

**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>	
10/3/2016	CTWS Communications Plan w/Alyssa Macy	Tribal Government	
10/10/2016	Nov 8th OR Governor Election w/Brown & Pierce	Election	
10/17/2016	CTWS Comp & Benefits Update	Employee Benefits	10
10/24/2016	Nov 8th District 2 Election w/Walden & Crary	Election	
10/31/2016	Nov 8th Election w/Michael Mason	Election	

<u>Date</u>	<u>Our People &amp; Mother Earth Topic</u>	<u>Issue</u>	
10/3/2016	White House Tribal Nations Meeting 2016	Government	
10/10/2016	WSK8 Family Advocates w/Rosetta Herkshan	Education	
10/17/2016	Recovery Never Ends Conference w/Sarah Frank	Mental Health	10
10/24/2016	Child Health Task Force	Child Health	10
10/31/2016	Reservation Wildlife & Hunting w/Austin Smith Jr.	Natural Resources	

**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>
10/3/2016	Fire Management Begins Fall Burning	Fire Safety, Public Information
10/3/2016	Miller to Speak on Standing Rock and Columbia Gorge	Natural Resources, Event
10/5/2016	Community Cardio Challenge Kicks Off Next Week	Health, Fitness, Event
10/5/2016	Jefferson County School District to Honor Distinguished Alumni	Education, Event
10/6/2016	Employee Benefits Fair	Employment, Event
10/6/2016	Homecoming Week at Madras High School	Education, Event
10/7/2016	Warm Springs Hunting Seasons	Natural Resources
10/7/2016	New Indianpreneurship Class Next Week	Business, Event, Employment, Education
10/7/2016	Native Storm Playing During Half-time of Blazers Game	Sports, Youth, Fitness, Event
10/7/2016	20 <sup>th</sup> Commercial Fishing Season	Natural Resources, Public Information
10/7/2016	Alumni to be Recognized at MHS Today	Event, Education
10/10/2016	Improve Fitness with 50 Days of Fitness Challenge	Health, Fitness, Event
10/10/2016	Community Center New Hours	Health, Fitness, Public Information
10/10/2016	Register to Vote	Election, Public Information
10/10/2016	Firebusters	Fire Safety, Safety, Education, Youth
10/11/2016	Learn About Small Business Ownership; Classes Start Tonight	Business, Event, Employment, Education
10/11/2016	Red Cross Charter Looking for Volunteers	Safety, Event, Health
10/11/2016	Free Transit Rides	Public Information, Environment
10/11/2016	MHS Sports	Sports, Health, Fitness, Youth
10/11/2016	WSK8 Sports	Sports, Health, Fitness, Youth
10/12/2016	Voter Registration Information	Election, Public Information
10/12/2016	WS Red Cross Charter Reminds Folks to Check Smoke Detectors	Fire Safety, Safety, Awareness
10/13/2016	Open House at WS K8 Academy	Education, Event, Youth
10/13/2016	Fire Management Announces End of Fire Season	Public Information, Fire Safety
10/14/2016	Upper Dry Creek Realignment Project	Public Awareness, Tribal Business, Safety
10/14/2016	21 <sup>st</sup> Commercial Fishing Season	Natural Resources, Public Information
10/14/2016	Outdated Infrastructure on Campus Area	Tribal Business, Safety
10/14/2016	MHS Football	Sports, Youth, Fitness
10/17/2016	WSK8 Academy Awarded Million Dollar Grant	Education, Youth
10/17/2016	Voter Pamphlets Out; Registration Deadline Tomorrow	Elections, Public Information

10/18/2016	Midnight is the Voter Registration Deadline	Elections, Public Information
10/18/2016	COVO Mobile Outreach Services in Warm Springs	Veterans, Health, Safety
10/18/2016	MHS Sports	Sports, Youth, Fitness
10/19/2016	Papalaxsimisha Program Works to Improve Attendance and Graduation	Education, Youth, Event
10/19/2016	Cannabis Project Behind Schedule; Jobs Fair Delayed	Economic Development, Tribal Business, Employment
10/19/2016	MHS Sports	Sports, Youth, Fitness
10/19/2016	S. Wasco Co. Schools Delayed Due to Power Outage	Information, Youth
10/19/2016	WSK8 Sports	Sports, Youth, Fitness
10/20/2016	Kahneeta Resort New Board Seeking Members	Economic Development, Tribal Business
10/20/2016	COBO Taking Sign Ups	Youth, Fitness, Sports
10/20/2016	MHS Sports	Youth, Fitness, Sports
10/21/2016	MHS Sports	Youth, Fitness, Sports
10/24/2016	District Budget Meetings	Tribal Business
10/24/2016	Election Day Nears	Election
10/24/2016	MHS Soccer	Sports, Youth, Fitness
10/26/2016	New WS Judges	Public Safety, Information, Tribal Business
10/26/2016	MHS Soccer Tri Valley Champs	Sports, Youth
10/26/2016	Lady Buffs Soccer	Sports, Youth
10/26/2016	Drop Box Location in Warm Springs	Election, Information
10/26/2016	WSK8 Fall Sports Awards	Event, Youth, Sports, Fitness
10/26/2016	Hoop Diaries Basketball Camp	Youth, Sports, Fitness, Event
10/27/2016	MHS Boys Soccer Hosting First Round Playoff Game	Sports, Youth
10/27/2016	Anderson Wins Districts	Sports, Youth
10/31/2016	5-2-1-0	Health, Fitness, Youth, Awareness
10/31/2016	Mail or Drop Off Ballots	Election, Information

#### Continuing PSA Campaigns

80	Department Awareness	Program Info	
80	Safety Messages	Safety	
80	Bullying Prevention	Mental Health	10
80	Breast Cancer	Health	10
80	Domestic Violence Month	Violence Prevention	10
80	Flu Awareness	Health	10
80	Dangerous Decibels	Health	10
80	Diabetes Prevention	Health	

#### Individual PSAs

78	Veterans Summit		9
71	5-2-1-0 Halloween	Health	10
65	WS Recreation Halloween	Event	9
50	Halloween Safety 1	Safety	
48	Great Pumpkin Party	Event	9
42	Fatherhood 1-4	Parenting	2
42	VOTE Nov 8th 1-4	Voting	
34	HUD Vash - Veteran's Homelessness	Housing	
34	KNT Fall Run	Event	9
34	Outlaw Rodeo	Event	9
30	Land Buy Back Mtg Nov 2	Legal	
30	Nov 8 Election Info 1-9	Election	
28	Employee Benefits Fair	Health Care	10
28	High Looke Pow Wow	Event	9
28	Veteran's Dinner	Event	9
28	WSCAT IDA 1 + 2	Personal Finance	
26	Honoring Veterans Pow Wow	Event	9
26	Spooky Indian Night Out	Event	9
25	Zombie Walk	Event	9

18	Columbus Day 1-3	Education	7
18	Pre-K Literacy Tips 1-6	Literacy	3
18	Spooky Indian Night Out	Event	9
16	2016 Community Cardio Challenge	Event	9
16	cdc smoking cessation 1-3	Health	
16	MAWS TM Art Exhibit	Event	9
12	Big Brothers Big Sisters	Youth	
12	High Blood Pressure	Health	10
12	Sepsis	Health	10
12	Motor Vehicle Crashes	Health	10
12	ADHD	Health	10
12	Smoke Detectors	Safety	
12	WS Prevention 1	Health	10
10	Indian Night Out	Event	9
10	Suicide Prevention 1 & 2	Mental Health	10
6	Buckle Up 1-2	Safety	
6	Hepatitis C	Health	10
6	Let's Move 1 & 2	Health	

# of continuing PSA campaigns aired = 640  
# of PSA (set daily) that aired = 971  
TOTAL NUMBER OF Public Service Announcements: 1611

**	<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**

October 11- November 7, 2016

3381 # of Page Likes TOTAL

17% Largest Audience is Women 25-34

27532 Reach (people who had our posts go into their newsfeed)

8pm Most popular view time

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

2400/152 10/30/16 Rez Boxing at KNT

1200/4 10/12/16 MHS Volleyball Senior Night

995/16 10/31/16 Truck or Treat

677/52 11/5/16 MHS Boys Soccer Quarterfinal

**HIGHEST REACH**

2000 10/30/16 Teacher Row Halloween start time

1900 10/31/16 Halloween Happenings

1700 10/30/16 No School - 3 on 3 basketball

1700 10/29/16 Election Reminders