

# KOBI TV

## Quarterly Issues Report

### 4<sup>th</sup> Quarter

### 10/1/14 – 12/31/14

In accordance with Federal Communications Commission rules and regulations, we have identified the community issues most significant to our viewers by using Stowell Market Data derived from 700 interviewees in our television market in Spring of 2011. The top issues of concern were: Economy/Finances/Job Security; Water Rights/Irrigation; Health Care & Health Care Costs; Education.

1. News Franchises
2. Locally Produced Programming and related Community Partnerships
3. In Depth Local News
4. Non-News Programs
5. Public Service Announcements
6. Community Tours/Outreach

## **1. News Franchises**

### **Docs on Call**

**(Health Care)**

**Mondays, 6-7PM, 60 minutes**

Medford, Oregon is the medical hub of Southern Oregon and Northern California. Two or three doctors come to our studios every Monday night to take live call-ins from 6-7pm. These calls are private. We initiated this program so that those who are too poor or too frightened to seek medical care in-person might do so from the comfort of their own homes. Many times "our" doctors have spent time on the phone convincing callers to get to a doctor who can help them. The program airs from September through the last Monday of the month in May prior to Memorial Day.

### **Focus on Health**

**(Health Care)**

**Tuesdays, 6 PM**

Doctor Robin Miller joins our anchor team on the news set and answers topical questions for the day. She also answers appropriate email questions that she receives.

### **Pet Talk**

**(Education)**

**Wednesday or Friday, 6 AM**

We feature current pets up for adoption in Jackson County by welcoming a pet and a representative from the Southern Oregon Humane Society each week for a discussion. This news segment deals with pet care issues of all types: choosing and caring for pets, spaying, neutering, etc.

### **Pump Patrol**

**(Economy)**

**Monday-Friday 5:30 AM and 6:30AM**

Best price for gas in Southern Oregon and Northern California

## **2. Locally produced programming & community partnerships**

**Southern Oregon Meth Project:** Launched by KOB1/KOTI in 2006, the Southern Oregon Meth Project is designed to stop people from ever trying Meth. The project includes promotional announcements on NBC5/NBC2, cable channels and radio stations throughout our region and visits to schools and community groups by the KOB1/KOTI spokesperson for the Meth Project. A web site, [www.somp.org](http://www.somp.org), and a Facebook page have been established for the project to provide viewers with more information.

**YES (Youth/Education/Success):** trips, music, art, sports and after school activities are memorable experiences most of us cherished as students. That is why KOB1-KOTI and our business partners launched YES. Participating businesses donate a portion of their earnings one day a month to fund extracurricular activities, classroom supplies and programs for public schools in our region. Through YES, schools can access a portion of the overall collected funds by applying for YES Grants. This initiative was launched in January of 2012. It received one of the three Community Service prestigious awards given in the country by the National Association of broadcasters in 2014

### 3. In-Depth Local News

These stories were explored in detail, in a series of reports as follows:

- Animal Mutilation 11/11 on 6pm & 11pm Newscasts, 11/12 on News at Sunrise, Matt Jordan- Reporter
- Domestic Violence 11/25 on 6pm & 11 pm Newscasts, 11/26 on News at Sunrise, Christina Pitawanich - Reporter
- Behind the Scenes at Oregon Shakespeare Festival  
11/18 on 6pm & 11 pm Newscasts, 11/19 on News at Sunrise  
Matt Jordan – Reporter
- Poverty in Medford Schools - 11/3 on 6pm & 11 pm Newscasts,  
11/4 on News at Sunrise  
Roma Villavicencio – Reporter

In addition to the usual treatment of daily news we host an in depth feature interview segment of 5-8 minutes with usually one or two guests, Monday through Friday, during the 5pm show.

FEATURE INTERVIEW: OCTOBER 1<sup>ST</sup> – DECEMBER 31<sup>ST</sup> 2014

- October 1<sup>st</sup>, Wednesday: Rick Jones  
Choices Counseling, upcoming forum on dangers of marijuana to youth
- October 2<sup>nd</sup>, Thursday: Dr. Phil Long  
Cascade Christian high school new principal, new position vs. superintendent
- October 3<sup>rd</sup>, Friday: Paul Hillyer  
Klamath Falls city school superintendent, bond issue in next month's election
- October 6<sup>th</sup>, Monday: Jim Teece  
Owner of Project "A" and Jackson County Fair board member; gives details on the Rogue Valley Resource Fair coming up.
- October 7<sup>th</sup>, Tuesday: Derek Smith  
CEO of Clean Energy Works, talks about National Energy Awareness Month (October)
- October 8<sup>th</sup>, Wednesday: Dennis Ramsden  
Vice President and Executive Director of Medford Music Festival; all the events coming up and how you can learn more.
- October 9<sup>th</sup>, Thursday: Kurt Hildebrand & Wilda Mondestin  
Discusses the Haiti earthquake aftermath, how they met and where they are now.
- October 10<sup>th</sup>, Friday: Deputy Chief Justin Bates  
Medford Fire and Rescue, Free HS Student fire academy, fire prevention week
- October 13<sup>th</sup>, Monday: Senator Ron Wyden  
Digital dragnet, Measure 91 and O&C
- October 14<sup>th</sup>, Tuesday: Katelyn Carey  
Writing a book "Beauty after Cancer", how she got started and why this is so important to her, also talks about what resources they need and how the public can get involved.
- October 15<sup>th</sup>, Wednesday: Representative Greg Walden

Ebola frustration, Oregon Governor race and feelings on recreational marijuana

- October 16<sup>th</sup>, Thursday: John Karns  
Ashland Fire Chief; gives tips and information on personal disaster education and how to prepare.
- October 17<sup>th</sup>, Friday: Aurora King  
Job Council, National Career Readiness certificate benefits
- October 20<sup>th</sup>, Monday: Dave Yaden  
Chairman, Oregon St. Board of higher educations, state higher education board handing over control to local boards in 2015
- October 21<sup>st</sup>, Tuesday: Bob Gervais  
Southern Oregon's Got Talent, preview of grand finale of 5<sup>th</sup> annual event benefiting CASA and Community Works.
- October 22<sup>nd</sup>, Wednesday: Eric Swanson  
Medford City Manager; gives details on new police hires and new fire facilities, when they should be finished and how much it will cost.
- October 23<sup>rd</sup>, Thursday: Daniel Basey & Bill Thorpe  
Started the program "Celebrate my Drive" to open awareness for teen safe driving, how to pledge and ways it can help the community.
- October 24<sup>th</sup>, Friday: Susan Aversa  
Ashland Monster Dash, money to Ashland school foundation, run and costume contest
- October 27<sup>th</sup>, Monday: Susan Hearn  
COHO "Choosing Options, Honoring Options", talks about who they are and what they do, converses about dying and living well until it happens.
- October 28<sup>th</sup>, Tuesday: Aelea Christopherson  
Candidate for U.S. House, how she got into politics, how she's different from Greg Walden
- October 29<sup>th</sup>, Wednesday: Nubia Segura  
People's choice winner of Southern Oregon's Got Talent
- October 30<sup>th</sup>, Thursday: Chela Sanchez  
Conversation about "Dia de Los Muertos Run and Celebration", details about what Dia de Muertos is and discusses event coming up.
- October 31<sup>st</sup>, Friday: Kathy Lemay  
Speaker, activist, fundraiser, empowering women, speaker at the United Way Will conference
- November 3<sup>rd</sup>, Monday: Porscha Schiller  
South Stage Cellars, 4<sup>th</sup> annual rising stars competition
- November 4<sup>th</sup>, Tuesday: Pam Turay  
Senior Vice President of hire at Harry & David, holiday hiring, work culture, future of opportunities
- November 5<sup>th</sup>, Wednesday: Danny Jordan  
Jackson County Administrator, talk's marijuana, new commissioners, White City SOREDI and Von Holli
- November 6<sup>th</sup>, Thursday: Chloe Staten

The 2014 Children's Miracle Network Champion of Oregon

November 7<sup>th</sup>, Friday: Jackson County Sheriff Elect, Corey Falls

What does he mean transparency, creating a new culture, reaction to winning; action plan

November 10<sup>th</sup>, Monday: Colleen Roberts

Jackson County Commissioner Position 3 elect; what she hopes to see in Jackson County and how she got to the position she's in.

November 11<sup>th</sup>, Tuesday: Harry Smedes

Adjunct professor of geology at Southern Oregon University; talks about the "Big One" what to worry about and what not to worry about, what might be coming and how we should prepare.

November 12<sup>th</sup>, Wednesday: Karen Phillips

Maslow Project, youth homelessness, upcoming candlelight vigil

November 13<sup>th</sup>, Thursday: John Javna

Neighborhood food project, gearing up with the new food drive campaign for the holidays

November 14<sup>th</sup>, Friday: Bandana Shrestha

AARP Oregon, vital aging conference in Medford this weekend.

November 17<sup>th</sup>, Monday: Rick Dyer

Jackson County Commissioner elect, talks about his plans and what he hopes to see happen in Jackson County

November 18<sup>th</sup>, Tuesday: Elizabeth Bunn

Board member, participant and coordinator of the gingerbread jubilee, tells us about what they are doing differently this year and what we can expect to see.

November 19<sup>th</sup>, Wednesday: Dan Petersen

Chief of Jackson County Fire District 3, talks about what's new at the district, what they hope to change, public polls and survey's

November 20<sup>th</sup>, Thursday: PRESIDENT SPEECH – NO FEATURE INTERVIEW

November 21<sup>st</sup>, Friday: Mark Dobie

Klamath Falls Herald & News Publisher, new to the paper, background and changing the business model

November 24<sup>th</sup>, Monday: Jim Phillips & Nan Kirby

Klamath Falls Snowflake Festival, preview of the Klamath Falls parade and festivities

November 25<sup>th</sup>, Tuesday: Tony Johnson

Railroad Show, 37<sup>th</sup> year this year, also gives details on the "Polar Express"

November 26<sup>th</sup>, Wednesday: Joe Kreuzman

Coyote Trails, tracking animals and environmental awareness

December 1, 2014: Monday: Mark Kepus & Bob Wise

Safeway, Help us End Hunger food drive in our region

December 2, 2014: Tuesday: Dave Toller

Director of Senior and Disability Services at the Rogue Valley Council of Governments

December 3, 2014: Wednesday: Peter Buckley

State Representative

- December 4, 2014: Thursday: Becky Snyder  
R.S.V.P. Community Volunteer Director
- December 5, 2014: Friday: Hillary Brown  
Festival of Trees Fundraiser proceeds benefit Providence's new interventional recovery unit
- December 8, 2014: Monday: Time Bare  
K-Bar Ranches, ranching in Southern Oregon, owned by Cow Creek Tribe
- December 9, 2014: Tuesday: Anne Lundgren  
Film Producer, scouted and located 'Wild'
- December 10, 2014: Wednesday: Deanne Everson  
United Way of Jackson County, free screening of the documentary 'American Winter'
- December 11, 2014: Thursday: Cilette Swann & Roman Morykit  
Members of the band Gypsy Soul, talks about what they have coming up and where they will be touring.
- December 12, 2014: Friday: Coach Craig Howard  
SOU Football Coach, talks about the upcoming NAIA National Championship, talks about the team and how they work together.
- December 15, 2014: Monday: Rob Pell  
Local Grants Pass Author, wrote a book about personal health
- December 16, 2014: Tuesday: Monte Mendenhall  
Pacific Power, storm aftermath, how to deal with power failures
- December 17, 2014: Wednesday: Don Skundrick  
Discusses last year in office, how the last 10 years have been and what he still hopes to see change in Jackson County and how he plans to help out of office.
- December 18, 2014: Thursday: Kelsey Hicks  
Medford ugly sweater 5K, Medford race, people wear ugly Christmas sweaters
- December 19, 2014: Friday: Karen Phillips & Sue Robertson  
Mobile Madness teams up with Maslow project to help increase donations for homeless kids and teens.
- December 22, 2014: Monday: Nick Rouhier & Rick Swenson  
Co-Founders of Pick UR Gift, what it is, when it was founded, why it was developed and how people can use it.
- December 23, 2014: Tuesday: Kim Lewis  
Ashland community Christmas dinner, talked about how long it's been happening, what people can expect, who the dinner is for and who puts the event on.
- December 24, 2014: Wednesday: Dr. Roy Saigo  
SOU President, winning their national championship game and what that means for the school in terms of enrollment, what he direction of SOU will be moving forward in the future.
- December 26, 2014: Friday: Carolyn Kingsnorth  
Historical Jacksonville, talks about the Jacksonville Beekman House.

December 29, 2014: Monday: Ron Bijork  
 President of the Jackson County Farm Bureau, discusses GMO battle, how's it affected the Farm Bureau.

December 30, 2014: Tuesday: Hiram Towle  
 General Manager of Mt. Ashland, now open, talks about the weather being slow and how it's affecting their business.

December 31, 2014: Wednesday: Ranger Travis Testo  
 Oregon State Parks, talks about the coming up first day trails, what people can expect, where the trails are and what they hope to see.

#### 4. Non-News Programming

TITLE	SUBJECT	DAY/TIME	DATES
AgDay:	Business/Agriculture	M-F 5-5:30am	1/1/08-TFN
US Farm Rpt	Business/Agriculture	Sat 5-6am	1/5/08-TFN
Dog Tales	E/I Pets	Sun 3:30pm	1/5/08-TFN
Missing	Lost Children/Child Safety	Friday/Saturday 4:30-5am Sun 3pm	1/4/08-TFN 9/25/11-TFN
On The Money	Business/Economy	Sundays 5-5:30am	1/6/08-TFN
Hiring America	Veterans Employment	Sundays 11:30pm	3/23/14-TFN

#### OTO Programs:

TITLE	DAY/DATE	TIME
US Senate Debate	Tue 10/14	7-8p
Oregon Gubernatorial Debate	Mon 10/20	7-8p
Meet The Candidates	Thu 10/23	730-8p
Year In Review	Wed 12/31	730-8p

#### 5. Public Service Announcements

United Way of Jackson County	84
United Way of Jackson County	4
United Way of Jackson County	7
United Way of Jackson County	6
Oregon Health ENVI2014H	52
Oregon Health LUNG2014H	69
Oregon Health STRO2014H	69
Oregon Health TARG2014H	94
Oregon Health HERO2014H	16
Oregon Health HOWL2014H	29
SOU Foundation 14392	53

## **6. Community Tours/Outreach**

October 28, 2014 – Natalie Hurd, News Anchor and Southern Oregon Meth Project spokesperson talked to students about the dangers of using meth, included power point presentation of images, followed by a question/answer period. 100 kids, 5 adults

December 13, 2014 – Jeff Heaton, Chief Meteorologist spent a full day judging at the Oregon Robotics Tournament, at St. Mary's Elementary School. 75 kids

# MOBI

## Quarterly Issues Report 4<sup>th</sup> Quarter 10/1/14 – 12/31/14

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This TV Network

1. Weather Reports
2. Public Service Announcements
3. Children's Programming
4. Regularly Scheduled Programming

## 1. Weather Reports

This TV has one weather segment each hour from 6am-11am and 5pm-11pm, Monday through Friday.

## 2. Public Service Announcements

Employment Jim 2014	24
HR Angie 2014	47
HR Mike 2014	47
SOU Foundation 14392	212
United Way of Jackson County	123

## 3. Children's Programming

### E/I ON THIS TV

<b>Sunday TP</b>	<b>7:00AM</b>	<b>7:30AM</b>	<b>8AM</b>	<b>8:30AM</b>	<b>9AM</b>	<b>930AM</b>
<b>Target Age</b>	13-16	13-16	13-16	13-16	13-16	13-16
<b>Program Name</b>	<b>Animal Atlas</b>	<b>Animal Atlas</b>	<b>Zoo Clues</b>	<b>Zoo Clues</b>	<b>On The Spot</b>	<b>On The Spot</b>

**Animal Atlas** remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom--- including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.

**On The Spot** is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of 'smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-

academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star—and is demonstrated by every type of person.

The series **Zoo Clues** will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

#### **4. Regularly Scheduled Programming**

Hiring America	Veterans Employment	MOBI (THIS TV) Sundays 10am	7/1/14-TFN
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