

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>
3/5/2018	WSCAT AARP Tax Aide Site	Tax Assistance	
3/12/2018	Papalaximisha Native Curriculum in Schools	Education	10
3/19/2018	Meth Contamination	Health	10
3/26/2018	Boys & Girls Club of Warm Springs	Youth Support	10

<u>Date</u>	<u>Our People & Mother Earth Topic</u>	<u>Issue</u>	<u>Strat</u>
3/5/2018	Gladys Grant	History	
3/12/2018	Museum at Warm Springs opening 1993	History/Culture	10
3/19/2018	Behavioral Risk Factorr Surveillance Survey	Health	10
3/26/2018	The Language of Root Digging	Culture	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>	<u>Strat</u>
3/1/2018	White Buff boys & girls post-season play	Event, Youth, Sports	9
3/2/2018	Madras Girls hosting Valley Catholic in 4A State Basketball first round game tonight	Event, Youth, Sports	9
3/5/2018	Madras girls and boys out in first round games	Youth, Sports	
3/5/2018	3 Madras teams place at Oregon Middle School Championships	Youth, Sports	
3/5/2018	Neighbor Impact receives grant for Food Recovery Program	Program Awareness, Health	10
3/6/2018	Judge rules against tribal members on Mt. Hood sacred site case	Culture, Natural Resources,	10
3/6/2018	Lynden Harry named TVC girls basketball player of the year for 3 rd year in a row	Youth, Sports	
3/7/2018	Record number of candidates file for May primary races; April 24 registration deadline	Election, Public Info	
3/7/2018	MHS now ready for spring sports	Sports, youth, event	9

3/7/2018	WSNLL signups are underway	Sports, youth, event	9
3/8/2018	Museum at Warm Springs 25 th Anniversary Traditional Powwow	Event, Culture	9 10
3/8/2018	CPS renovations will significantly improve services to youth and families	Program Awareness, Safety, Youth	
3/8/2018	Jefferson County primary races for Commissioners, clerk and sheriff	Election, public info	
3/9/2018	Sen. Wyden holds annual town hall	Politics, event	9
3/9/2018	Family Literacy Night & 509-J school board meeting coming up at WSK8	Event, education, literacy, public info, youth	9 10
3/9/2018	WS Cougars Youth basketball tournament this weekend	Event, youth, sports, health, fitness	9 10
3/9/2018	Move clocks forward; check smoke detector batteries	Public info, safety	
3/12/2018	WS Community Action Team Hiring for New Positions	Employment; Economic Development	
3/12/2018	WSPD vs. Eluding Driver	Safety	
3/13/2018	WS Cougars Youth Tourney Results	Youth, Health, Fitness	9 10
3/13/2018	Fisheries Announcements	Natural Resources, Public Info	
3/14/2018	2 nd WS Downtown Development Planning Meeting Set	Event, Economic Development, Tribal Affairs, Environment	9
3/14/2018	MHS Principal Responds to Planned Walkouts	Youth, Safety, Politics, Education	10
3/15/2018	WSPD Anonymous Tip Line	Public Info, Safety	
3/15/2018	New Travel Plaza set to open	Tribal Affairs, Event, Economic Development	9
3/15/2018	MHS Sports	Youth, Sports, Fitness, Health	9 10
3/15/2018	Community meeting on ball field improvements grant	Event, Youth, Sports, Fitness, Health	9 10
3/16/2018	Museum selected for Oregon Heritage Excellence Award	Feature, Culture, Education	10
3/16/2018	MHS 9 th Grade Orientation set	Youth, Event, Education	9 10
3/20/2018	Summer Youth Work Program	Youth, Employment, Education, Health, Event	9 10
3/21/2018	Spring Break Kid's Dental Day	Youth, Health, Event	9 10
3/21/2018	MHS Sports	Youth, Sports, Health, Fitness	10
3/22/2018	WSPD seeing uptick in burglaries	Safety	
3/22/2018	WS Nation Little League	Event, Youth, Sports, Health, Fitness	9 10
3/23/2018	Plateau Travel Plaza opens for business	Event, Tribal Business, Economic Development, Employment	9
3/23/2018	CTWS Tribal Scholarship applications available online	Education, Public Info, Youth	10
3/23/2018	MHS Sports	Youth, Sports, Health, Fitness	10
3/26/2018	WS Nation Little League camps	Event, Youth, Sports, Health, Fitness	9 10
3/26/2018	Rec and WSPD team up for bike rodeo	Event, Youth, Safety, Education	9 10
3/26/2018	Comments from Plateau Travel Plaza opening (J. Cartensen)	Program Awareness, Economic Development, Tribal Business	
3/27/2018	Sen. Merkley holding town hall in Warm Springs	Event, Politics	9

3/27/2018	Downtown Development planning meeting	Event, Tribal Business, Economic Development	9
3/27/2018	MHS Softball	Youth, Sports, Health, Fitness	10
3/28/2018	WS Land Buy Back Program has new staff member	Program Awareness, Tribal Business	
3/28/2018	Madras does well at Redmond Spring Break Softball Invitational	Youth, Sports, Health, Fitness	10
3/29/2018	NASA Scientist putting on eclipse photo sharing event	Event, Education, Youth	9 10
3/29/2018	CRITFC annual Salmon Camp	Event, Youth, Education, Natural Resources, Environment	9 10
3/30/2018	CPS Center Grand Re-opening today	Event, Youth, Health, Safety	9 10

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

Continuing PSA Campaigns

		<u>Issue</u>	
100	Warm Springs History (MAWS)	History	10
100	CTWS HHS Departments/Services	Health/Education Services	10
100	Conscious Discipline	Parenting	10
100	Hope Diabetes Education	Health Education	10
100	Mental Health 1-3	Mental Health	10
100	Financial Literacy (WSCAT)	Personal Finance Education	10
100	Driving Safety	Safety	10
100	Drink Water 5-2-1-0	Health	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).

Individual PSAs

		<u>Issue</u>	<u>Strat</u>
109	BRFSS	Health Survey	10
109	*Health Insurance	Health Insurance	10
79	Fit Food Tip for March	Health	10
74	WSCAT Pathways Home Class	Financial Education	
73	Easter Egg Hunt	Event	9
71	For the Health of It for March	Health	10
61	Bike & Skateboard Rodeo	Event	9
52	Museum Pow Wow	Event	9
51	MAWS 25th Anniversary Celebration	Event	9
48	WSCAT AARP Tax Aide Site	Income Taxes	
46	Coffee With a Cop	Public Safety	9
33	Community Read	Event	9
30	Oldies Dance	Event	9
28	Celilo 1-4	History	
28	College Tips 1-5		7
28	Madras Splash Park	Event	
28	Prescribed An Opioid?	Health	10
28	WSPD Crime Prevention Tips 1-4	Safety	10
25	Luther's Firefighter Memorial	event	9
24	MAWS Honor Dinner	Event	9
18	HIV/Aids 2017 1-3	Health	10
15	MAWS Exhibit "TWANAT.."	Event	9
15	WSCAT Small Business Coach	Business	
10	Alcohol Awareness Cooking with Grandma	Alcohol Awareness	10

10	Elder Abuse	Violence Prevention	10
10	IRS.gov Common Errors	Income Taxes	
10	Northwest Archivists Meeting	Event	
10	Sexual Assault	Violence Prevention	10
10	Vietnam Veterans Parade	Event	9
5	Cancer & Tobacco Use	Health	10
5	CTWS Tribal Member Portal	Program/Service Awareness	
5	LGBTQ Support	Suicide Prevention	10
5	Move Against Migraines	Health	10
5	OPB Digital Channel	Program/Service Awareness	
5	Veteran's Memorial Park	Veterans	
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

*Health Insurance PSAs that rotated: CHIP
 Comp & Benefits
 General Insurance Info
 Managed Care 1-3
 Medicare
 Oregon Health Plan

of continuing PSA campaigns aired = 800
 # of PSA (set daily) that aired = 1178

TOTAL NUMBER OF Public Service Announcements Aired = 1978