

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.

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<u>Date</u>	<u>Warm Springs Program Topic</u>	<u>Issue</u>	
6/6/2016	ROOTS w/Dawn Smith	Education	8
6/13/2016	Warm Springs Boys & Girls Club	Youth Programming	7
6/20/2016	Howie Arnett on the Treaty of 1855	History	
6/27/2016	Veteran's Portrait Project	Veterans	

<u>Date</u>	<u>Our People & Mother Earth Topic</u>	<u>Issue</u>	
6/6/2016	Flutes by the River	Event	9
6/13/2016	2016 Wildfire Season	Safety	
6/20/2016	Old Timer History	History	
6/27/2016	Healing & Wellness Conference	Mental 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

<u>Date</u>	<u>Story Topic</u>	<u>Issue</u>
6/1/2016	160 Names on Adoption Election Ballot	Election
6/1/2016	MHS Changes Graduation Time Due to Heat	Event
6/2/2016	Healing & Wellness Gathering Next Week	Mental Health
6/2/2016	Camp Naimuma Coming Up	Culture
6/3/2016	Gavin Begay Up for Play It Forward at Oregon Sports Awards	Youth/Physical Fitness
6/3/2016	Jordan Kent Making Presentations at WSK8 Assemblies	Youth/Physical Fitness
6/3/2016	William Wilson Talks About Initial Attack Efforts During Preseason Fire Meeting	Fire Safety
6/3/2016	Bobby Brunoe Welcomes Folks to Preseason Fire Meeting	Fire Safety
6/6/2016	CTWS Adoption Election One Week Away	Election
6/6/2016	Natural Resources Branch Announces Zone 6 Changes	Natural Resources
6/6/2016	Free Healing & Wellness Gathering Begins Tomorrow	Mental Health/Event
6/7/2016	Meeting to Talk About Free Will & Estate Planning	Event/Awareness
6/7/2016	Gavin Begay Wins 2 nd Play It Forward Award	Youth/Physical Fitness
6/8/2016	Aldo Garcia Talks About "Carrying the Message" Sobriety Conference	Alcohol & Drugs /Event
6/8/2016	NativeFax Newest Ventures Project	Business/Economic Development
6/9/2016	WS Hot Shots and One Camp Crew Dispatched to Oregon Fires	Fire Safety
6/10/2016	Northwest Tribes Gather at Site of Train Derailment	Culture/Event/Natural Resources
6/10/2016	Warm Springs Represented at 6 th Annual Return of the Boise Valley People	Culture/Event
6/10/2016	Tribes Prepare for Adoption Election	Election
6/13/2016	Vote Today!	Election
6/13/2016	Fire Season Declared on Reservation	Fire Safety
6/13/2016	Bustin' Buffalos Basketball Camp	Sports/Youth/Event
6/14/2016	Tribal Council to Certify Election Results Today	Election
6/15/2016	Adoption Election Did Not Meet Voter Turnout Requirement	Election
6/16/2016	WS Boys & Girls Club Annual Fundraiser	Event/Youth
6/16/2016	ROOTS Program Will Have Significant Changes 509J Board Decides	Education/Youth

6/17/2016	Tribal Sales of Summer Chinook Begin this Week	Natural Resources
6/20/2016	Tribal Scholarship Deadline Approaching	Education
6/20/2016	WS UAS Test Range Hosts Series of Successful Flights	Economic Development/Business
6/21/2016	Tribal Pre-Budget Meeting Set for Next Week	Event/Finance
6/21/2016	UAS/UAV Training Center Groundbreaking Date Set for July	Event/Economic Development/Business
6/22/2016	WSK8 Secretaries Last Day in Office for the Summer	Education/Youth
6/23/2016	Intergovernmental Agreement with State for Cannabis Enterprise	Business/Economic Development
6/23/2016	TERO Information	Business/Economic Development
6/24/2016	Tribes Close Early for Piumesha	Tribal Business
6/28/2016	Overwhelming Support for Dawn Smith Heard at 509-J School Board Meeting	Education
6/28/2016	TERO – Securing Employment for Natives On/Near WS Reservation	Economic Development/Tribal Business
6/29/2016	Road Work Continues in Greeley Heights	Information
6/29/2016	2016 Budget Situation	Finance/Tribal Business
6/29/2016	District 5 Little League Championships	Sports
6/30/2016	Algae Blooms Affecting Drinking Water	Information/Public Safety
6/30/2016	KWSO Airing Waterfront Blues Festival	Entertainment
6/30/2016	WS Nation Little League Minor Softball Heading to State Tourney	Sports
6/30/2016	WS Fire & Safety Asking for Limits on Illegal Fireworks	Fire Safety
6/30/2016	WS Fire Chief Reminds Folks to Use Caution with BBQs	Fire Safety

Continuing PSA Campaigns

80 Department Awareness	Program Info	
80 Diabetes Prevention	Health	10
80 Safety - Fire Season Prep	Safety	
80 Meth Awareness	Mental Health	10
80 Geography Tidbits	Geography	
80 FASD Tips	Parenting	2
80 Disaster Preparedness	Safety	
80 Warm Springs History 1-8	History	

Individual PSAs

90 WSCAT Outdoor Market	Event	9
68 Boys & Girls Club Event	Youth Support	9
60 Together we are Stronger	Event	9
58 Veterans Portrait Project	Event	9
54 Strengthen Your Nation Kids 1 & 2	Mental Health	5
52 Annual Spring Yard Sale	Event	9
52 Fire Mgmt Camp Crews	Employment	
52 WIC news	Health	10
50 Honor Senior's Day	Event	9
48 WSPD Tips 1-3	Law Enforcement	
46 Bullying 1-3	Mental Health	10
44 Central Oregon Film Festival	Event	9
38 Bites & Stings 1 & 2	Health	10
36 Heart of Oregon Youth Corps	Youth Employment	8
34 MHS Basketball Golf Scramble	Youth Support	9
34 Relay for Life Golf Scramble	Youth Support	9
30 Lifestyle Balance Class	Health	10
30 Longview Coal Export Meeting	Event	9
28 Coal Meeting	Event	9

28 Sobriety Conference	Event	9
28 WS Prevention 1 & 2	Health	10
20 Glo Run	Event	9
18 Buckle Up 1-2	Safety	
18 Committee Board Openings	Government	
18 HIV/Aids 1-4	Health	10
18 I.H.S. PHR	Health	10
18 Menta Screening	Environment	9
18 Strengthen Your Nation 1 & 2	Mental Health	5
18 Warm Springs History 1-9	History	
16 Enterprise Board Openings	Business	
16 Let's Move 1 & 2	Health	10
12 IHS Nurse Hotline	Health	10
12 Red Cross Training	Emergency Response	12
12 Suicide Prevention	Mental Health	10
10 Fire Mgmt Spring Burning	Safety	
10 Managed Care 1 + 2	Health Insurance	10
10 Stay in School 1-3	Education	
6 Autism Awareness	Health	10
6 Caldera Showcase	Event	9
6 Disability Awareness	Health	10
6 Hepatitis C	Health	10
6 Oregon Health Care Recruitment	Health Insurance	10
6 Pi-Ume-Sha 2016	Cultural Event	9
# of continuing PSA campaigns aired =		640
# of PSA (set daily) that aired =		1240
TOTAL NUMBER OF Public Service Announcements:		1880

****** Guidance for Joint Health Commission 15 strategies

- 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

June 12 - July 9, 2016

3272	# of Page Likes TOTAL
22%	Largest Audience is Women 25-34
79%	Mobile Devices are most common devices used to access FB page
18461	Reach (people who had our posts go into their newsfeed)
9pm	Time when most people are online

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

5800/881 6/27/16 Pi-Ume-Sha Pow Wow

5800/797 6/26/16 Pi-Ume-Sha Parade

4600/879 6/25/16 Pi-Ume-Sha Pow Wow

HIGHEST REACH