

K32DY TV

Quarterly Issues Report

1st Quarter

01/01/2022 – 03/31/2022

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

Better Health

(Health Care)

Mondays at 5:30 AM and Thursdays at 5 PM

Every Monday a representative from Asante joins NBC5 for a discussion on a different health related topic. This interview style news segment covers a wide range of information from breast cancer statistics to health tips on school lunches.

Docs on Call

(Health Care)

Mondays, 6-7 PM

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 in May prior to Memorial Day.

Focus on Health

(Health Care)

Mondays, 5 PM

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

Pet Talk

(Education)

Wednesdays, 5:30 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.

2. Locally Produced Programming & Community Partnerships

Great Holiday Meal Drive (KOB1 76 spots / MOB1 38 spots)

The Great Holiday Meal Drive encourages viewers to shop at Safeway-Albertson's and donate by purchasing Turkey Bucks and Santa Bucks in \$1, \$5 or \$10 denominations. The money raised will provide complete hot holiday meals for Thanksgiving and Christmas to local families in need.

In This Together (KOB1 73 spots / MOB1 119 spots)

Stigma surrounding suicide is still rampant. Many people ask questions that seem very invasive and insensitive, but the reality is that so much of the public still doesn't understand suicide.

The best thing KOB1-TV/NBC5 and United Way of Jackson County can do is help break down the stigma and report on suicide in a safe way. Safe doesn't necessarily

mean censoring things. It just means that the person's suicide should not be romanticized, shamed, or exploited.

The 24-month campaign seeks proactive partners to create a television campaign that will save lives. Together, KOB-TV/NBC5 and United Way of Jackson County will report back to partners, on every current aspect of the campaign as well as provide future updates. Partners will have the opportunity to attend quarterly meetings to provide feedback and guidance.

Doing nothing, accomplishes nothing. With the collaboration of KOB, United Way, and our partners, we WILL make a difference. Our mission: To offer a steady hand, guiding those in need to the light of hope. We intend to ensure that everyone knows there is ALWAYS someone to talk to.

Josephine County Super Positive Video Contest (KOB 46 spots / MOB 167 spots)

Invites teens to create positive video messages of encouragement to share with the community.

Mental Health Minute (KOB 107 spots)

NBC5 has partnered with Jackson Care Connect, ColumbiaCare and Options for Southern Oregon. Mental Health Minute offers coping strategies for a variety of mental health issues, including depression, COVID-19 concerns, substance use and everyday challenges we all face.

Raising Resilience (KOB 114 spots)

Campaign will help parents and families remain resilient during these challenging times. Tips include how to manage stress and function well when faced with challenges, adversity and trauma.

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 6pm show.

FEATURE INTERVIEWS JANUARY - MARCH

JAN 7 - MEDFORD MAYOR RANDY SPARACINO - LOOKING AHEAD TO NEW YEAR, LOOKING BACK ON 2021, CITY'S PLANS FOR YEAR

JAN 11 - OREGON HEALTH AUTHORITY DIRECTOR PATRICK ALLEN - MANAGING COVID

JAN 13 – JACKSON CO. PUBLIC HEALTH OFFICER DR. LEONA O’KEEFE – NEW HEAD OF JACO PUBLIC HEALTH, BATTLING COVID

JAN 14 – MEDFORD CITY MGR BRIAN SJOTHUN – CITY PLANNING, LOOKING AHEAD/BACK, BIG POOL/EVENT CENTER PLANS

JAN 19 – SOU PRESIDENT RICHARD BAILEY – 2ND WEEK ON THE JOB, AIR FORCE BACKGROUND

JAN 24 – SEN. RON WYDEN – VOTING RIGHTS LEGISLATION, WILDFIRES, RIVER DEMOCRACY ACT (REP. BENTZ TRASHED IT)

JAN 25 – FORMER OREGON HOUSE GOP LEADER CHRISTINE DRAZAN –RUNNING FOR GOVERNOR

JAN 27 – BENTZ – JAN 6TH INSURRECTION, WYDEN’S RIVER DEMOCRACY ACT, NOT SUPPORTING ANYONE IN GOP GOV PRIMARY, BIDEN/UKRAINE/RUSSIA, BIDEN SUPREME COURT

FEB 21 – REP. CLIFF BENTZ – BIDEN, INFLATION

FEB 28 – REGENCE BLU CROSS BLUE SHIELD OF OREGON PRESIDENT ANGELA DOWLING – HEALTH CARE CHANGES THIS YEAR, COVID’S EFFECT ON INSURANCE

MAR 2 - BRITT FESTIVAL ORCHESTRA GM RENIA SHTERENBERG – HISTORY WITH ORCHESTRA (PLAYED IN IT), NOW TAKING OVER, CHANGES THIS SUMMER (SMOKE SCHEDULE CHANGE)

MAR 10 - GOV. CANDIDATE BETSY JOHNSON – WHY LEFT GOP FOR DEMS, NOW RUNNING UNAFFILIATED, FIRE SEASONS, ASANTE, HELICOPTER HISTORY

MAR 14 - GOV. CANDIDATE JESSICA GOMEZ – MEDFORD BUSINESSWOMAN (AND FORMER DEM) RUNNING AS A REPUBLICAN

MAR 17 – SKY LAKES MEDICAL CTR. CEO DAVID CAUBLE - 2ND WEEK ON THE JOB, PLANS FOR FUTURE, WHY COME TO KF

MAR 24 - GENE PELHAM – ROGUE CREDIT UNION – LONGTIME CEO RETIRING THIS WEEK

MAR 25 - TINA KOTEK – DEM CANDIDATE FOR GOV – GOVERNING ALL OF OREGON, GRAD FOR KATE, POLICY DIFFERENCES WITH KATE, FORMER GOV ENDORSEMENTS FOR READ, AGRICULTURE/TIMBER, RENEGING ON GOP DEAL, WILDFIRES

MAR 30 – ASHLAND INDEP. FILM FESTIVAL EXECUTIVE CREATIVE DIRECTOR ROBERTA MUNROE – WHAT’S NEW TO AIFF THIS YEAR, MORE FILMS THAN EVER, CAN WATCH FROM HOME

MAR 31 – INCOMING RCC PRESIDENT DR. RANDY WEBER – COMING TO RCC THIS JULY, WHAT EXCITES HIM ABOUT THE JOB, BEING A 1ST GENERATION COMMUNITY COLLEGE STUDENT

4. Non-News Programs

Regularly Scheduled Programs

| TITLE | SUBJECT | DAY/TIME | DATES |
|----------------|--------------------------------|---|-------------------------------|
| AgDay | Business/Agriculture | M-F 5-5:30am | 1/1/08-TFN |
| Dog Tales | E/I Pets | Sun 3:00pm Sun 3:30pm | 1/1/21-TFN 1/23/22-3/27/22 |
| Hiring America | Veterans Employment | Sundays/Monday 1:00am | 1/1/22 |
| Hiring America | Veterans Employment | Sundays 5am | 9/6/20 - TFN |
| Matter of Fact | Political | Sat 6:30p* Moved frequently due to NBC Prime scheduling changes | 9/17/17 – TFN |
| Missing | E/I Lost Children/Child Safety | Friday/Saturday 4:30-5am | 1/1-TFN |
| Missing | E/I Lost Children/Child safety | Sat 3pm | 10/7/17-TFN |
| US Farm Report | Business / Agriculture | Sat 5-6:00am | 1/5/08-TFN |

OTO Programs: None

5. Public Service Announcements

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|------------------------------------|---|-----|
| AARP | Fraud Alert tips on keeping your family and your property safe during the holiday season | 34 |
| Asante Children’s Hospital | Fundraising for new venture | 132 |
| Blue Zones Project-Healthy Klamath | Campaign to encourage vaccinations for teens and women who are pregnant | 11 |
| Children’s Advocacy Center | Protecting children and encouraging participation in training to recognize and respond to child neglect and abuse | 48 |
| Collaborative Publishing Solutions | Non-Profit organization dedicated to bridging businesses and growth in Southern Oregon | 32 |
| Consumer Credit Counseling | Free Financial Advice | 60 |

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| Family Solutions | Kids Mental Health, Adoption, Staffing Recruitment | 17 |
| Habitat for Humanity | Community improvement by helping fund building homes for low income families through construction supplies store. | 46 |
| In This Together | Suicide Prevention | 73 |
| Jackson Care Connect | Mental Health Minute – Mental health awareness and specific actions that can be taken for a healthy life | 78 |
| Jackson County Health & Human Services | COVID Education & Prevention / Children’s COVID vaccinations | 61 |
| Jacksonville Presbyterian Church | PSA advertising their Yard Sale to raise funds for missionary projects | 11 |
| Josephine Country A & D Program | Promotes the Super Positive Video Contest, which invites teens to create positive messages of encouragement to share with the community | 46 |
| KOBI/KOTI Promotions | Great Holiday Meal Drive encourages donations to provide hot, healthy meals for locals in need | 76 |
| KOBI/KOTI Promotions | My Vaccine Booster message about staying current with COVID vaccinations from the Rogue Valley COG | 30 |
| KOBI/KOTI Promotions | Pediatric Vaccine PSA | 46 |
| Mental Health Minute | Mental Health awareness and specific actions that can be taken for a healthy life. | 107 |
| Mercy Flights | Medical Emergency Responders – Messages about emergency preparedness and reminder to slow down and be alert when emergency vehicles are on roadway | 36 |
| Mid Rogue Imaging | Non-profit organization making imaging services (including MRIs) affordable and accessible | 309 |
| Oregon 22 | Promoting the 2022 World Athletic Championships in Eugene, Oregon | 86 |
| Oregon Community Foundation | Various community Benefit projects | 0 |
| Oregon Dept. of Education | Getting kids and schools through COVID | 156 |
| Oregon Health Authority | Vaccination | 30 |
| Raising Resilience | Strengthening Families through messages with specific actions to deal with stress and maintain a healthy balance | 114 |
| Red is the Road to Wellness | Non-profit organization in K-Falls dedicated to addressing local needs in housing, restorative justice, and job skills | 0 |

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| Rogue Community College | Education | 81 |
| Rogue Valley Symphony | Organization dedicated to enriching our community through the live performance of orchestral music | 36 |
| Rogue Valley Transportation District | Low Cost Transportation | 4 |
| Rogue Workforce Partnership | Promotes employment opportunities including training and resources for careers in Southern Oregon | 122 |
| ScienceWorks (Homework to ScienceWorks) | Encouraging STEM in students | 22 |
| SOU Foundation | State of the University | 10 |
| Southern Oregon Rehabilitation Center & Clinics | Job Fair | 0 |
| Special Olympics Oregon | Polar Plunge Fund Raiser | 25 |
| United Way of Jackson County | Message about the importance of community and supporting the work of the United Way of Jackson County | 0 |
| US Bank | Salute (to medical workers) | 125 |
| US Dept of Health and Human Services | COVID | 6 |

6. Community Outreach/Tours

***Due to COVID, no tours were given in 1st Quarter, 2022.**

MOBI

Quarterly Issues Report

1st Quarter

01/01/2022 – 03/31/2022

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.

COZI TV Network

1. Weather Reports
2. Public Service Announcements
3. Children's 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

| | | |
|---|---|-----|
| Blue Zones Project-Healthy Klamath | Campaign to encourage vaccinations for teens and women who are pregnant | 10 |
| Children's Advocacy Center | Protecting children and encouraging participation in training to recognize and respond to child neglect and abuse | 76 |
| Collaborative Publishing Solutions | Non-profit organization dedicated to bridging businesses and growth in Southern Oregon | 65 |
| Family Solutions | Kids Mental Health, Adoption / Staffing Recruitment | 150 |
| In This Together | Suicide Prevention | 119 |
| Jackson Care Connect | Mental Health Minute – Mental Health awareness and specific actions that can be taken for a healthy life | 116 |
| Jackson County Health & Human Services | COVID Education & Prevention / Children's COVID vaccinations | 174 |
| Jacksonville Presbyterian Church | PSA advertising their Yard Sale to raise funds for Missionary Projects | 11 |
| Josephine County A & D Program | Promotes the Super Positive Video Contest, which invites teens to create positive messages of encouragement to share with the community | 167 |
| KOBI/KOTI Promotions | Great Holiday Meal Drive encouraging donations to provide hot, healthy meals for locals in need | 38 |
| Mid Rogue Imaging | Non-profit organization making imaging services (including MRIs) affordable and accessible | 56 |
| Oregon Dept. of Education | Getting kids and schools through Covid | 189 |
| Red is the Road to Wellness | Non-profit organization in K-Falls dedicated to addressing local needs in housing, restorative justice, and job skills | 18 |
| Rogue Valley Symphony | Organization dedicated to enriching our community through the live performance of orchestral music | 100 |
| Rogue Valley Transportation District | Low Cost Transportation | 33 |
| ScienceWorks (Homework to ScienceWorks) | Encouraging STEM in students | 230 |

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| Special Olympics Oregon | Polar Plunge Fundraiser | 148 |
| United Way of Jackson County | Message about the importance of community and supporting the work of the United Way of Jackson County | 65 |
| US Bank | Salute (to medical workers) | 75 |

3. Children's Programming

E/I ON COZI TV

| | Earth Odyssey | Earth Odyssey | Wild Child | One Team: The Power of Sports | The Voyager | Vets Saving Pets |
|-------------------|----------------------|----------------------|-------------------|--------------------------------------|--------------------|-------------------------|
| Air Day | Sunday | Sunday | Sunday | Sunday | Sunday | Sunday |
| Air Time | 5:00am | 5:30am | 6:00am | 6:30am | 7:00am | 7:30am |
| Target Age | 13-16 | 13-16 | 13-16 | 13-16 | 13-16 | 13-16 |

Earth Odyssey with Dylan Dreyer is a live action, half-hour television program designed to meet the educational and informational needs of children aged 13-16. *Earth Odyssey with Dylan Dreyer* will take viewers on an incredible journey to the wildest points on the globe, uncovering the connection between the environment, the wildlife, and the human beings that surround them. Hosted by Meteorologist Dylan Dreyer, *Earth Odyssey with Dylan Dreyer* will reveal a new destination each week, ranging from Africa, Indochina, the Middle East, and many untamed islands around the world. Audiences will come face-to-face with fascinating native animals, some cute and some dangerous, while educating teen viewers with amazing facts about nature and wildlife. *Earth Odyssey with Dylan Dreyer* gives audiences a captivating look at the symbiosis between all living things, in the most larger-than-life places on Earth.

Wild Child is a live action, half-hour television program designed to meet the educational and informational needs of children aged 13-16. ***Wild Child*** will take viewers on an adventure to meet the cutest, most curious, most fascinating baby animals on the planet. Along the journey, audiences will witness the incredible bond that exists within the animal kingdom between parents and their children. Hosted by Sheinelle Jones, ***Wild Child*** will reveal how these untamed youngsters are born, how they play, and how they learn to survive in the wild. Each week, viewers will witness a wide variety of wild animal children in their first years on Earth as they overcome environmental challenges and threats from predators.

One Team: The Power of Sports is a live action, half hour television program designed to meet the educational and informational needs of children aged 13-16. ***One Team: The Power of Sports*** features stories that focus on diversity, inclusion, and how sports often bring people together for a common goal that goes beyond the playing field. Hosted by Corey Robinson, this series shines a light on people who have used sports to overcome obstacles or to help their community. Viewers will learn the value of acceptance, and how everyone deserves a fair shot in life. No matter the level of competition, ***One Team: The Power of Sports*** demonstrates the impact sports can have on people, regardless of their gender, background, or the color of their skin.

The Voyager with Josh Garcia is a live action, half-hour television program designed to meet the educational and informational needs of children aged 13-16. ***The Voyager with Josh Garcia*** takes viewers on an exciting and immersive journey around the globe with world traveler and host, Josh Garcia. Each episode gives audiences access to the world's most incredible destinations as Josh seeks out the truly authentic experiences one can only find when shown by a knowledgeable and passionate guide. In each episode, Josh learns how to prepare an authentic, regional meal, visits a local artisan to learn about their trade and craft, and samples the culture while learning about the heritage of the region's population, showing viewers what is so unique about each city he visits. ***The Voyager with Josh Garcia*** brings viewers on an enthralling adventure to explore the people and cultures that make our world so breathtaking.

Vets Saving Pets is a live action, half-hour television program designed to meet the educational and informational needs of children aged 13-16. ***Vets Saving Pets*** examines the interpersonal stories of veterinary professionals working to save the lives of animals in need of urgent medical care. ***Vets Saving Pets*** takes place at the Emergency Veterinary Trauma Center in Toronto, one of the busiest veterinary facilities in Canada. Each week, viewers will be exposed to new emergency cases that will teach audiences about a wide array of specialties within veterinary medicine such as critical care, oncology, cardiology, neurology, anesthesiology, dermatology, dentistry, and surgery. Audiences will witness first-hand the dedication and determination of these veterinary specialists as they work tirelessly to save their animal patients.