	Social Services
12/14/2012	Applications for Miss Warm Springs	Youth
12/14/2012	Extended elk season	Natural Resources
12/17/2012	Free Potatoes distributed today	Social Services
12/17/2012	Local Boxers placed in boxing tourney	Sports
12/18/2012	Tribal Council is collections winter gear	Social Services
12/18/2012	WSE upgrading lockdown procedures	Education
12/19/2012	WS Nation Boxing will host an event	Sports
12/19/2012	WSE fundraiser	Education
12/20/2012	Pajama Day at WSE	Education
12/21/2012	49 th Annual Men's Holiday Tourney	Sports
12/21/2012	Boxing event this Saturday	Sports
12/21/2012	Extra day off for tribal employees	Tribal Government
12/21/2012	Garbage Pick up notice	Public Utilities
12/21/2012	Holiday Boxing event	Sports
12/21/2012	Meeting for K-8 school	Education
12/21/2012	Men's Holiday Basketball tourney	Sports
12/26/2012	Late start due to weather for WS	Community
12/27/2012	2 nd day of Men's Holiday Tourney	Sports
12/31/2012	Idle no more at WSCC	Community
12/31/2012	Men's Holiday Tourney winners	Sports

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

Grocery Bill Health	20x/week = 240x /1st quarter
Oregon Public Broadcastin WS Channel	20x/week = 240x /1st quarter
Lung Cancer Awareness (Nov Only)/Health Messages	20x/week = 240x /1st quarter
Poisitive Indian Parenting (PIP)	20x/week = 240x /1st quarter
Ages & Stages Child Development	20x/week = 240x /1st quarter
Community Counciling Anti Drug + Drug Awareness	20x/week = 240x /1st quarter
Violence Prevention	20x/week = 240x /1st quarter
Department Awareness	20x/week = 240x /1st quarter

PUBLIC SERVICE ANNOUNCEMENTS 4th Quarter 2012

<u># times/ran</u>	<u>PSA Title</u>	<u>Issue</u>
360	Strengthen Your Nation	Prevention
130	Wasco Election	Event
130	WS Lights Parade + Family Fun	Event
122	For the Health of It	Health
117	Fruit of the Month	Health
99	Talking Dollars	Financial Education
94	Food Safety	Food Safety
93	Election Day Nov 6th	Vote
86	Health Info	Health
81	WS Christmas Bazaar	Event
80	Poacher	Natural Resources
74	Winter Driving Tips	Safety
64	OSAA HS Sports	Prep Sports
61	Recreation Halloween Carnival	Event
58	Buff Booster Raffle	Fundraiser
57	BBBS Star Nayea	Event
56	Spooky Indian Night Out	Event
56	Stay in School	Education
56	WS Diabetes Conference	Event
55	Tribal Bar Prep Course	Legal
53	Dangerous Decibels	Hearing Health
53	MAWS TM art exhibit	Art
53	WS American Legion	Veterans
50	Nurse Hotline	Health
50	Voc Rehab	<u>Disability</u>
49	Environmentally Friendly Tips	Environment
49	Fire Mgt Chimney Fires	Safety
48	WSPD Holiday Crime	Crime
46	Autism	Autism
46	Washanaksha Grant Application	Grant Opportunity
45	Commodities Fall	Program Awareness
43	Holiday Safety	Safety
42	HIV/Aids Awareness Day	Health
36	OPB Channel in WS	Media
35	Earthquake Preparedness	Safety/Preparedness
33	Kids Dental	Kids Dental Health

PUBLIC SERVICE ANNOUNCEMENTS 4th Quarter 2012

<u># times/ran</u>	<u>PSA Title</u>	<u>Issue</u>
33	Register to Vote	Voter Registration
32	Holiday Donation Housing	Giving Opportunity
32	Holiday Donation I H S	Giving Opportunity
32	Holiday Donation Casino	Giving Opportunity
32	JCMS Pizza & Bingo	Education
31	Last Minute Bazaar	Event
31	MHS Alumni Basketball	Sports
31	Peace Came in a Cradle	Event
30	Fire Mgt Stove Fire	Safety
30	Holiday Donation ECE	Giving Opportunity
28	Don't Drink and Drive	Safety
28	Freeze Your Fanny Off	Event
27	Veterans Luncheon	Veterans
25	ADHD	ADHD
24	Diabetes Program	Program Awareness
23	Turkey Trot	Fitness
20	Drop Out Prevention	Education
20	Pharmacy/Medications	Medications
20	Point of No Return	Child Abuse
19	Fire Mgt Fall Burning	Safety
18	Don't Text and Drive	Safety
18	Energy Efficiency	Saving Energy
18	Financial Skills Class	Personal Finance
18	HIV tests	Health
16	Miss Warm Springs	Event
15	Buff Booster Surf & Turf	Fundraiser
15	GED Pep Talk	Education
15	MHS Grad Pizza Fundriaser	Event
12	Indian Night Out	Event
10	Columbus Day	Education
10	Haunted House	Event
10	Landfill	Program/Services
10	Reading	Literacy
10	Typical Day Before a Hurricane	Safety/Preparations
7	Heat Ducts	Energy Efficiency
6	Fire Mgt Trick or Treat	Safety
5	Alzheimers	Health
5	Car Seats	Child Safety
5	COCC Community Classes	Education
5	NCAI Vote	Voter Participation
5	Quit Smoking	Health

of continuing PSA campaigns aired = 1920

of PSA (set daily) that aired = 3441

TOTAL NUMBER OF Public Service Announcements Aired = 5361

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

10/1/2012 Indian Land In The 21st Century	Govt to Govt relationships
10/2/2012 Current Events	Current Events
10/3/2012 Understanding Alcohol's Toll On The Family	Mental Health
10/4/2012 Tohono O'odham Pit Tradition Against Cartels	Mexico Border Safety
10/5/2012 Native Vote 2012 Countdown (3)	Vote
10/8/2012 Christopher Columbus Through Taino Eyes	Native History
10/9/2012 Bringing Balance Back: Life After Rape	Sexual Assault
10/10/2012 Native In The Spotlight: Oscar Olivera	Natural Resources
10/11/2012 The Stories We Learn About Our Family	Culture
10/12/2012 Taboo or Not Taboo, This is the Question?	Health
10/15/2012 The Legacy of Indian Education in America	Education
10/16/2012 Happy 50th Institute of American Indian Arts	Arts
10/17/2012 Teachers Gone Wild	Education
10/18/2012 Live From NIEA Conference in Oklahoma City	Education
10/19/2012 Live NIEA Conference Creating the Educational Institu	Education
10/22/2012 October Music Maker Pamyua	Arts
10/23/2012 What Are Video Games Really Doing To Us?	Mental Health
10/24/2012 Does Wearing Traditional Footwear Give You Happy F	Culture
10/25/2012 Remembering Russell Means	Feature
10/26/2012 Affirmative Action in Education	Education
10/29/2012 The Challenging Health Concerns We Face As We Ge	Health
10/30/2012 Open Lines, What's On Your Mind?	Current Events
10/31/2012 Costumes With Controversy	Native Stereotypes
11/1/2012 November Current Events	Current Events
11/2/2012 A Quivering Quality Healthcare System	Health
11/5/2012 Starting Anew	Criminal Justice
11/6/2012 Election Day 2012	Vote
11/7/2012 Native America's First Official Saint	Feature
11/8/2012 Medicine Before The Time of Columbus	Culture
11/9/2012 How Does Native Government Look Like in Canada?	Government
11/12/2012 Native in the Spotlight: John Torres-Nez	Feature
11/13/2012 2012 Elections Wrap Up	Vote
11/14/2012 UN World Conference On Indigenous Peoples	Native Rights
11/15/2012 Gourd Dancing Movement	Culture
11/16/2012 Twilight Saga's Biggest Critics	Media
11/19/2012 Happy Holidays Feasting	Health
11/20/2012 Our History With Addiction Pt 1	Addiction
11/21/2012 Nov Book of the Month: Blasphemy by Sherman Alexie	Literature
11/22/2012 Why Are You Thankful For Your Heritage?	Culture
11/23/2012 Letting the Music Give Thanks	Arts
11/26/2012 Sovereign Rights vs Treaty Rights	Sovereignty
11/27/2012 Native Heritage Month Report Card	Current Events
11/28/2012 Nov Music Maker: Fawn Wood	Arts
11/29/2012 Is It Food Addiction?	Addiction
11/30/2012 President Lincoln In Indian Country	History
12/3/2012 The Right to Hunt and Fish	Treaty Rights
12/4/2012 December Current Events	Current Events
12/5/2012 Is Peace Possible?	Philosophy
12/6/2012 Confessions of a Native Wannabe	Native Stereotypes
12/7/2012 Music Maker: Sihasin	Arts
12/12/2012 Native in the Spotlight: Sierra Teller Ornelas	Feature
12/11/2012 Walking the Talk, Keeping Native Language Alive	Language

12/12/2012	Winter Storytelling	Culture
12/13/2012	Gambling Addiction	Addiction
12/14/2012	Tis the Season To Be Giving	Charity
12/17/2012	Countdown to Doomsday	Current Events
12/18/2012	Indigenous Online Learning	Education
12/19/2012	Coping With Tragedy	Mental Health
12/20/2012	Homeless During the Holidays	Homelessness
12/21/2012	Keeping the Winter Pounds Away	Health
12/24/2012	Native in the Spotlight: James & Ernie	Feature
12/25/2012	Music Maker Review	Arts
12/26/2012	Book of the Month: Without Reservations	Literature
12/27/2012	The Anything and Everything Show	Current Events
28-Dec-12	Idle No More	Activism
31-Dec-12	2012 Year In Review	History