



**Memo to the Public File**

Wednesday, October 07, 2009

To: Public File  
From: Jason Knouse

**Quarterly Ascertainment Summary – 3rd Quarter 2009**

Attached is a report concerning KEZI-TV news stories, local programming, network programming and public service announcements aired over KEZI+ during 3rd Quarter 2009 pertaining to key issues, as determined by the KEZI -TV Community Relations Department.

The five main areas and issues listed below are identified from viewer comments, solicited community comment and ascertainment of interviews with community leaders.

KEZI Key Issues:

- 1) Crime and Community Safety
- 2) Fuel
- 3) Traffic / Transportation / Environmental Planning
- 4) Government
- 5) Land Use / Community Growth

**KEZI-TV Eugene** contributed **1,596** public service announcements covering issues in the station’s immediate community and Lane County. Also contributed a minimum one story per 30 minutes of news covering above issues (samples on DVD available on individual request).

**KEZI-TV+ (Roseburg / Coos Bay / Corvallis)** contributed **3,349** public service announcements covering issues in outlying areas of Douglas, Coos and Benton Counties. Also, contributed minimum one story per 30 minutes of news covering above issues (samples on DVD available on individual request).

**KEZI 9.2 (Eugene + Limited DMA Viewing)** contributed **18,572** public service announcements covering elected issues. 9.2 contributes local, regional and national news blocks covering all issues, updated three times per day as well as, simulcast of each local news broadcast and special news coverage on KEZI+ for added reach and coverage of DMA community issues.

<b>3rd Quarter 2009:</b>	<b>PSA TOTAL for KEZI+ (KEZI / KRBG)</b>	<b>4,945</b>
	<b>PSA TOTAL for KEZI 9.2</b>	<b>18,572</b>
	<b>PSA TOTAL for KEZI CHANNELS</b>	<b>23,517</b>

**Public Service Audit:**

For a day-to-day breakout of each PSA actual broadcast time and issues addressed aired over KEZI, KEZI+ and KEZI 9.2 in 3rd Quarter 2009, please refer to attached data CD-ROM. Included are PDF breakouts covering entire reporting period.

2975 Chad Drive  
Eugene, OR 97408

t 541.485.5611  
f 541.686.8004

[www.kezi.com](http://www.kezi.com)