



Memo to the Public File

Monday, July 06, 2009

To: Public File
From: Jason Knouse

Quarterly Ascertainment Summary – 2nd Quarter 2009

Attached is a report concerning KEZI-TV news stories, local programming, network programming and public service announcements aired over KEZI+ during 2nd 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 **1,627** 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 disc).

KEZI-TV+ (Roseburg / Coos Bay / Corvallis) contributed **3,619** 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 disc).

KEZI 9.2 (Eugene + Limited DMA Viewing) contributed **21,617** public service announcements covering elected issues. Also, re-broadcasted every newscast on KEZI+ for added reach and coverage ability throughout DMA.

2nd Quarter 2009:	PSA TOTAL for KEZI+ (KEZI / KRBG)	5,246
	PSA TOTAL for KEZI 9.2	21,617
	PSA TOTAL for KEZI CHANNELS	26,863

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 2nd Quarter 2009, please refer to attached data CD-ROM. Included are PDF breakouts covering entire reporting period.

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