

KWSO Quarterly Report 2012 - 2nd quarter (April- June 2012)

The Following is a listing of some of the significant issues addressed by KWSO-FM during this Quarter. The order in which issues appear do not reflect any priority or significance

KWSO produces two weekly news magazines that consist of a series of 5 programs on the same topic. A program runs 8 times each day. Segments are typically about 3 minutes long.

<u>Date</u>	<u>Warm Springs Program Topic</u>	<u>Issue</u>
04/02/12	Beaver Creek Project	Natural Resources
04/09/12	Enterprise Facilitation	Business Development
04/16/12	Jane Kirkpatrick	Literature
04/23/12	First Nations Ouesta	Financial
04/30/12	Terry Macy - WS Market	Local Business
05/07/12	MHS Proficiency Classes	Education
05/14/12	Nigel Scullion- Australian Senator	Indigenous Rural Communities
05/21/12	Timber Symposium	Natural Resources
05/28/12	Ted Wheeler - State Treasurer	State Government
06/04/12	JCMS assembly at WS Elementary	Education/Performance
06/11/12	Ron Wyden I - Education and local issues	Senate Representation
06/18/12	Big Brothers Big Sisters	Youth
06/25/12	School Referendum Vote	Education/vote

Our People & Mother Earth Topic

04/02/12	Elizabeth Furse (Treaties)	Treaty Rights
04/09/12	Elizabeth Furse - Sovereignty	Tribal Sovereignty
04/16/12	Root Digging	Cultural Practices
04/23/12	Adeline Miller	Elder Wisdom
04/30/12	The Language of Roots	Native Languages
05/07/12	In Lieu Site Dedication	Treaty Rights
05/14/12	StoryCorps - Brenda Nathan & Miriam Vance	StoryCorps
05/21/12	Honor Seniors Day	Senior Citizen Event
05/28/12	Larson Kalama	Veterans
06/04/12	Cancer awareness	Health
06/11/12	Optimum Health while Aging	Health
06/18/12	Nature Recording	Nature Sounds
06/25/12	Fish Tower Release	Natural Resources

13 local newscasts are produced each weekday

Local News Stories

<u>Date</u>	<u>Story Topic</u>	<u>Issue</u>
4/4/2012	Culture club performs at High school	Education
4/5/2012	Sheriffs deputy arrested for DUI	Public safety
4/5/2012	Pipe bombs found in madras Neighborhood	Public safety
4/5/2012	Simnasho 60+ basketball team wins Idaho tourney	Sports
4/6/2012	All Indian basketball tournament celebrates 20 years	Sports
4/10/2012	Warm Springs woman sentenced in federal court	Public safety
4/11/2012	Jefferson county jail rents beds to neighboring county	Public safety
4/12/2012	Lists of eligible voters posted	Politics
4/13/2012	Adaline Miller Honored	Culture
4/13/2012	Culver man sentenced for sex abuse	Public safety
4/13/2012	Root feast scheduled	Culture

4/15/2012 Youth clean up around Longhouse	Community
4/15/2012 COCC offers degree program	Education
4/16/2012 Ellsbury injured in game	Sports
4/16/2012 District meeting at Simnasho	Community
4/17/2012 Suspicious device found on Helipad	Public safety
4/17/2012 Agency district meeting	Community
4/18/2012 Community health reports first case of pertussis	Health
4/18/2012 School mascot resolution passed by state school board	Education
4/20/2012 Health Nurses confirm whooping cough case	Health
4/23/2012 Sealions eating more salmon than first thought	Natural resources
4/24/2012 Treaty fishing sites completed on Columbia River	Natural resources
4/26/2012 COCC tuition to increase	Education
4/27/2012 Wildlife officials get nod to remove sealions	Natural resources
5/1/2012 Head start conducts community assessment	Education
5/1/2012 Root feat rodeo results in	Sports
5/1/2012 May day rally in Madras	Politics
5/2/2012 Vote by mail ballots arrive	Elections
5/3/2012 Big Brothers Big Sisters recruiting	Community
5/3/2012 WS Telco announces availability of phone service	Business
5/4/2012 Open enrollment for state schools approved	Education
5/5/2012 Telco to set up info table at market	Business
5/7/2012 Fire crew training set	Public safety
5/8/2012 Tribal council meets	Politics
5/8/2012 Honor seniors day this week	Community
5/8/2012 Timber Sale Approved	Natural resources
5/9/2012 Planning department holds public meeting	Business`
5/9/2012 Bee hive falls on campus	Public safety
5/9/2012 Tribe to host timber symposium	Natural resources
5/11/2012 Honor Seniors day today	Community
5/11/2012 Referendum vote to take place next week	elections
5/14/2012 School vote today	Elections
5/15/2012 Community waits for election results	Elections
5/15/2012 County voters approve school bond	Elections
5/15/2012 Not enough voters turn out for tribal referendum	Elections
5/15/2012 Timber symposium underway	Natural resources
5/16/2012 School board approves 2013 schedule	Education
5/17/2012 State approves native mascot name changes	Education
5/21/2012 Barn destroyed by fire	Public safety
5/21/2012 Teen shocked by electrical wire	Public safety
5/22/2012 Blood drive today at clinic	Health
5/23/2012 Council meets ahead of ATNI	Politics
5/23/2012 Middle school band to perform at Warmsprings elementary	Education
5/25/2012 Grant development team organized	Business
5/25/2012 Bowl for kids sake	Community
5/29/2012 Credit enterprise announces check cashing	Business
5/31/2012 Council approves June agenda politics	business
6/1/2012 Body found in tunnel	Public safety
6/1/2012 Canoe family offers rides	Recreation
6/1/2012 Literacy program kicks off	Education
6/4/2012 Youth work program	Business
6/4/2012 Tribal members arrested in connection with homicide	Public safety
6/4/2012 Prison plans power outage	Public safety
6/4/2012 Estate planning help available	Business
6/5/2012 Tribes announces next vote on school	Education
6/6/2012 Fish to be released	Natural resources
6/7/2012 Construction begins on lane project	Public safety

6/8/2012 Senate ask for money for firefighting airfleet	Natural resources
6/8/2012 Local campground re opens	Recreation
6/11/2012 Local rodeo teams place in sisters	Sports
6/12/2012 Tribes announce furlough days	Business
6/13/2012 Fishery dates set	Natural resources
6/14/2012 Fire destroys home	Public safety
6/18/2012 Fire destroys home	Public safety
6/19/2012 Grant to help create jobs, economy	Business
6/20/2012 Per capita checks delayed	Business
6/20/2012 Tribal council agenda discussed	Politics
6/22/2012 Riders participate at museum opening	Culture
6/22/2012 Lamprey subject of seminar	Natural resources
6/22/2012 Arcade opens at plaza	Business
6/22/2012 Exhibit opens	Culture
6/25/2012 Squaxin tribe to host canoe families	Culture
6/25/2012 Pow wow well attended	Culture
6/25/2012 Fire season declared	Public safety
6/26/2012 Commission hosts salmon camp	Natural resources
6/26/2012 Recreation announces summer field trips	Recreation
6/27/2012 Tribal leader to run for seante	Politics
6/27/2012 Ellsbury assigned to rehab stint	Sports
6/27/2012 Regional sessions for rive rtreaty announced	Natural resources
6/28/2012 Senator announces transportation plan	Politics
6/29/2012 Tribal offices closed Monday	Economy

Earth & Sky

Nationally distributed Science Program on various topics that airs daily

90 sec - 3x daily = 4.5 min/day = 31.5 min/week = 6.3 hrs over 12 weeks this quarter

Lohdown on Science

Nationally distributed Science Program on various topics that airs daily

90 sec - 3x daily = 4.5 min/day = 31.5 min/week = 6.3 hrs over 12 weeks this quarter

Job Report

Locally produced job opportunity listing updated weekly

2 min - 3x daily - 5/day a week = 30 min/week = 6 hours over 12 weeks this quarter

Pow Wow Trail

Locally produced listing of upcoming pow wows and Native celebrations

2 min - 3x daily - 5/day a week = 30 min/week = 6 hours over 12 weeks this quarter

Rodeo Round Up

Locally produced listing of upcoming rodeos, clinics, events plus competition results

2 min - 3x daily - 5/day a week = 30 min/week = 6 hours over 12 weeks this quarter

HISTORY PROGRAMMING

A local "on this day in history" runs twice daily featuring interesting information gathered from CTWS Tribal Council Summaries, Spilyay Tymoo stories and additional source material as needed

Additional underwritten PSA campaigns are not included in this report

Continuing PSA Campaigns

Culture/History	20x/week = 240x /1st quarter
Positive Indian Parenting	20x/week = 240x /1st quarter
Parenting Education/Child Development	20x/week = 240x /1st quarter
Financial Literacy/Small Business Tips	20x/week = 240x /1st quarter
Violence Prevention	20x/week = 240x /1st quarter
Substance Abuse Prevention	20x/week = 240x /1st quarter

Diabetes Prevention
Department Awareness

20x/week = 240x /1st quarter
20x/week = 240x /1st quarter

PUBLIC SERVICE ANNOUNCEMENTS 2nd Quarter 2012

<u># times/ran</u>	<u>PSA Title</u>	<u>Issue</u>
180	OPB	Media
158	July 10th Tribal Referendum	Vote
118	Pi-Ume-Sha Activities - All Rotating	Events
114	509 J Bond Vote	Vote Info
102	WS Telecom 1 - 2	Telecommunications Service
99	Point of No Return	Child Abuse Prevention
98	Fruit of the Month	Health
98	Boys & Girls Fundriaser	Youth
94	Fire Management 1-3	Fire Safety
93	WS Kindergarten Registration	Education
93	For the Health of It	Health
80	Root Feast Rodeo	Event
80	Honor Senior's Day	Senior Citizen Event
73	Pharmacy/Medications 1	Medications
69	Native Thunder Show & Run	Event/Activity
64	Whooping Cough	Health
63	Indian Wills	Legal
60	Treaty of 1855 Info	History
59	Health Info	Health
57	Madras Saturday Market	Business
56	Graduation Celebrations	Alcohol Safety
56	Spring Yard Sale	Event
56	Gathering of Flutes	Health
53	Autism 1-2	Autism
53	Food Safety 1 - 2	Food Safety
47	Cougars Basketball Tournament	Sports
45	Road Construction Safety	Safety
45	Girl Scouts	Youth
44	Camp Crew Training	Employment Training
42	Vets & Family Healing Circle	Veterans
38	4th of July Safety 1-4	Safety
37	KNT Mini Marathon	Event/Activity
37	Painting with the Sun	Event/Activity
37	Big Bro/Big Sis Kickoff Event	Youth
35	Dangerous Decibels	Hearing Health
34	Another Indian Uprising	Event
33	4th of July Activities	Event
33	Mother's Day Sale	Event
33	Bike Tips 1-2	Fitness
33	Stress Awareness	Health
28	Parenting Class	Parenting
28	My First Rope Class	Youth
28	Summer Reading Program	Youth Literacy
25	WS Library	Public Library
25	VOCS Vilolence Prevention	Violence Prevention
24	Boomer Classic	Event/MAWS Fundraiser
23	Stay in School (1-5)	Education
23	Summer Lunch	Summer Lunch
20	COCC Community Classes	Education
20	Baptist Church Revival	Event/Activity
20	Youth Wreckless Driving 1-2	Safety

20 Register to Vote 1	Vote
18 High School Sports 1-4	Education
18 Environmentally Friendly Tips	Environment
18 Prevention Camp at He He	Mental Health
15 Community Clean Project	Environment
15 Quit Smoking	Health
15 Home Fire Safety (Housing)	Safety
15 CO Youth Conservation Corps	Youth Employment
10 CHET Drinking	Alcohol Abuse
10 Relay for Life	Event/Fundraiser
10 Reading 1-6	Literacy
10 Salmon Camp	Youth Opportunity
5 GED Pep Talk	Education
5 Unplanned Pregnancy 1-3	Pregnancy Prevention
5 Don't Text and Drive 1-3	Safety
5 Sex Offender Registry	Sex Offender Registry
5 Drowning Prevention 1-2	Water Safety

of continuing PSA campaigns aired = 1920

of PSA (set daily) that aired = 3162

TOTAL NUMBER OF Public Service Announcements Aired = 5082

Additional PSAs ran that were underwritten and are not included in this report

Native America Calling is a daily nationwide call in talk show that focuses on Topics and Issues in Indian Country.

Native America Calling Topics this Quarter

Issue

4/2/2012 An Interview With An Eagle & Others	Native Culture
4/3/2012 April Current Events	Current Events
4/4/2012 Sturgeon as Sustenance & Spirituality	Cultural Resources
4/5/2012 Facing Our Water Issues	Natural Resources
4/6/2012 Tribal History Strengthening Leadership	History
4/9/2012 Facing Our Water Issues	Natural Resources
4/10/2012 Perpetuating the Mythical Native	Media
4/11/2012 UN Checking Up On Human Rights	Human Rights
4/12/2012 How Native is Poetry?	Poetry
4/13/2012 Is Luck Real?	Mental Health
4/16/2012 Native in the Spotlight: Marty Two Bulls Sr.	Feature
4/17/2012 Dental Care for the Masses	Dental
4/18/2012 Revenge of the Native Nerds	Stereotypes
4/19/2012 Book of the Month: My Mother is Now Earth	Literature
4/20/2012 Monitoring Reservation Climate Change	Climate Change
4/23/2012 The Reality of Who Higher Education Is For	Higher Education
4/24/2012 Standing Up To Bullies	Bullying
4/25/2012 Hats Off To Administrative Professionals	Careers
4/26/2012 A Tribute to Tribal Nations	Sovereignty
4/27/2012 Music Maker: NRG Rising	Arts
4/30/2012 What's On Your Mind?	Current Events
5/1/2012 May Current Events	Current Events
5/2/2012 What's Sovereign Erotics?	Sovereignty
5/3/2012 Preserving Native Seen Stocks	Native Perspective
5/4/2012 Ask a Native	Native Perspective
5/7/2012 Oil Spills Still Impacting Natives	Environment
5/8/2012 Does the Business of Art hinder Creativity	Arts

5/9/2012	By the Way Sweetie, What's Your Clan	Native Lifeways
5/10/2012	Native In The Spotlight: Princess ATAK	Feature
5/11/2012	Traditional Mothers Rising a Modern World	Parenting
5/14/2012	Music Maker: Martha Redbone	Arts
5/15/2012	Raising Women's Voices	Women
5/16/2012	Nurturing Environments & New Parents	Parenting
5/17/2012	Keeping Our Horses Sacred	Cultural Resources
5/18/2012	Great Words & Speeches for the Masses	Oratory
5/21/2012	Trust in Native Business	Business
5/22/2012	Reflecting on Carlos Santana's Words	Arts
5/23/2012	Healthy Bones Healthy Body	Health
5/24/2012	Forgiveness for Forced Relocation	Mental Health
5/25/2012	Explaining Racism to Young Minds	Racism
5/28/2012	Alaska Stories on Climate Change	Climate Change
5/29/2012	Celebrating Native Olympic Achievements	Sports
5/30/2012	Book of the Month: Reservation Capitalism Econ Dev i	Literature
5/31/2012	Protecting Ourselves, Protecting Our People	Safety
6/1/2012	Invasion of the Species	Natural Resources
6/4/2012	Venus Was Her Name	Native Perspective
6/5/2012	June Current Events	Current Events
6/6/2012	Is My Job Making Me Unhealthy?	Employment
6/7/2012	Native in the Spotlight: Michael Conner	Feature
6/8/2012	Before They Were Cities	Cultural Geography
6/11/2012	Living Breathing Walking Talking Native History	History
6/12/2012	Ho-Wah! Baby-Baby!	Pow Wow
6/13/2012	Commission on Trust Reform	Trust Reform
6/14/2012	Native Soup for the Soul	Mental Health
6/15/2012	Digging Into Dad's Music Collection	Family
6/18/2012	Book of the Month: Cell Traffic	Literature
6/19/2012	Got a Young Couch Potato In Your House?	Physical Fitness
6/20/2012	Being a LGY Parent in a Straight World	Parenting
6/21/2012	Matariki the Maori New Year	Maori Culture
6/22/2012	Is a Healthy Man Hard to Find?	Relationships
6/25/2012	The Native Katsina Dolls' Story	SW Culture
6/26/2012	June Music Maker Patrick Landeza	Arts
6/27/2012	Summer Lovin'	Native Perspective
6/28/2012	Native Doctors Wanted, Apply Within	Health Careers
6/29/2012	What is the Native American Dream?	Cultural Lifeways