

# KOBI TV

## Quarterly Issues Report

### 2<sup>nd</sup> Quarter

### 4/1/15 – 6/30/15

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:

“Downtown Medford”- 1 part

Kyle Aeevermann, Reporter

A battle is brewing over what downtown groups will be given preference when they present ideas for development to the City Council. The downtown area is in a boom period and business people are bullish on its potential.

“Food Stamp Abuse” 2 part series 5/4/15-5/5/15

Christine Pitawanich, Reporter

Shoppers using the Oregon Trail card and food stamps are drawing from different pots of money, one from the state and one from the federal government. Some cards allow money back (TANF) which angers some shoppers not using assistance to buy their food.

“Home Lien” 2 part series 5/11/15-5/12/15

Matt Jordan, Reporter

An unfortunate woman whose past involves a relationship with someone who took the value of her house by attaching liens to her property. Today she is aware that his unknown actions have put her home in foreclosure many years later.

“Bridges” 3 part series 5/18/15-5/20/15

Kassi Nelson, Reporter

The Oregon Dept. of Transportation (ODOT) admits that 82 bridges in southern Oregon are structurally deficient, no longer able to handle the road. Money for upgrades is needed especially with the potential for seismic events in the region.

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.

April 1<sup>st</sup> - Shawn Martinez

Josephine County Prevention & Treatment Corporation, new cohort two programs and how people can help others with additions.

April 2<sup>nd</sup> – Darcey Mann, Pear Blossom Festival

Preview 62<sup>nd</sup> festival next weekend which provides a huge economic boost in the valley.

April 3<sup>rd</sup> – Heidi Hill

Starting Strong, Previewing a new Jackson Care Connect program for pregnant woman/young mothers

April 7<sup>th</sup> – Randy Samuelson

Handicap Awareness and Support League- options for success 2015 conference preview

April 9<sup>th</sup> – U. S. Representative Peter DeFazio

Iran negotiations, Oregon caves, bridges/transportation

April 10<sup>th</sup> – U. S. Senator Jeff Merkley

Medicare in congress, Hillary Clinton, Oregon caves, tuition costs

April 13<sup>th</sup> – Governor Kate Brown

Taking over as Governor - her leadership style, vision for future, ethics in Oregon, motor voter law, transportation, Medford casino, state auditor

April 14<sup>th</sup> – U. S. Senator Ron Wyden

Pot taxes & federal government, secure rural schools funding, U.S. Attorney search

April 15<sup>th</sup> – Ellen Rosenblum – Oregon attorney general

Work with legislature, White City magazine bust that will save people money who were being taken advantage of.

April 16<sup>th</sup> - Steve Lightman, New President

Harry & David, one of the Rogue Valley's largest employers tells us what new ownership means, background and the continued commitment to community

April 17<sup>th</sup> – Emilie Wylde

Living Opportunities, new COO of Living Opportunities discusses the work that's happening and what's to be done.

April 20<sup>th</sup> – Pete Cislo

Southern Oregon Home Show Representative  
Preview annual event at the expo this weekend

April 21<sup>st</sup> – Vicki Snitzler

Oregon Caves National Monument & Preserve, talking about last week's dedication and new 2015 season at the Caves.

April 22<sup>nd</sup> – LeAnn Peabody

Caregiver, Alzheimer's & dementia, conference preview

April 23<sup>rd</sup> – Julie Akins

Lotus Rising Project, creates a "container" which nourishes social change, youth empowerment and equal rights talks about their work and the alternative prom that's coming.

April 24<sup>th</sup> – Kathy Zuk

Rogue Aquatics, importance of teaching kids to swim, classes, etc

April 27<sup>th</sup> – Hiram Towle

Mt. Ashland, season pass sale, future plans to be open year round, the state of the ski industry

April 28<sup>th</sup> – Sandy Ficca

Use Your Gift Foundation, local man & fireball drummer helping young musicians

April 29<sup>th</sup> – Greg Chaille & Kris Anderson

Authors of book 'state of giving, a book about the crucial role that nonprofits play as pillars of Oregon's civic structure.

April 30<sup>th</sup> – Brian Sjothun

Medford Parks & Recreation working on 10-year plan, want community involvement.

May 1<sup>st</sup> – Roy Whitehead

Washington Federal Bank, expansion of Washington Federal means jobs, how WF differs from it's competition.

May 4<sup>th</sup> – Senator Ron Wyden

Agent Orange, fast track legislation

May 5<sup>th</sup> – Jackson County Sheriff Corey Falls

Budget, body cameras, gun background checks.

May 6<sup>th</sup> – Julie Lockhart (Winterspring) & Gary Taylor (YMCA)

This is the first year that the non-profit Winterspring has partnered with the YMCA to create grief camp.

May 7<sup>th</sup> – Dr. Roy Saigo

SOU president, admissions, athletic success & expansion, outcomes-based funding

May 8<sup>th</sup> – Matthew Conde

AAA, summer travel tips, gas prices heading up, etc.

May 11<sup>th</sup> – Moneeka Settles & Chris Cook

SOU innovation & leadership degree, new program offered at SOU for business professionals

May 12<sup>th</sup> – Dr. Judith Redd

Dermatologist, community health center is now conducting skin cancer screenings

May 13<sup>th</sup> - Frances Dixon

Adopt a Village Guatemala, local woman who started helping poor Guatemalan villages 25 years ago talks about her work.

May 14<sup>th</sup> – Penny Esser

Foster & adoption recruitment & retention for Jackson County talks about the critical need for foster parents in Jackson County.

May 15<sup>th</sup> - Ruth Kennedy & Linda Davis

Equamore, Oregon Hay Bank, how big is facility, how can people help

- May 18<sup>th</sup> – Curtis David Sackett  
Film 'Boundary Springs' - Grants Pass High & SOU graduate making local film that's a love letter to the Rogue River
- May 19<sup>th</sup> – Steve Kiesling  
Gold Hill Whitewater Park update, on a local man trying to build a world class park in Rogue Valley
- May 20<sup>th</sup> – Gerrin Beck  
Grants Pass Active Club, Boatnik 2015 preview, carnival, parade, fireworks and boat races
- May 21<sup>st</sup> – Amy Shlossman  
CEO of Red Cross Cascades Region, size of cascades region, work they do, training, etc
- May 22<sup>nd</sup> – Travis Kelly  
Watermaster, Oregon water resources, drought update, snowpack, projections for summer
- May 25<sup>th</sup> – Taylor Grimes  
Rogue Jet Adventures, 5<sup>th</sup> season, operate out of Touvelle State Park
- May 26<sup>th</sup> – U. S. Senator Jeff Merkley  
Patriot Act extension possibility, fast tracking trade
- May 27<sup>th</sup> – Michelle Marikos  
Pain specialist, dealing with pain, danger of opioids
- May 28<sup>th</sup> – Kelly Gonzales  
Dogs for the Deaf, local organization trains dogs for hearing impaired
- May 29<sup>th</sup> – Jorge Padilla (teacher) & Scott Burton (Regence Blue Cross/Blue Shield  
NBC5's Y.E.S. partnership and its benefits to local schoolkids
- June 1<sup>st</sup> – Jason Atkinson  
'A River Between Us', former politician promoting new film about the Klamath River
- June 2<sup>nd</sup> – Nick Vujicic  
Evangelist/Motivational Speaker, how he found career, suicidal thoughts, speaking in Ashland
- June 3<sup>rd</sup> – NHL Stanley cup finals game 1
- June 4<sup>th</sup> – Brian Ballou –  
ODF, start of 2015 fire season, comparison of dangers now to recent years

June 5<sup>th</sup> – Emily Kimmel & Dana Botham

Fundraising effort of the Logos Public Charter School Envirothon team, Southern Oregon girls committed to the environment is heading to Missouri in the fall for a national competition.

June 8<sup>th</sup> – Travis Snyder – Community Works Chairman of the Board

Changes at Community Works after firing the E.D. the team leadership board is in charge.

June 9<sup>th</sup> – Chief John Karns

Ashland fire & rescue, overnight lightning, fire season, Ready-Set-Go program

June 10<sup>th</sup> – Angela Groves & Holly Sharp

Friends of the Children, program in Klamath County celebrating 15<sup>th</sup> years discuss the organization and its mission.

June 11<sup>th</sup> – Amy Maukonen

The Valley School of Southern Oregon, trying to start new Medford Charter School this fall.

June 12<sup>th</sup> – Hogan Sherrow

Siskiyou Field Institute, biological anthropologist returns to native Southern Oregon

June 16<sup>th</sup> – Floyd Harmon (Asante Foundation) & Don Hurley (KOOL 103.5)

Preview 9<sup>th</sup> annual Children's Miracle Network Radiothon

June 17<sup>th</sup> - Robynn Janssen

Rogue Riverkeeper, local non-profit tests local waterways for bacteria, etc.

June 18<sup>th</sup> – Skip Ross & Dan Harlan – manor sale

Preview of the Rogue Valley Manor Foundation's annual sale

June 19<sup>th</sup> – Rod Lowe – Southern Oregon Horse Racing Association

Preview Grants Pass Downs 2015 season

June 22<sup>nd</sup> – Brian Sjothun – Medford Parks & Recreation Department

Medford parks plan, Jackson pool/summer season

June 23<sup>rd</sup> – Stefan Bird

Pacific Power, summer temperatures & power grid, wildfire effect on grid

June 24<sup>th</sup> – Majors Elicio & Darlan Marquez – Salvation Army

Changing feeding of homeless in Medford, cooling centers

June 25<sup>th</sup> – John Watt – John Watt & Associates

Legislative happenings, marijuana in Oregon

June 26<sup>th</sup> – Jim Teece – Jackson County Expo board member  
2015 Jackson County Fair preview

June 29<sup>th</sup> – Doug Brown & Mark Dodson – Basin Brew and Q  
Brewery event preview in Klamath Falls

June 30<sup>th</sup> –U. S. Senator Ron Wyden  
Supreme Court's decision on gay marriage, marijuana and 7 wonders of his Oregon tour

#### **4. Non-News Programming**

<b>TITLE</b>	<b>SUBJECT</b>	<b>DAY/TIME</b>	<b>DATES</b>
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

#### **5. Public Service Announcements**

Sleep Country USA Clothing Drive 2Q	35
YES 535	
Sleep Country USA Clothing Drive 1Q	26
KOBI/KOTI Promotion/Rogue Run	1
KOBI/KOTI Promotion/Rose Circle PSA	28
KOBI/KOTI Promotion/Mediation Works 1	63

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

Tour 4/6/14

Ann Brown hosted 15 college students from Southern Oregon University and their Journalism professors. They interacted with our news and news production staff before and during the 5pm newscast.

Tour 4/21/15

The Leadership group of the Medford Chamber of Commerce, 50 people in all, toured the news station with General Manager, Bob Wise and Scott Gee, Promotion Director.

Tour 4/22/15

Ann Brown hosted 5 children and two adults from a Cub Scout group on a tour of the station.



4/29/15

Ann Brown hosted a tour for the Multi Media Class at Rogue Community College. Ten adults watched the 5 pm newscast and interacted with the staff.

5/7/15

Jennifer Elliot met with an RCC student to help him with a class project. The student was a prospective journalist so she schooled him on the skills demanded of the job and the profession.

6/24/15

Ann Brown and Jeff Heaton welcomed a group of students from Noah's Ark. There were 20 kids and 3 adults on tour of the News Studio and Docs on Call sets.

# MOBI

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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

KOBI/KOTI Promotion/Rose Circle PSA	28
KOBI/KOTI Promotion/Mediation Works 1	70

## 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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Public Service Announcements  
Children's Programming  
Regularly Scheduled Programming

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