

The mission of KWSO radio is to provide Warm Springs with quality radio programming that: delivers local news and information; promotes education, cultural knowledge and language preservation; and increases awareness of social, health and safety issues.

KWSO's Health Information Dissemination and Education is guided by the Warm Springs Joint Health Commission Strategies to address our community's health needs. Multimedia Health information is done on-the-air & online through: audio; video; graphics; and written materia. We work in collaboration with local health providers and educators in an effort to impact positive, healthy

KWSO is focused on two Health Strategies:

#9 - The community, government and health system coordinate with other institutions to ensure availability of healthy events, including cultural and recreational events that promote community, pride and belonging. Incentives are available for individual and family improvement.

#10 - The community is provided high quality information about health status, health care available, health risks and opportunities for health improvement.

**KWSO produces two weekly news magazines that consist of a series of 5 programs on the same topic. Each program segment is featured one day during the week and airs 9 times that day. Segments are typically 3-5 minutes long.**

<u>Date</u>	<u>Warm Springs Program Topic</u>	<u>Issue</u>	<u>Strat</u>
4/2/2018	Museum at Warm Springs 20th Anniversary	Event	9
4/9/2018	Senator Merkley	Event	9
4/16/2018	Tribal Stewards Job Corps Program	Employment	10
4/23/2018	Oregon District 2 Candidates	Event	9
4/30/2018	Jefferson County Commissioner Candidates	Event	9

<u>Date</u>	<u>Our People &amp; Mother Earth Topic</u>	<u>Issue</u>	<u>Strat</u>
4/2/2018	Archival Program - Roots w/autwai Adeline Miller	Culture	10
4/9/2018	Archival Program - Roots w/Nola Queahpama	Culture	10
4/16/2018	CPS renovation & Reopening	Event	9
4/23/2018	Meth & Children	Health	10
4/30/2018	2018 'Lil Miss Warm Springs Pageant	Event	9

**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>	<u>Strat</u>
4/4/2018	WS CPS Child Abuse Prevention Month Event	Event, Health, Safety, Youth	9 & 10
4/4/2018	CO Youth Conservation Corps	Youth, Education, Employment, Natural Resources, Health, Safety	10
4/4/2018	Museum to receive award; Pitt special guest	Event, Culture, Education	9 & 10
4/4/2018	MHS Sports	Event, Youth, Sports, Health, Fitness	9 & 10
4/5/2018	Confluence Project at Celilo Park	Culture, Education, Natural Resources, Program Awareness	10
4/5/2018	Sen. Merkley meets with Tribal Council and holds town hall in Warm Springs	Politics, Tribal Affairs, Culture, Economic Development, Substance Abuse Awareness, Event	9 & 10
4/5/2018	MHS Sports	Event, Youth, Sports, Health, Fitness	9 & 10

4/6/2018	Warm Springs CPS having games, arts/crafts and family fun for Child Abuse Prevention Awareness	Event, Health, Safety, Youth	9 & 10
4/6/2018	MHS Sports	Event, Youth, Sports, Health, Fitness	9 & 10
4/6/2018	New free legal clinic in WS	Community Service, Event, Program Awareness	9
4/6/2018	Movin' Mountains events	Event, Fitness, Health	9 & 10
4/9/2018	Casino Board Member Fran Moses-Ahern Comments at Truck Stop Grand Opening	Event, Economic Development, Tribal Affairs Transportation, Employment	9
4/9/2018	MHS Boys Tennis Invitational	Event, Youth, Sports, Health, Fitness	9 & 10
4/9/2018	Plateau Travel Plaza Manager Eric Angel at Grand Opening	Event, Economic Development, Tribal Affairs, Transportation, Employment	9
4/10/2018	WSK8 Career & College Family Engagement Night	Event, Youth, Education, Employment	9 & 10
4/10/2018	MHS Sports	Youth, Event, Sports, Health, Fitness	9 & 10
4/11/2018	WS Land Buy Back Program	Program Awareness, Tribal Affairs, Public Info, Environment	
4/11/2018	Kindergarten Pre-Registration at WSK8	Event, Youth, Education	9 & 10
4/11/2018	Party changes for May Primary	Election, Politics, Public Info	
4/12/2018	MHS Sports	Event, Youth, Sports, Health, Fitness	9 & 10
4/12/2018	Oregon and Washington authorize one more day of downriver spring chinook salmon sportfishing against tribal objections	Culture, Natural Resources, Tribal Affairs	10
4/13/2018	509-J School Board hires Greg Cole as new principal for Warm Springs K-8 Academy	Education, Youth	10
4/13/2018	WSK8 new reward program for students	Youth, Education	10
4/13/2018	MHS Sports	Youth, Event, Sports, Health, Fitness	9 & 10
4/16/2018	Tax filing deadline	Public Info	
4/16/2018	MHS Sports	Event, Youth, Sports, Health, Fitness	9 & 10
4/17/2018	MHS Drama Program does Beauty & the Beast	Youth, Education, Arts, Event	9 & 10
4/17/2018	MHS Sports	Event, Youth, Sports, Health, Fitness	9 & 10
4/17/2018	N'Chi Wana Pum Canoe Family meetings	Event, Culture, Education, Youth	9 & 10
4/18/2018	MHS Sports	Event, Youth, Sports, Health, Fitness	9 & 10
4/19/2018	Agency area without power for a time	Public Info, Safety	
4/19/2018	Aurolyn Stwyer & Joie Simtustus win Mentor Artist Fellowship	Culture, Education, Arts	10
4/19/2018	Lynden Harry named to All State first team	Sports, Youth, Fitness, Health	10
4/19/2018	Employment fair at MHS (actuality)	Youth, Event, Education, Employment	9 & 10
4/20/2018	WS takes precautions after nationwide e. Coli outbreak	Safety, Public Information, Health	10
4/20/2018	Voter registration and election information	Election, Public Info	
4/20/2018	MHS Sports	Youth, Event, Sports, Health, Fitness	9 & 10

4/24/2018	Free car seat check and distribution in WS	Community Service, Education, Event, Safety, Youth	9 & 10
4/24/2018	OHA addresses harmful algae blooms	Health, Natural Resources, Public Info, Safety	10
4/24/2018	MHS Sports	Youth, Event, Sports, Health, Safety	9 & 10
4/25/2018	Restoration Relay to bring awareness	Event, Culture, Health, Safety, Youth	9 & 10
4/25/2018	MHS Sports	Event, Youth, Sports, Health, Fitness	9 & 10
4/26/2018	Lil' Miss Warm Springs Pageant winners	Event, Youth, Culture, Education	9 & 10
4/26/2018	CTWS awarded grant for ball field improvement	Youth, Tribal Affairs, Fitness, Health, Safety, Sports	10
4/26/2018	May 15 <sup>th</sup> Primary ballots are in the mail	Public Info, Election	
4/26/2018	New US v. Oregon fisheries management agreement approved	Natural Resources, Tribal Affairs, Environment, Safety, Health	10
4/26/2018	WSK8 Football Players Signing Day	Event, Youth, Sports, Health, Fitness	9 & 10
4/26/2018	MHS Sports	Sports, Event, Youth, Health, Education	9 & 10
4/27/2018	WS TERO accepting skills surveys	Employment, Public Info	9
4/27/2018	Miss WS Fundraiser	Event, Culture, Tribal Affairs	9 & 10

**KWSO schedules 8 Public Service Announcement Campaigns each month. Messaging with specific content for each campaign runs 4 times daily.**

<u>Continuing PSA Campaigns</u>		<u>Issue</u>	
100	5-2-10 Child Health	Health	10
100	Warm Springs History (MAWS)	History	10
100	Child Abuse Prevention	Safety	10
100	Conscious Discipline	Parenting	10
100	Hope Diabetes Education	Health Education	10
100	Sexual Assault Awareness	Safety	10
100	Financial Literacy (WSCAT)	Personal Finance Education	10
100	Warm Springs PD Crime Prevention	Safety	10

**Each day KWSO schedules 4 Public Service Announcements in one of three rotations. There is Heavy Rotation (18x/day), Medium Rotation (10x/day) & 2 Light Rotations (5x/day each).**

<u>Individual PSAs</u>	<u>Issue</u>	<u>Strat</u>
66 Alcohol Awareness 1-6	Health	10
64 Roots 1-7	Culture	10
60 Great Futures Fundraiser	Event	9
60 Veteran Parade	Event	9
46 Register to Vote 1 & 2	Civics	
43 For the Health of It (April)	Health	10
43 Lil Miss Warm Springs	Event	9
40 College Tips 1-5	Education	10
38 Heart of Oregon	Employment	10
35 Root Feast Rodeo	Event	9
33 Community Read	Event	9
33 Fit Food Tip (April)	Health	10
28 Land Buy Back Program	Program/Service Awareness	

28 Oldies Dance	Event	9
28 We R Native	Health/Culture	10
23 Museum at Warm Springs Seeds of Discovery	Event	9
20 Museum TWANAT Exhibit	Event	9
18 Prescribed An Opioid?	Health	10
18 We R Native 1-3	Prevention	7
18 WSCAT AARP Tax Aid Site	Event	9
15 Comp & Benefits	Health Insurance	10
15 Luther's Firefighter Memorial	Event	9
15 Medicare	Health Insurance	10
15 WS TERO	Employment	10
10 BRFSS II	Health Survey	10
10 CHIP	Health Insurance	10
10 Legal Clinic	Event	9
10 Oregon Health Plan	Health Insurance	10
5 Boys & Girls Club Blue Door PSA	Youth	9
5 Emergency Text Message	Program/Service Awareness	
5 General Insurance Info	Health Insurance	10
5 Health Insurance	Health Insurance	10
5 IRS Common Errors	Taxes	
5 IRS Tax Payer Montage	Taxes	
5 MAWS Honor Dinner	Event	9
5 NW Archivists Event	Event	9
5 Safety Emergency Readiness 1 & 2	Safety	10
5 WS Managed Care 1-3	Health Insurance	10

# of continuing PSA campaigns aired = 800

# of PSA (set daily) that aired = 892

**TOTAL NUMBER OF Public Service Announcements Aired = 1692**