

The far right column notes Joint Commission guidance area for programming

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.

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<u>Date</u>	<u>Warm Springs Program Topic</u>	<u>Issue</u>
10/31/2016	Election Info	Voting
11/7/2016	CTWS UAV project	Business
11/14/2016	On Track OHSU	STEM Education
11/21/2016	CTWS 2017 Budget	Tribal Government
11/28/2016	Madras Aquatic Center	Fitness

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<u>Date</u>	<u>Our People & Mother Earth Topic</u>	<u>Issue</u>
10/31/2016	Reservation Wildlife and Hunting	Wildlife
11/7/2016	Veterans	Veterans
11/14/2016	Two Women Veterans	Veterans
11/21/2016	Standing Rock #NoDAPL	Environment
11/28/2016	Angel Goodrich of the WNBA	Human Interest

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>
11/1/2016	Bend Spay & Neuter Clinic	Pet Owner Opportunity
11/2/2016	Columbia River Fishery closure	Fishing
11/3/2016	Madras Boys Soccer	Prep Sports
11/4/2016	Warm Springs Holiday Toy Drive	Benefit Toy Drive
11/4/2016	CTWS Employee Benefits deadline	Insurance
11/7/2016	Madras Boys Soccer	Prep Sports
11/7/2016	MHS Cross Country Tyler Anderson	Prep Sports
11/8/2016	Voting Details	Election
11/9/2016	MHS boys Soccer	Prep Sports
11/9/2016	Local Election Results	Election
11/10/2016	Red Cross Warm Springs Smoke Alarm Project	Safety
11/15/2016	On Track OHSU meeting	STEM Education
11/16/2016	CO Veterans Outreach	Veterans
11/16/2016	East Cascade Transit schedule	Transportation
11/16/2016	509J Superintendent Resignation	Education
11/17/2016	Ramah Settlement payment	Tribal Government
11/17/2016	Snow in the Cascades	Weather
11/17/2016	CTWS Budget 2017	Tribal Government
11/18/2016	Warm Springs NA Month Parade	Native Awareness
11/18/2016	Warm Springs Trash Schedule	Sanitation
11/18/2016	Name the Travel Plaza Opportunity	Opportunity
11/21/2016	COBO basketball	Youth Sports
11/21/2016	SOAR Oregon	Economic Development
11/22/2016	Cannabis Project	Economic Development
11/22/2016	Warm Springs TERO	Employment
11/28/2016	WSCAT SCORE class	Business
11/29/2016	509J Board Impact Aid Meeting	Education
11/29/2016	WS K-8 Student Spotlight	Education
11/29/2016	WS Commercial Corridor Safety Plan	Safety
11/29/2016	Email Alert System for CTWS	Communication
11/30/2016	Kah-nee-Ta resort limited schedule	Business

11/30/2016	Employee Benefits Deadline	Insurance
11/30/2016	Ventures exploring mining and rock crushing	Economic Development
11/30/2016	Arlene Boileau in OSU 4H Hall of Fame	Feature

Continuing PSA Campaigns

80	Diabetes Prevention	Health	10
80	Department Awareness	Program Info	
80	Safety Messages	Safety	
80	Flu Awareness	Health	10
80	WSCAT IDA	Personal Finance	
80	College Tips	Education	
80	PIP 1-13	Parenting	2
80	WS History of Development 1-29	History	

Individual PSAs

132	Washanaksha	Culture	
88	Turkey Trot	Event	9
78	Xmas Activities	Event	9
66	Honoring Veterans Pow Wow	Event	9
62	Tribal Lifeline	Program	
57	VOTE Nov 8th 1-4	Voting	9
48	Buffalo Skywalkers	Youth Sports	9
46	Smoke Alarms 1 & 2	Safety	
43	Veteran's Dinner	Event	9
40	Don't Text & Drive 1-3	Safety	
40	Native Stand Conference	Event	9
40	Youth Appreciation Meals	Event	9
37	Veterans Summit	Event	9
36	Food Safety 1-5	Food Safety	
36	MAWS Native Art Market	Event	9
34	MAWS TM Art Exhibit	Event	9
32	Women's Conference	Event	9
25	Land Buy Back Mtg Nov 2	Legal	
22	HIV/Aids 1-2	Health	10
18	Energy Efficiency 1-3	Energy	
18	Suicide Prevention	Mental Health	10
16	Holiday Tournament Registration	Event	9
16	WS Prevention 1 & 2	Health	10
15	Honor Veterans Trek	Event	9
15	Madras Veterans Day	Event	9
15	Simnasho Vets Dinner	Event	9
15	WS Veterans Day Parade	Event	9
12	Autism Awareness	Health	10
12	Children's Oral Health	Dental Health	10
12	Hepatitis C	Health	10
12	Sparky 1 & 2	safety	
10	Big Brothers Big Sisters	Youth	
10	Buckle Up 1-2	Safety	
6	CDC Info ADHD in Youth 4	Health	10
6	CDC Info Motor Vehicle Crashes 3	Health	10
6	CDC Info Sepsis 2	Health	10
6	Child Passenger Safety 1-3	Safety	9
6	Disability Awareness	Health	10

6	Let's Talk Diversity	Diversity	
6	Managed Care 1 + 2	Health Insurance	10
6	Recycling	Environment	

# of continuing PSA campaigns aired =	640
# of PSA (set daily) that aired =	1206
TOTAL NUMBER OF Public Service Announcements:	1846

**	<u>Guidance for Joint Health Commission 15 strategies</u>
	1 Prenatal
	2 Child Development/FASD
	3 Early Childhood/Child Development
	4 Youth Fitness
	5 Youth Mental Health
	6 Child Development
	7 Youth Support
	8 Education & Job Opportunity
	9 Events
	10 Health and Info + Services
	11 Consequences & Txt
	12 Tribe's Health Education and Health Support
	13 Elders
	14 Health System
	15 Health Professionals

Facebook Data

November 4 - December 1, 2016

3390 # of Page Likes TOTAL

17% Largest Audience is Women 25-34

27532 Reach (people who had our posts go into their newsfeed)

6pm Most popular view time

HIGHEST ENGAGEMENT (post clicks/reactions, comments, shares)

1600/287 11/25/16 Tahnksgiving Mini Pow Wow

844/73 11/5/16 MHS Soccer Quarterfinal

425/128 11/8/16 OSAA 4A Soccer Playoffs

314/24 11/16/16 WSFPI Liquidation Auction

HIGHEST REACH

1900 11/13/16 PSU NASU invite

1,900 11/14/16 K-8 Acadmeny Spirit Week

1900 11/12/16 Honoring Veterans Pow Wow

1800 11/8/16 Election Reminder