

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 change.

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>
2/5/2018	MHS 2018 Sports Hall of Fame Inductees	Prep Sports, History, Academics	9
2/12/2018	CTWS Branch of Natural Resources	Natural Resource Projects Updat	9
2/19/2018	Powwow People	Drummers & Dancers	9
2/26/2018	Warm Springs Campus Redevelopment	Planning, Infrastructure, Business	9

<u>Date</u>	<u>Our People &amp; Mother Earth Topic</u>	<u>Issue</u>	<u>Strat</u>
2/5/2018	Legends	Culture	9
2/12/2018	Legends	Culture	9
2/19/2018	Legends	Culture	9
2/26/2018	Legends	Culture	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>
2/1/2018	Miss Warm Springs 2018: Thyreicia Simtustus	Culture, Education, Event	9
2/1/2018	Agency Longhouse Closed Due to Contamination	Health, Public Info, Safety, Tribal Affairs	10
2/1/2018	WS Tribal Council Vote Down Cannabis Resolution	Employment, Tribal Affairs	
2/2/2018	MHS Girls Basketball Fan Gear Available	Sports, Youth	
2/5/2018	4 students selected to travel to Tomi City, Japan	Culture, Education, Youth	9
2/6/2018	Movin' Mountains Tips	Fitness, Health, Safety	9, 10
2/7/2018	Telco customers without power	Public Info	
2/7/2018	MHS Basketball	Sports, Youth	9
2/7/2018	WS members protest at state capitol over oil and gas drilling	Culture, Environment, Health, Natural Resources, Politics	
2/8/2018	Sampson and ATNI support bill to limit carbon pollution to reduce pollution	Culture, Education, Environment, Health, Natural Resources, Politics, Safety	

2/9/2018	COCC hosting community events focusing Native American history	Culture, Education, Event	
2/9/2018	Senior Night for MHS Girls Basketball	Sports, Youth, Event, Feature	9
2/12/2018	Jefferson County STD Cases Rising	Health, Safety	10
2/14/2018	Agency Longhouse to Remain Closed Through March	Health, Safety, Event, Public Info	
2/14/2018	BNR Reminds Hunters to Report	Natural Resources	
2/15/2018	Public update on future plans for WS downtown development	Event, Safety, Economic Development, Tribal Business	9
2/15/2018	Leclaire and Manu at 4A State Wrestling Championship	Sports, Youth, Event	9
2/15/2018	Land Buy Back Program Update	Tribal Business, Public Info, Program Awareness	
2/16/2018	Tribal members encouraged to be involved in Downtown Development Plan	Event, Economic Development	9
2/16/2018	Madras boys and girls basketball victorious at Corbett	Sports, Youth	9
2/16/2018	4A State Wrestling Championships start today at Memorial Coliseum	Event, Sports, youth	9
2/20/2018	Manu runner up at wrestling championship	Sports, Youth	9
2/20/2018	End of the regular season for the Buffs; Facing Crook Co	Sports, Youth, Event	9
2/21/2018	So. Wasco Co. Schools closed	Weather, Public Info, Safety	
2/21/2018	Madras boys to host play-in game; Girls host first round game	Event, Sports, Youth	9
2/21/2018	Sea Lions at Willamette Falls trucked to coast	Natural Resources, Environment	
2/21/2018	Local college students coordinate fundraising event	Event, Feature,	9
2/21/2018	Trump Proposing CPB Funding Cut Completely	Politics, Education	
2/22/2018	WS Chamber Officers	Tribal Business, Economic Development	
2/22/2018	Post season play for the White Buffs	Events, Sports, Youth	9
2/22/2018	Museum 16 <sup>th</sup> Annual Honor Dinner announces honorees	Event, Culture, Education	9
2/23/2018	Third Zone 6 fishing period set	Natural Resources, Public Info	
2/23/2018	Madras boys will host Tillamook in Play In Matchup	Event, Sports, Youth	9
2/26/2018	Boys win! Both teams are officially in the state tournament	Sports, Youth	9
2/27/2018	Oregon Women's Veterans Conference	Veterans, Event	9
2/27/2018	BRFSS Surveys halfway to goal	Health, Safety, Prevention	9, 10
2/27/2018	Friday and Saturday Games for Buffs	Event, Youth, Sports	9
2/27/2018	COBO Tournament and Middle School Championships	Event, Youth, Sports	9
2/28/2018	All Madras COBO Teams Qualified for Oregon Middle School Girls Basketball Championship this weekend	Sports, Youth, Event	9

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

Continuing PSA Campaigns

		Issue	
100	CTWS HHS Departments/Services	Health/Education Services	10
100	Conscious Discipline	Parenting	9, 10
100	Hope Diabetes Education	Health Education	10
100	Warm Springs History (MAWS)	History	9
100	Financial Literacy (WSCAT)	Personal Finance Education	

100	Heart Health Information 1-5	Health	10
100	Gambling 2015 1-5	Mental Health	10
100	Disaster Preparedness 1 & 2	Emergency Preparedness	

**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>
105	BRFSS	Health Survey	10
99	Eagle Watch 2018	Event	9
91	WSCAT AARP Tax Aide Site	Income Taxes	
76	For the Health of It for February	Health	10
61	Lincoln's Pow Wow 2018	Event	9
51	Fire & Safety 1-3	Safety	
51	WSCAT Pathways Home Class	Financial Education	
43	Fit Food Tip for February	Health	10
38	Health Insurance	Health Insurance	10
36	HIV/Aids 2015 1-4	Health	10
30	MAWS 25th Anniversary Celebration	Event	9
25	Luther's Firefighter Memorial	event	9
25	Northwest Archivists Meeting	Event	
25	Veteran's Memorial Park	Veterans	
23	Oregon Health Plan	Health Insurance	10
18	Elder Abuse	Violence Prevention	10
18	Flu A, B, C (sue)	Health	10
18	We R Native	Prevention	7
15	MAWS Tribal Youth Art Exhibit	Event	9
15	Medicare	Health Insurance	10
15	OPB Digital Channel	Program/Service Awareness	
13	IRS.gov tips	Income Taxes	
10	CHIP	Health Insurance	10
10	Comp & Benefits	Health Insurance	10
10	Emergency Text Message	Program/Service Awareness	
10	Managed Care 1-3	Health Insurance	10
10	MAWS Honor Dinner	Event	9
10	Warm Springs Transit	Transportation	
5	Alcohol Awareness Cooking with Grandma	Alcohol Awareness	10
5	Cancer & Tobacco Use	Health	10
5	CTWS Tribal Member Portal	Program/Service Awareness	
5	Sexual Assault	Violence Prevention	10
5	Veteran's THRIVE	Suicide Prevention	10
5	WS Prevention 1 Talk to Kids re: Drugs	Health	10
5	WS Prevention 2 Tobacco	Health	10

# of continuing PSA campaigns aired = 800

# of PSA (set daily) that aired = 986

**TOTAL NUMBER OF Public Service Announcements Aired = 1786**

