

K32DY

Quarterly Issues Report

3rd Quarter

7/1/15 – 9/30/15

In accordance with Federal Communications Commission rules and regulations, we have identified the community issues most significant to our viewers. 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

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 KOBİ/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 KOBİ/KOTI spokesperson for the Meth Project. A web site, 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 cherish as students. That is why KOBİ-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

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.

JULY-SEPT 2015 5 ON 5'S

WED, JULY 1ST – SHAWN MARTINEZ – JOSEPHINE CO. TREATMENT & PREVENTION COOR.

LEGALIZATION OF POT, KIDS BRAIN DEVELOPMENT, TALKING WITH CHILDREN

THUR, JULY 2ND - MIKE & LAURA NAUMES – NAUMES FAMILY GETTING INTO WINE

NAUMES FAMILY EXPANDING FROM PEARS TO WINE

MON, JULY 6TH - MICHELLE ZUNDEL – MEDFORD SCHOOL DISTRICT
FORMER ASHLAND H.S. PRINCIPAL TAKES NEW JOB WITH MEDFORD SCHOOLS

TUES, JULY 7TH – STATE SENATOR DR. ALAN BATES
WRAP UP OF WILD LEGISLATIVE 2015 SESSION, RECREATIONAL MARIJUANA

WED, JULY 8TH – MARGRET PASHKO & ANNE BELLEGIA – OSHER LIFELONG LEARNING INSTITUTE
WHAT IS OLLI, CLASSES, COST, SOCIAL OPPORTUNITY, OPEN HOUSE

THUR, JULY 9TH – SOU PRESIDENT ROY SAIGO
ONE YEAR ON THE JOB, FALL ENROLLMENT, MARIJUANA ON CAMPUS

FRI, JULY 10TH – LARA KNACKSTEDT – CHILDREN'S FESTIVAL
PREVIEWING THE WEEKEND EVEN ON THE BRITT GROUNDS IN JACKSONVILLE

MON, JULY 13TH – CARMA MORNARICH – COW CREEK UMPQUA INDIAN FOUNDATION

ALL ABOUT THE FOUNDATION'S WORK AND WHERE MONEY HAS GONE

TUES, JULY 14TH - MIKE PHILLIPS, "SOLDIERS HEART".

LOCAL VETERAN WHO HAS PTSD LOOKING TO HELP OTHERS THROUGH NATIONAL ORGANIZATION

THUR, JULY 16TH – PETER ANGSTEDT – RCC PRESIDENT

LEGISLATURE APPROVES FREE COMMUNITY COLLEGE

Mon, JULY 20TH – SEN. RON WYDEN

US DEAL WITH IRAN, TOWN HALL MEETINGS

TUES, JULY 21ST – MIKE IRWIN – TSA REGIONAL DIRECTOR

MARIJUANA, IMPROVING TSA SECURITY, HIRING SOON

WED, JULY 22ND – HEIDI HILL & CONNIE WILKERSON – BIKE SHARE PROGRAM

LAUNCH OF NEW BIKE SHARE PROGRAM IN PARTS OF JACKSON COUNTY

FRI, JULY 24TH – DOUG STEWART – MERCY FLIGHTS

ACQUIRED NEW BELL HELICOPTER

MON, JULY 27TH – CHRIS MAPLES – OREGON TECH PRESIDENT

FALL APPLICATION NUMBERS, CAMPUS EXPANSION

TUES, JULY 28TH – DANIEL BUNN – MEDFORD CITY COUNCILOR

URBAN GROWTH, MEDFORD CENTER/HAWTHORNE, MARIJUANA

WED, JULY 29TH – LARRY MASTERMAN – MEDFORD EMERGENCY MANAGEMENT

PREPARING FOR CASCADIA SUBDUCTION EARTHQUAKE

THUR, JULY 30TH – LINDA & ZAHRA DETWEILER – PROJECT UP

FIRST TIME CAMP FOR SPECIAL NEEDS KIDS IN ASHLAND

FRI, JULY 31ST – BEN BRYAN – SUICIDE PREVENTION COOR. - SORCC

TIPS TO HELP AVERAGE JOE'S HELP OTHERS BATTLING SUICIDAL THOUGHTS

MON, AUG 3RD – GARY DANIELS (UNITED HEALTH CARE) & LANCE REYES (UNITED RISK SOLUTIONS)

NEW TECHNOLOGY IN HEALTH CARE AND OPTIONS FOR SMALL BUSINESSES

TUES, AUG 4TH – STEVE MASON – WISE PROJECT –

UPDATE ON PROJECT TO SAVE IRRIGATION WATER IN THE ROGUE VALLEY

WED, AUGUST 5TH – REP. GREG WALDEN

WILDFIRE BILL, GOP DEBATE, OUTSPOKEN TRUMP, HIS WORK WITH THE
FCC

THURS, AUGUST 6TH – SHERIFF COREY FALLS & JENNIFER WARE (SO HEALTH-E)

TRAINING SESSIONS ON IMPLICIT BIAS FOR PUBLIC & LAW ENFORCEMENT

FRI, AUGUST 7TH – DANA SCHALLHEIM & LAUREN LYNN – HELEN'S PRINCESS

DASH: A ROYAL RACE FOR ALL

BENEFIT FOR LOCAL GIRL WITH KIDNEY DISEASE AND OTHER KIDS
WAITING ON TRANSPLANTS

MON, AUGUST 10TH – SEN. RON WYDEN

WILDFIRE FIGHTING FUNDING, TRUMP CONTROVERSY, DEMOBILIZATION

TUES, AUGUST 11TH – JIM BELUSHI – ACTOR/HOLLY THEATRE

MOVED TO SO. OREGON, WHY HELPING OUT WITH HOLLY FUNDRAISING

THUR, AUGUST 13TH – TAMMY WESTERGARD & MAUREEN SWIFT – JACKSON
COUNTY LIBRARIES

TRANSITION FROM COUNTY TO PRIVATE BOARD, CHANGES, FUTURE

MON, AUGUST 17TH – FLOYD HARMON – OREGON WINE EXPERIENCE

ASANTE FOUNDATION, REVIEW OF WEEK-LONG EVENT

TUES, AUG 18TH – TEDDY ABRAMS – BRITT CLASSICAL FESTIVAL DIRECTOR

SEASON IN REVIEW, SMOKE, CRATER LAKE PERFORMANCES IN 2016

WED, AUG 19TH – MAJOR HERMAN DENNINGTON & CAPTAIN FRED MULLER

ALL ABOUT THE CIVIL AIR PATROL'S MEDFORD SQUADRON

THUR, AUG 20TH – JIM LUNDERS – JACKSON CO. VECTOR CONTROL

WEST NILE, MOSQUITOS, POOLING WATER, BAT RABIES

MON, AUG 24TH – JAMES RAISON – VETERANS HOMELESS HOUSING PROGRAM

HELPING VETERANS FIND HOUSING THROUGH ACCESS

TUES, AUG 25TH – MAGGIE KLEIN – SUSAN G. KOMEN FOUNDATION

LOW CANCER SCREENING RATES IN SO. OREGON

WED, AUG 26TH – LAUREL NICKELS – ASANTE SANCTUARY JOURNEY PROGRAM

PROGRAM LOOKING TO HELP PEOPLE THROUGH HOSPITAL STAY

THUR, AUG 27TH – LARRY COGDELL – RC FLYERS CLUB

REMOTE CONTROL AERIAL CLUB HOLDING FUNDRAISER TO BENEFIT
CHILDREN'S MIRACLE NETWORK

FRI, AUG 28TH – CHRIS PATTERSON – FINANCIAL PLANNER

STOCK MARKET UPS & DOWNS, PLANNING FOR RETIREMENT

MON, AUG 31ST – US REP. EARL BLUMENAUER

MARIJUANA, SING YOUR OWN FARM BILL, FED TRANSPORTATION MONEY

TUES, SEPT 1ST – JAN HALL & PENNY ESSER – MEDFORD CHILD WELFARE OFFICE

AFTER ABUSE CASE, TALKING NEED FOR FOSTER FAMILIES IN JACKSON CO.

THUR, SEPT 3RD – ANDY GOLDNER & EMILY URNESS - ASPIRE

STUDENT MENTORING PROGRAM LOOKS TO BRING IN MORE VOLUNTEERS

MON, SEPT 7TH – DENNIS RICHARDSON – FORMER GUBERNATORIAL CANDIDATE

NOT RUNNING FOR GOV, ENERGY CONTROVERSY, FUTURE IN POLITICS?

TUES, SEPT 8TH – GAIL GALLAHER & CHRIS HOLLISTER – WALK TO DEFEAT ALS

ALS ASSOCIATION STAFFER AND MAN WHO LOST HIS WIFE TO ALS
GETTING WORD OUT

WED, SEPT 9TH - RON HARTER, AMERICAN FOOD SERVICES OF AMERICA

LAUNCHING WEBSITE TO PROMOTE PRIVATE RESTAURANTS

FRI, SEPT 11TH - WILLIAM NORTH - ROGUE COMMUNITY HEALTH CEO

ALL ABOUT ROGUE COMMUNITY HEALTH, NOVEMBER FUNDRAISER

MON, SEPT 14TH – CHIP MASSIE – KLAMATH COUNTY CHAMBER OF COMMERCE

'KLAMATH SUMMITT' – 3 DAY CHAMBER EVENT PREVIEW

TUES, SEPT 15TH – PATRICIA LANDFAIR – SOLES (SO. OREGON LAW
ENFORCEMENT SPOUSES)

WHO IS SOLES, WHAT THEY DO, WHO SUPPORT, HOW STARTED

WED, SEPT 16TH – BUD PIERCE – OR REPUBLICAN GUBERNATORIAL CANDIDATE

WHO IS BUD PIERCE, PLATFORM, HOW WIN IN LIBERAL STATE

THUR, SEPT 17TH – LARRY MASTERMAN & ALTHEA RIZZO – EMERGENCY

PREPAREDNESS FAIR

FAIR AT R.V. MALL TO INFORM PUBLIC ABOUT PREPAREDNESS

MON, SEPT 21ST – SHAWN MARTINEZ & APRIL MURRAY – RECOVERY FAIRS IN
JOCO & JACO

PREVIEWING RECOVERY FAIRS IN BOTH COUNTIES

TUES, SEPT 22ND – DENISE JAMES – R.V. HABITAT FOR HUMANITY
 ALL ABOUT HABITAT, TRAINING

WED, SEPT 23RD – MAX WILLIAMS – OREGON COMMUNITY FOUNDATION
 ALL ABOUT OCF, WHAT THEY'RE DOING IN SO. OREGON

FRI, SEPT 25TH – MARGIE HUNT – SPECIAL OLYMPICS OREGON
 WHAT IS UNIFIED, HONORING LITHIA MOTORS, OREGON TEAM WELLNESS

MON, SEPT 28TH – LT. KEVIN WALRUFF – MADGE
 MEDFORD'S GROWING GANG PROBLEM, HOW THEY'RE KEEPING KIDS OUT

TUES, SEPT 29TH – DENNIS RAMSDEN – SO. OREGON MUSIC FESTIVAL
 BANDS, VENUES, TICKETS, DONATING INSTRUMENTS TO KIDS

WED, SEPT 30TH – ALAN JOURNET – SO. OREGON CLIMATE ACTION NOW
 CLIMATE CHANGE SUMMIT EVENT PREVIEW

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

5. Public Service Announcements

Focus Family One Minute..... 1
Military Help Line..... 1
Food Friends..... 1
Humane Society..... 1
Sleep Train Clothing Drive 13
Sleep Train Coat Drive 9
Sleep Train School Drive..... 40
YES Campaign.....290
Southern Oregon Meth Project 65
Women's Crisis Support 20
Safety Tips - Pets 11

Safety Tips - General	9
Rogue Valley Symphony	8
Rogue Valley Safety Fair - JCC	7
Rogue Valley Safety Fair Care Oregon	6
Rogue Valley Safety Fair Avista	8
Rogue Valley Chorale.....	47
Rogue Suspects - Modern Roots Foundation	36
Rogue Run	57
Rogue Credit	20
NAB Walden Troops.....	2
NAB Walden Cancer Preview	5
MB Champ (CAC Benefit).....	33
Living Opportunities	73
Josephine County A&D Pro Gambling.....	65
Josephine County Concert Sound State	23
Josephine County Concert Salsa Brava.....	21
Josephine County Concert Abbey Rd.	23
Jackson County Fire	82
Helen's Princess Dash	5
Hearts and Vines	97
Community Health Center	77
Climate Summit	25
Brava Opera.....	2
Access Veteran Housing	80

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

Access Veteran Housing	43
Community Health Center	34
Hearts and Vines	73
Helen's Princess Dash	9
Jackson County Fire	248
Josephine County Concert Abbey Rd.	18
Josephine County Concert Salsa Brava	19
Josephine County Concert Stage	31
Living Opportunities	73
MB Champ (CAC Benefit)	68
NAB Anthem	1
RCC Careers	3
NAB Walden Cancer Preview	34
NAB Walden Troops	82
Rogue Run	3
Rogue Suspects - Modern Roots Foundation	26
Rogue Valley Symphony	2

3. Children's Programming

E/I ON THIS TV

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

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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