

K32DY TV

Quarterly Issues Report

2nd Quarter

04/01/2020 – 06/30/2020

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)

Thursdays, 6:30 AM

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.

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.

Pump Patrol

(Economy)

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

Best price for gas in Southern Oregon and Northern California.

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.

Today in Education

(Education)

Tuesdays/Thursdays 7 PM and 11 PM

We highlight education news from around the world.

Your Place, Your Money

(Economy)

Wednesdays, 7 PM

We feature experts in consumer affairs to provide tips that anyone can use to better their financial situation.

2. Locally Produced Programming & Community Partnerships

Marijuana (KOB1 265 spots)

KOB1-TV / NBC 5 and KOTI-TV / NBC 2 will partner with the Josephine County Prevention in an effort to increase awareness about the impact of legalizing and manufacturing of marijuana in Josephine County. The unbiased campaign will invite viewers in our 10-county region to consider the current climate created by legalizing marijuana.

In This Together (KOB1 477 spots / MOB1 120 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, KOB1-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 KOB1, 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.

Summer Hunger (KOB1 327 spots)

KOB1-TV / NBC 5 and KOTI-TV / NBC 2 partnered with Safeway and Albertsons in an effort to raise money for a local, non-profit food bank that was experiencing a huge need during the beginning of the Covid19 lockdown. Promos ran encouraging viewers to donate between April 1st and May 31st at local Safeway and Albertson stores in Jackson county. The amount raised for Access was well over \$27,000.

Love From Me to You (KOB1 252 spots)

KOB1-TV / NBC 5 and KOTI-TV / NBC 2 partnered with AllCare Health in an effort to help seniors who are dealing with loneliness and isolation to the pandemic and social distancing. The campaign invited viewers to have kids of all ages (1- 100), draw pictures of encouragement for seniors who are isolated during the COVID19 pandemic. Pictures were submitted to KOB1 / NBC 5 via email. Drawings were submitted to various senior living facilities throughout our region. In addition, drawings were delivered to seniors who were sheltering place in their own homes via meals on wheels.

3. In-Depth Local News

Rusted Gate Farm

Two Parts

TRT's: Part 1: 1:51, Part 2, 2:42

Airdates: NBC5: Tuesday, April 14th, 6pm, 11pm, Wednesday, April 15th, 5:30am, 6pm, 11pm, and Thursday, April 16th, 5:30am

There's a small local farm making a big local difference. Think of it as a test kitchen for local farmers who learn how to spend less money to get bigger yields. Apples, hay, even truffles! And the funding behind the farm is tied to the largest revenue generator in the world.

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 APRIL - JUNE 2020

WED, APR 22nd – OREGON SHAKESPEARE FESTIVAL ACTING EXECUTIVE
DIRECTOR PAUL CHRISTY AND ARTISTIC DIRECTOR NATAKI GARRET
PREVIEWING OSF'S ONLINE OFFERINGS

4. Non-News Programs

Regularly Scheduled 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
Missing	E/I Lost Children/Child Safety	Friday/Saturday 4:30-5am	1/1-TFN
Missing	E/I Lost Children/Child	Sat 3pm	10/7/17-TFN
Dog Tales	E/I Pets	Sun 3pm	10/1/17-TFN
Hiring America	Veterans Employment	Sundays/Monday 12:00am	9/22/19 - TFN
Matter of Fact	Political	Sat 630p*Mvd frequently due to NBC Prime scheduling changes	9/17/17 - TFN

OTO Programs:

TITLE	DAY/DATE	TIME
Congressional District 2 Candidate Forum	Tues, May 12	7-8pm

5. Public Service Announcements

AllCare – Love From Me to You 2020	319
Assistance League of Klamath Falls – Findables – Kids School Supplies	56
Crater Lake Country	138
Energy Trust of Oregon – Energy Efficiency	240
Friends of the Children – Friend Raiser 2020	50
In This Together – Suicide Prevention	761
Jackson County Commissioners – Wildfire Awareness & Prevention	722
Josephine County A&D Program Services – Gambling Prevention	230
Josephine County A&D Program Services – Marijuana Survey	264
Dancibility Ashland	6
Southern Oregon Golf Classic 2020	7
Eat Locally Cow Creek 2020	70
Senator Wyden POP/COVID-19 PSA	79
MidRogue Imaging – Low Cost Medical Services	119
Oregon Community Foundation – Philanthropy	8
Oregon Consumer Justice – Advocates for Consumer Protection	121
Oregon Institute of Technology – Education	386
Rogue Community College – Education	129
Rogue Valley Transportation District – Low Cost Transportation	65
Safeway – COVID-19 Food Drive with Access	326
Shut Down and Fed Up – Water Users Rally	70
Travel Oregon	92
United Way of Jackson County	22
Rotary International PSA's	3
Senator Wyden – POP Coronavirus	79
NAB – COVID-19	51
Ashland Film Festival	57
AllCare – Coronavirus	55
NAMI – Mental Health Festival SOU	11
Pear Blossom Virtual Run	104

6. Community Outreach/Tours

KOBI VIRTUAL TOUR 4/29/20

KOBI morning meteorologist, Matt Jordan, hosted a virtual tour for ~25-30 4th grade students from Orchard Hill Elementary on a full station tour with a focus on weather.

KOBI VIRTUAL TOUR 5/27/20

KOBI morning meteorologist, Matt Jordan, hosted a virtual tour for ~25-30 4th grade students from Central Point Elementary on a full station tour with a focus on weather.

MOBI

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This TV Network

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

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 provides audiences access to the world's most incredible destinations as Josh seeks out the truly authentic experiences one can only find when guided by a knowledgeable and passionate guide. Each week, Josh Garcia brings viewers on an enthralling voyage exploring the people and cultures that make our world so breathtaking.

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.

Consumer 101 is a live action, half-hour television program designed to meet the educational and informational needs of children aged 13-16. Hosted by Jack Rico with the help of experts and scientists from the Consumer Reports labs and testing facilities, Consumer 101 will give viewers a behind-the-scenes look into the science used to test every kind of product— from the obscure, to the fascinating, to the everyday. Each week, audiences will discover more about the surprising intricacy of product testing, learn more efficient ways to get the most out of everyday items, as well as catch a glimpse into a unique career path in the fields of science and technology. Consumer 101 is an empowering series aimed at giving teens the tools they need to make smarter choices as consumers, exploring the how, where, when, and why we spend our resources so we can all make educated decisions when it counts.

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.

Naturally, Danny Seo is an educational series for young people and their families seeking a healthier lifestyle by learning the science behind eating well and exercising your mind and body while caring for our planet. Host Danny Seo is America's leading authority on eco-friendly living. Danny has devoted his career to the idea that caring for the environment can go hand-in-hand with enjoying time with family and friends and sharing delicious and healthy meals while creating a healthy and environmentally friendly home.

The Champion Within is a live action, half-hour television program designed to meet the educational and informational needs of children aged 13-16. The Champion Within features the powerful and inspiring stories that exemplify what it really means to be a true champion. Hosted by Lauren Thompson, the series introduces viewers to people who have overcome obstacles while leading transcendent moments from the world of sports. From beating the odds to play the game they love, to giving back to the communities that supported them, the featured athletes will share their own stories and personal triumphs. Viewers will learn the value of good sportsmanship, and the dedication it takes to excel at the highest level. Win or lose, The Champion Within proves that a champion is not only defined by their speed, strength, and agility, but by their grit, resiliency, and heart.