

# **K32DY**

## **Quarterly Issues Report**

### **3rd Quarter**

#### **7/1/16 – 9/30/16**

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**
- 6. Community Outreach/Tours**

## **1. News Franchises**

### **Pet Talk**

**(Education)**

**Wednesdays, 6:30 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

### **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.

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

**Oregon Shakespeare Festival:** During the months of July to Sept of 2016, KOB TV NBC5 partnered with Oregon Shakespeare Festival Services to help provide unprecedented visibility and branding in an effort to promote awareness and accessibility of local theater and increase attendance.

KOB TV NBC 5 donated production and edit time for the creation of the PSA's and provided over 240 no-charge spots. Additional platforms were provided including: News Coverage and Social Media posts.

As a result, the campaign was extremely well branded to all of the viewers in our 55,000 square mile coverage area.

**World of Wine benefitting The Children's Miracle Network – specifically the pediatric unit at Asante's Rogue Regional Medical Center:** During the months of July to Aug of 2016, KOB TV NBC5 partnered with Pacific Power to help provide unprecedented visibility and branding in an effort to promote awareness and increase attendance and donations to the World of Wine event.

KOB TV NBC 5 donated production and edit time for the creation of the PSA's and provided over 248 no-charge spots. Additional platforms were provided including: News Coverage and Social Media posts.

As a result, the campaign was extremely well branded to all of the viewers in our 55,000 square mile coverage area.

### **3. In-Depth Local News**

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

#### **FEATURE INTERVIEWS JULY-SEPTEMBER 2016**

MON, JULY 4<sup>TH</sup> – JOSHUA MCCOLLUM – NEW AIRSOFT FACILITY 'ROGUE  
ETA'  
MAN OPENING NEW FACILITY IN CENTRAL POINT

WED, JULY 6<sup>TH</sup> – MATT HAVNIEAR (ACCESS) & CLIFF JUNO (LA CLINICA)  
2<sup>ND</sup> TUESDAY FOR HOMELESS PEOPLE WITH RESOURCES

THUR, JULY 7<sup>TH</sup> – DR. ROY SAIGO – OUTGOING SOU PRESIDENT  
CHANGE IN 2 YEARS HE'S BEEN AT SOU, FUTURE OF SCHOOL

FRI, JULY 8<sup>TH</sup> – GOV. KATE BROWN  
BIZ'S POSSIBLY LEAVING BECAUSE OF IP28, WHY NO PUBLIC POSITION,  
TRANSPARENCY, LNG

MON, JULY 11<sup>TH</sup> – CARMA MORNARICH – COW CREEK UMPQUA INDIAN  
FOUNDATION BOARD  
WHAT FOUNDATION DOES, WHERE THEIR MONEY GOES

TUES, JULY 12<sup>TH</sup> - DR. CATHY KEMPER PELLE, PRESIDENT, RCC  
GETTING TO KNOW NEW RCC PRESIDENT

WED, JULY 13<sup>TH</sup> – JASON & JESSI LOCATO – RV MOBILE PACK

NOVEMBER EVENT TO HAND PACK MEALS FOR STARVING KIDS AROUND  
WORLD

THUR, JULY 14<sup>TH</sup> – JENNIFER LIND – CEO - JACKSON CARE CONNECT  
COMMUNITY BENEFITS FROM NON-TRADITIONAL EFFORTS

FRI, JULY 15<sup>TH</sup> - ROBIN HARTMANN – SISKIYOU FIELD INSTITUTE  
ALL ABOUT SFI AND OUTDOOR SCHOOL, ON BALLOT IN NOVEMBER

TUES, JULY 19<sup>TH</sup> – SEN. RON WYDEN  
GUN CONTROL, CLINTON VP PICK?, CONVENTION PREVIEW, AFGHANISTAN

WED, JULY 20<sup>TH</sup> – DENISE JAMES – HABITAT FOR HUMANITY  
NEW MEDFORD BUILD, NEED APPLICANTS

THUR, JULY 21<sup>ST</sup> – MISSY ROBERTS (PENAIR) & JIM CHADDERDON  
(DISCOVER KLAMATH)  
PENAIR BRINGING AIR SERVICE BACK TO KFALLS

FRI, JULY 22<sup>ND</sup> – JOANN LEWIS - FAMILY MASSAGE EDUCATION CENTER  
WHO THEY ARE, WHY BABY MASSAGE IS IMPORTANT, WORLD TRAVELS

MON, JULY 25<sup>TH</sup> – SKY LOSE – BRITT FESTIVALS  
PREVIEW CRATER LAKE ORCHESTRA EVENT

TUES, JULY 26<sup>TH</sup> – DOUG GOULD –FOUNDATIONS FOR RECOVERY  
HOW THEY GOT STARTED, DRUG SCENE IN THE R.V.

WED, JULY 27<sup>TH</sup> – AMY MATHIS – SO. OREGON EPILEPSY GROUP  
NEW EPILEPSY ORG WITH WEEKEND EVENT

THUR, JULY 28<sup>TH</sup> - ANDY DAVIDSON – PRES/CEO – OREGON ASSOC. OF  
HOSPITAL AND HEALTH SYSTEMS (OAHHS)  
HEALTH CARE IN OREGON, INSURANCE, FINANCIAL ASSISTANCE

FRI, JULY 29<sup>TH</sup> – MONIQUE DUGAW – AMERICAN RED CROSS  
NEW COMMUNICATIONS DIRECTOR ON PREPAREDNESS

MON, AUG 1<sup>ST</sup> – SEN. RON WYDEN  
TRUMP/TAXES, FOREIGN INTELLIGENCE, ZIKA, HUNGER

TUES, AUG 2<sup>ND</sup> - ROGER HASSENPFUG & PHILIP YATES - ACCESS  
ROGER STARTING AT ACCESS, SEARCH FOR PERMANENT EXEC. DIRECTOR,  
VOLUNTEERING

WED, AUG 3<sup>RD</sup> – IVEND HOLEN & ESTELLE VOELLER –

HIROSHIMA/NAGASAKI VIGIL  
31<sup>ST</sup> VIGIL FOR DROPPING OF BOMBS IN JAPAN IN WWII

THUR, AUG 4<sup>TH</sup> – JIM NEWMAN & CONNIE HUNTER- VET FEST  
(BROOKINGS)  
2<sup>ND</sup> ANNUAL EVENT FOR VETERANS, FOCUS ON WOMEN IN YEAR 2

FRI, AUG 5<sup>TH</sup> – SPENCER APLAND – 541 MOTORSPORTS  
GP BUSINESS OWNER WINS EBAY ‘GROWING BUSINESS’ AWARD

MON, AUG 8<sup>TH</sup> – KENDRA SMITH – FRESH VEGGIE JAM  
MUSIC EVENT TO GATHER FRESH FOOD FOR HUNGRY

TUES, AUG 9<sup>TH</sup> – PEGGY ANDERSON – MGR, JOSEPHINE CO.  
FAIRGROUNDS  
PREVIEW JOCO FAIR

WED, AUG 10<sup>TH</sup> – PAULA SMITH, NORTH VALLEY SAFETY FAIR  
EVENT WITH RESOURCES FOR RESIDENTS SAFETY

THUR, AUG 11<sup>TH</sup> – REP. GREG WALDEN  
RNC STAFFERS LEAVING, TRUMP/CLINTON, OPIOIDS, MENTAL HEALTH

FRI, AUG 12<sup>TH</sup> – PATSY SMULLIN – OWNER – KOBİ/KOTI  
60 YEARS OF KOTI IN KLAMATH

MON, AUG 15<sup>TH</sup> – CURRY CO. SHERIFF JOHN WARD  
SEARCHING FOR PLANE, RETURNED BELNAPS RING, STRAINED  
RESOURCES IN CURRY CO

TUES, AUG 16<sup>TH</sup> – MARK MCCRARY – ROSS RAGLAND THEATER  
PREVIEW ART ON THE FLYAWAY EVENT AT THE RAGLAND

WED, AUG 17<sup>TH</sup> – AMBER FRY & TRACY HARDING – FRY FAMILY FARM  
LOCAL FARM EXPANDING TO BECOME FOOD HUB

THUR, AUG 18<sup>TH</sup> - HIRAM TOWLE – MT ASHLAND  
NO SUMMER RECREATION, WINTER PLANS, SEASON TIX

FRI, AUG 19<sup>TH</sup> – NAOMI FORKASH – HEMP AND CANNABIS FAIR  
PREVIEW ANNUAL POT/HEMP FAIR AT JACO EXPO

MON, AUG 22<sup>ND</sup> – DJ GEMINEYE KISS-FM & KEVIN LAMSON, HEARTS  
WITH A MISSION  
CHARITY BIKE RIDE TO RAISE MONEY FOR HEARTS WITH A MISSION

TUES, AUG 23<sup>RD</sup> – GARY EINHORN, ENTREPRENEURIAL COACH &  
LAUREN TRANTHAM, PHOTOGRAPHER  
TIPS ON STARTING YOUR OWN BUSINESS BECOMING AN ENTREPRENEUR  
IN THE VALLEY

WED, AUG 24<sup>TH</sup> – LINDSEY SMITH & JOANN LOESCHER  
2-MONTH ART EXHIBIT AT THE FAVELL MUSEUM

FRI, AUG 26<sup>TH</sup> - ALAN DEBOER, (R) SENATE CANDIDATE DISTRICT 3  
RUNNING AS REPUBLICAN TO FILL ALAN BATES' SEAT

MON, AUG 29<sup>TH</sup> – MINDY SAKRAIDA & ALICE CUSHMAN – ST. VINCENT DE  
PAUL  
PREVIEW FREE SCHOOL SUPPLY GIVEAWAY

TUES, AUG 30<sup>TH</sup> – SID DEBOER – LITHIA MOTORS  
LITHIA IS OPPOSING THE CORPORATE TAX MEASURE 97 ON NOV BALLOT

WED, AUG 31<sup>ST</sup> – TONIA MORO – (D-3) STATE SEN. CANDIDATE  
DEMOCRAT RUNNING TO FILL BATES' SEAT IN SENATE

THUR, SEPT 1<sup>ST</sup> – MARGUERITTE HICKMAN – ASHLAND FIRE & RESCUE  
FIRE/EMERGENCY PREPERATION - READY, SET, GO

FRI, SEPT 2<sup>ND</sup> – PETE JORGENSEN – COORDINATOR, ELECTRIC CAR  
SHOW  
PREVIEW UPCOMING ELECTRIC CAR SHOW

MON, SEPT 5<sup>TH</sup> – DR ADAM MOUGEY - GASTROENTEROLOGIST  
NEW WEIGHT LOSS SURGERY

TUES, SEPT 6<sup>TH</sup> – JOE HUBBARD – PROTECTOR'S INSURANCE  
FIRE SEASON, PROTECTING YOUR HOME IN EMERGENCIES

WED, SEPT 7<sup>TH</sup> – MAX WILLIAMS – OREGON COMMUNITY FOUNDATION  
HOW OCF IS WORKING TO CLOSE THE OPPORTUNITY GAP

FRI, SEPT 9<sup>TH</sup> – LINDA SCHOTT – SOU PRESIDENT  
BACKGROUND, PLANS FOR FUTURE, LOCAL BOARD CONTROL,  
OPPORTUNITIES, CHALLENGES

MON, SEPT 12<sup>TH</sup> – BRIAN SJOTHUN – MEDFORD CITY MANAGER  
NEW POSITION, PARKS AND REC SUCCESSOR, CASINO, 2<sup>ND</sup> POOL,  
DOWNTOWN PLANS, CHALLENGES

TUES, SEPT 13<sup>TH</sup> - JACKSON CO. CIRCUIT COURT JUDGE LISA GREIF

## OREGON'S FOSTER CARE SYSTEM CRISIS

- WED, SEPT 14<sup>TH</sup> – DAN KIRKMAN – GP BUSINESS OWNER  
VETERAN LOOKING TO BUILD MEMORIAL WITH MASSIVE FLAGPOLE
- THUR, SEPT 15<sup>TH</sup> – STEPHEN M.R. COVEY – AUTHOR/SPEAKER  
PREVIEW EVENT IN GRANTS PASS ABOUT TRUST IN BUSINESS
- FRI, SEPT 16<sup>TH</sup> – LARRY MASTERMAN – R U READY FAIR  
EMERGENCY MANAGEMENT FAIR THIS WEEKEND
- MON, SEPT 19<sup>TH</sup> – MICHAEL WHITFIELD – STAND DOWN  
LEGAL, NETWORKING, EMPLOYMENT EVENT FOR VETS AT VA
- TUES, SEPT 20<sup>TH</sup> – DR. JIM SHAMES – JACKSON CO. HEALTH & HUMAN  
SERVICES  
LATEST ON OREGON PAIN GUIDANCE, OPIOIDS & HEROIN
- WED, SEPT 21<sup>ST</sup> – MIKE IRWIN – OREGON FEDERAL SECURITY  
DIRECTOR, TSA  
RETURNING TO KLAMATH, SEE SOMETHING/SAY SOMETHING
- THUR, SEPT 22<sup>ND</sup> – DR. JAY KENTON – OREGON TECH INTERIM  
PRESIDENT  
NEW SCHOOL YEAR, ATTENDANCE UP, KLAMATH PROMISE
- FRI, SEPT 23<sup>RD</sup> – DAVE WILLIS SODA MOUNTAIN WILDERNESS COUNCIL,  
DR. MICHAEL PARKER CHAIR, SOU BIOLOGY DEPT.  
PROPOSAL TO EXPAND CASCADE SISKIYOU NATIONAL MONUMENT
- MON, SEPT 26<sup>TH</sup> - RICH WILSON - MEDFORD MEET  
ORGANIZING A 2 DAY SWAP MEET NEXT MONTH
- TUES, SEPT 27<sup>TH</sup> – JIM CRARY – US HOUSE CANDIDATE (DEM-DIST 2)  
ASHLAND LAWYER CHALLENGING WALDEN, BACKGROUND, POLICIES
- WED, SEPT 28<sup>TH</sup> - TANYA HAAKINSON – S.O. OCCUPATIONAL SAFETY  
AND HEALTH CONF.  
300 PLUS ATTEND THIS HR/SAFETY CONFERENCE EACH YEAR HERE
- THUR, SEPT 29<sup>TH</sup> – ANNE HANKINS – WILLAMETTE COUNTRY CONCERTS  
FAQ'S ABOUT 2017 COUNTRY CROSSINGS MUSIC FESTIVAL
- FRI, SEPT 30<sup>TH</sup> – SARAH BOHMKER – WALDO MINING DISTRICT  
PROFESSIONAL MINING IN OREGON, RESTRICTIONS, FUTURE

#### 4. Non-News Programs

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 Sun 3pm	1/5/08- 8/28/16
Missing	E/I Lost Children/Child Safety	Friday/Saturday 4:30-5am Sun 3pm* Sun 3:30pm*	1/4/08-TFN 9/25/11-TFN LTC 8/28/16 FTC 9/11
On The Money	Business/Economy	Sundays 5-5:30am	1/6/08-TFN
Hiring America	Veterans Employment	Sundays 11:30pm	3/23/14-TFN
Hiring America	Veterans Employment	THIS TV Sundays 10am	7/1/14-TFN
Matter of Fact	Political commentary	Sundays 5-530pm  Sun 930-10p Sun 9-930p	3/6/16- 7/31/16 PE 8/7-8/21 8/28-9/4 9/11-12/126

#### OTO Programs:

TITLE	DAY/DATE	TIME
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#### 5. Public Service Announcements

University of Oregon Athletic	59
PPL Butte Creek Mill Golf Tournament	69
PPL Oregon Wine Experience	198
Oregon Shakespeare Festival	109
Grants Pass Concerts in the Park	198
Jackson County Fire District	30
Red White and Boom	12
Rotary Club Crush Polio	44
FNC Poker Tournament	16
Homeless2Hopeful Ride	9
Sleep Train Shoe Drive	16
Sleep Train School Drive	55
Hearts and Vines	108
Jackson County H&H Prescription Drug	116
Living Opportunities	34
Airport Chevrolet Kids Safety Day	28



Josephine County A&D Recovery Fair	39
Habitat for Humanity	193
Access Food Drive – Mayors United	55
Jackson County H&H Mental Health	106
Focus –Family Puppies 5M	1

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

### **Tour 9/27/16**

KOTI Reporter, Lyle Ahrens, and KOTI Office Coordinator, Brette Bliss, hosted a group of four adult students from Oregon Institute of Technology on a full station tour.

# MOBI

## Quarterly Issues Report 3rd Quarter 7/1/16 – 9/30/16

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.

### **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

5M Just Play – Bring More to Life	1
Focus-Family Puppies 5M	1
Rotary Club Crush Polio	20
Access Food Share – Mayors United	22
Airport Chevrolet – Kids Safety Day	56
Living Opportunities	42
Homeless2Hopeful Ride	14
FNC Poker Tournament	17
Princess Dash	11
Red White and Boom	11
Jackson County Fire District	150
GP Concerts in the Park	113
University of Oregon Athletic	58

### 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	Wild About Animals	Wild About Animals	Awesome Adventures	Awesome Adventures	Whaddayado	Whaddayado

***Wild About Animals*** is a reality science series that is produced for children in the 13-16 age group, and is designed to educate, inform and entertain those viewers. This program fulfills its purpose by providing a high level of educational value. The structure of each show consists of four (4) different segments/stories which make for a varied, fast paced program. Through the use of dramatic, stunning footage combined with an engaging and entertaining narrative, the show creates a general tone that is particularly effective in connecting to the target audience. The level of

detail in each show is also appropriate and the segments move quickly from one topic to the next.

The host, Mariette Hartley who is an animal rights activist and Emmy award winning actress, creates a bond with the viewer through her pleasing delivery. Coupled with a very conversational style is the MTV shooting style. The program open is visually engaging, featuring scenes of animals in their habitats in the form of a teaser for the audience.

**Awesome Adventures** is an educational and informational adventure travel program that targets the 13 to 16 year old age group, but is also a highly entertaining program for a more general audience. With a host and the use of young guides from a specific locale, it is ideal for the “tween/teen” market.

This program is fast paced, and provides information which encompasses many aspects of the location. It is produced in a contemporary style, and features both historical and cultural information, in addition to an action adventure. The introduction about the specific food, music, geography, history and environmental issues as well as popular recreational activities of the locale, make for a most entertaining program.

The host Mystro, probably in his mid-twenties, is engaging, and his delivery is both gritty and welcoming for an audience used to YouTube videos. Coupled with a very conversational style is the MTV shooting technique. The program’s opening is visually engaging, featuring scenes of upcoming adventures in the form of a teaser for the audience. In the program about Puerto Rico, the teen team provides some humor while also detailing history. The visualization is excellent—camera angles and action shots make the viewer feel a part of the experience. The use of subjective camera angles further contributes to the “feeling of being there.” The natural sounds on location further emphasize the on-site experience for the viewer. The historical content grounds the program, framing location and history of the region for the viewer. The music selection adds to the overall experience. Along with some creative camera angles, the editing is representative of an exceptional craft. The viewer becomes immersed into the history and flavor of the location in a short period of time, which is an important part of the learning experience. The show always combines fun with facts. For instance, explaining the science behind the rainforest, and then introducing a segment connected to this with body sliding and rock climbing, entertains viewers while educating them about a new culture and community.

**WHADDYADO**, a half-hour weekly series designed to educate, inform, inspire and entertain, does an exceptional job educating teenagers. The show's target audience is between 13 and 16 years of age, the time period when children are making the transition to becoming adults. Both theory and research demonstrate that this is the stage of life where children begin to experiment with who they are who they want to be. It's a time which is typified by feeling invincible. This sense

of invulnerability is commonly coupled with withdraw from parents and authority figures which leaves teenagers susceptible to poor decision making. Therefore, this time where insight and judgment are developing, but adult influence is limited, educational programming can make an immense impact on a child's decisions. WHADDYADO provides an excellent opportunity for teenagers to learn life lessons they likely are otherwise not open to receiving.

What makes WHADDYADO such a valuable resource for teenagers is that it exposes them to real life situations. The reenactments give the audience the opportunity to develop important lifesaving skills. By exposing the audience to perilous situations that have actually occurred, then, using interviews with the participants, and instructions from experts, teenagers are shown what the proper reaction should be when faced with similar life-threatening circumstances this show is perfectly positioned to educate its audience. Because research demonstrates that teenagers learn best from children their own age, this show is uniquely designed to get its lessons through to teenagers. It is likely that in addition to learning the lifesaving lessons contained in each episode, the show will also work to minimize a viewer's belief in their immortality, a priceless lesson for all teenagers.

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

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