

K32DY TV

Quarterly Issues Report

1st Quarter

01/01/2020 – 03/31/2020

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

KOBI-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. (KOBI 311 spots)

In This Together

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 KOBI-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, KOBI-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 KOBI, 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. (KOBI 522 spots / MOBI 120 spots)

Great Holiday Meal Drive 2019

The Great Holiday Meal Drive will occur in early November and carry on through December 25th, 2019. It will encourage 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 those in need. Promotions will begin airing on November 9th 2019 and include all sponsor logos. Additional proof of performance PSA's will run from 12/26/19 into early January. (KOBI 40 spots / MOBI 39 spots)

3. In-Depth Local News

Aquatics/Event Center Measure 187/188

Three Parts

TRT: 9:45

Airdates: NBC5: Wednesday, Feb 26th through Friday, Feb 28th, 6pm & 11pm

There's a local ballot measure that increases the transient lodging tax. That just

means tourists pay it, you don't. So, if it passes, who gets all the money? You mean it won't say where the money goes? But you know who found out? NBC5's Jennifer Elliot.

In This Together—Sue's Story

One Part

TRT: 318

NBC5: Tuesday, Feb 18th, 6pm/11pm

Everyday someone takes their own life. Suicide doesn't just affect one group of people. It affects everyone. It's a hard topic to discuss, but it's crucial we break down the stigma around suicide and start a conversation about it. NBC5's Blakely McHugh sat down with a woman who's courageously sharing with us how she lost her brother to suicide... in hopes that her story of loss will save lives.

Education in Your Place

Multiple Parts

TRT: Various

Airdates: Weeknights during NBC5 News at 6pm starting March 18th

With schools closed, families are looking for creative ways to keep their kids learning. Welcome to Education in Your Place! Let's share some fun and effective ideas with each other! We want to hear YOUR ideas and see your videos!

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 2020

WED, JAN 1ST - ERIC DITTMER – SOU PROFESSOR EMERITUS, GEOLOGY
NEW CONNECTIONS B/W FAULT LINES (SAN ANDREAS &
CASCADIA)

THUR, JAN 2ND – MEDFORD FIRE CHIEF BRIAN FISH
RETIRING CHIEF HELPING NEW CHIEF TRANSITION INTO POSITION

FRI, JAN 3RD – BOB WISE – KOB
LOOKING AHEAD TO 2020, IN THIS TOGETHER, OLYMPICS, POLITICS

MON, JAN 6TH – DAVE VALENZUELA – THREE RIVERS SCHOOL DIST.
SUPERINTENDENT CONSIDERING MOVING TO 4-DAY SCHOOL WEEK

TUES, JAN 7TH – DR. JIM SHAMES, JACO HEALTH
2 WEEKS OF RED OPIOID ALERT MOVES TO YELLOW

WED, JAN 8TH GOP STATE REP CARL WILSON

GRANTS PASS LEGISLATOR RETIRING AFTER YEAR, CAP/TRADE, PARTISAN POLITICS

THU, JAN 9TH – DEM STATE REP. PAM MARSH

ASHLAND LEGISLATOR ON SHORT SESSION, CAP/TRADE

FRI, JAN 10TH – RICH ROSENTHAL, MEDFORD PARKS & REC

AQUATIC CENTER, COUNCIL PUTTING TRANSIENT TAX ON MAY BALLOT

MON, JAN 13TH – ERIC THOMPSON – NEW MEDFORD FIRE RESCUE CHIEF

NEW TO AREA, DRAW TO JOB, ETC

TUE, JAN 14TH – SHAWN MARTINEZ – JOCO TREATMENT & PREVENTION

PROBLEM GAMBLING IN OREGON

WED, JAN 15TH - KEN GODDARD - U.S. FISH & WILDLIFE FORENSICS

LABORATORY - DIRECTOR OF ASHLAND LAB TALKS ABOUT UNIQUENESS OF FACILITY

THUR, JAN 16TH – DL RICHARDSON & BECCA BERMAN ASHLAND/

MEDFORD MLK DAY CELEBRATIONS - PREVIEWING LOCAL EVENTS FOR MLK DAY

FRI, JAN 17TH - JAN ROWE, EOLOCOR DEATH WITH DIGNITY

ALL ABOUT DEATH WITH DIGINTY LAW IN OR

MON, JAN 20TH – SEN. RON WYDEN

TRUMP IMPEACHMENT TRIAL, IRAN, DRUG PROICES, SAUDI ARABIA

TUES, JAN 21ST – SEN. MINORITY LEADER HERMAN BARTSCHIGER (GOP)

SHORT SESSION PREVIEW, ALL ABOUT CAP & TRADE

WED, JAN 22ND - STATE SEN. JEFF GOLDEN (DEM)

SHORT SESSION PREVIEW, CAP & TRADE, CAMPAIGN FINANCE, WILDFIRES

THU, JAN 23RD – LAZ AYALA & NICK ALEXANDER - ILLEGAL

LOCALLY PRODUCED FEATURE LENGTH DOCUMENTARY 'ILLEGAL'

FRI, JAN 24TH - DR. DANIELLE ROSE - BOARD MEMBER – DOGS FOR

BETTER LIVES - HEARING IMPAIRED PEDIATRICIAN JOINED BOARD

MON, JAN 27TH - DEM SEC STATE CANDIDATE CAMERON SMITH

POLITICAL NEWCOMER & FORMER MARINE RUNNING FOR OFFICE

TUE, JAN 28TH – LARRY GRAVES, JOSEPHINE CO. AIRPORTS
AIRPORTS RUNWAY EXPANSION, FAA ASSISTANCE

WED, JAN 29TH - ALEX SPENSER - DEM CANDIDATE FOR US CONGRESS
(2ND DIST) KF WOMAN RUNNING FOR FIRST POLITICAL OFFICE

THUR, JAN 30TH - DAVID HORST – ROGUE VALLEY TIMBERS
FORMER PRO SOCCER PLAYER, NOW DIRECTOR OF COACHING

FRI, JAN 31ST –REBECCA BENDER, HUMAN TRAFFICKING SURVIVOR
LAW ENFORCEMENT CONSULTANT RELEASES BOOK

MON, FEB 3RD - CARMA MORNARICH – COW CREEK FOUNDATION
EXEC. DIRECTOR OF THE TRIBE’S FOUNDATION

WED, FEB 5TH - JOYCE & AMY WILSON – NIGHT TO SHINE - KIDS WITH
DEVELOPMENTAL DISABILITIES GET PROM-LIKE EXPERIENCE

THUR, FEB 6TH - JENNIFER WILLIAMSON – (D) OR SEC/STATE CANDIDATE
FORMER STATE REP RUNNING FOR OFFICE

FRI, FEB 7TH – COLLEEN PADILLA – SOREDI
FOCUSING ON RETENTION OF BIZ’S

MON, FEB 10TH – ANGELA DOWLING – REGENCE BLUECROSS
BLUESHIELD OF OREGON - HEALTH CARE IN 2020, PARTNERSHIPS
WITH HOSPITALS

TUE, FEB 11TH - JIMMY CRUMPACKER – GOP CANDIDATE FOR CONGRESS
POLITICAL NEWCOMER RUNNING FOR REP. WALDEN’S SEAT

WED, FEB 12TH – KNUTE BUEHLER - GOP CANDIDATE FOR CONGRESS
EMAIL CHANGES B/W NOW & GOV RACE, ENVIRONMENT, GUN VIEWS,
TERM LIMITS, BALANCED BUDGET

THUR, FEB 13TH – CLIFF BENTZ – GOP CANDIDATE FOR CONGRESS
ENDORSEMENT FROM FORMER CONGRESSMAN BOB SMITH, CLIMATE
CHANGE, TERM LIMITS, MEDICARE, SOCIAL SECURITY

FRI, FEB 14th – LYDIA SALVEY – LEMONADE DAY IN MEDFORD/JACO
CHAMBER COMMUNICATION PERSON ON CREATING LOCAL BIZ PROGRAM
FOR KIDS

Feb 17th - CHUCK HARWOOD – NW REG’L DIRECTOR, FTC
CENSUS SCAMS, EQUIFAX ASSISTANCE, ROBOCALL LEGISLATION IN DC

FEB 18TH - KIM & PATTY SNOW – OSTEOSTRONG
NEW ASHLAND BIZ, SPECIAL METHOD TO STRENGTHEN BONES

FEB 20TH – RUTH SEARS – VOLUNTEER, JOSEPHINE CO. SAR
JOCO SAR LOOKING TO RECRUIT VOLUNTEERS

FRI, FEB 21ST – JULIE WHEELER – DIVIDE CAMP
CAMP FOR VETERANS IN EASTERN OREGON

MON, FEB 24TH – DR. BRIAN GROSS – CARDIOLOGIST
HEART AWARENESS MONTH, HEART TIPS

TUE, FEB 25TH – JACKSON CO CIRCUIT COURT JUDGE CHARLES
KOCHLACS - NEWLY APPOINTED JUDGE BEING SWORN IN NEXT WEEK

WED, FEB 26TH – DWIGHT HOLTON, LINES FOR LIFE
IN THIS TOGETHER, BREAKING THE SILENCE

THU, FEB 27TH – KATHY STOKES, DIRECTOR OF FRAUD PREVENTION
PROGRAMS FOR AARP - PREVENTING FRAUD, TIPS TO BE SAFE

FRI, FEB 28TH – NANCY LESTER – GIRLS ROCK, WORKSHOP
COORDINATOR - STEM WORKSHOP FOR GIRLS 9-13 IN GP TOMORROW

MON, MARCH 2ND – REP. GREG WALDEN
CORONAVIRUS CONCERNS, PRESCRIPTION DRUG BILLS,

TUE, MARCH 3RD – KAROLINA LAVAGNINO – OREGON CHOCOLATE
FESTIVAL PREVIEW 16TH ANNUAL EVENT

WED, MARCH 4TH – JOY MARSHALL & TARA ATILL – LIVE 2 DANCE
PREVIEW OF WEEKEND EVENT TO BENEFIT SPECIAL NEEDS KIDS

THUR, MARCH 5TH – DR. JIM SHAMES – HEALTH OFFICER, JACKSON CO.
PUBLIC HEALTH - LATEST ON CORONAVIRUS

FRI, MARCH 6TH - ERIN ESPARZA, EXECUTIVE DIRECTOR, CLASSROOM
LAW PROJECT - PDX ORGANIZATION TEACHES CIVICS, MOCK TRIALS
STATEWIDE

MON, MARCH 9TH - JUSTICE OF THE PEACE JOE CHARTER
CHALLENGING JUDGE GREIF, QUESTIONED HER INTEGRITY

TUE, MARCH 10TH – MAUREEN FLANAGAN BATTISTELLA

RV WOMEN'S MOVEMENT, EVENTS TO HONOR WOMEN, CENTENNIAL OF SUFFRAGE

WED, MARCH 11TH - KELLIE BATTAGLIA, DEV DIR, ACCESS
 POSTPONED SENIOR FAIR, CORONAVIRUS CAUTION AT FOOD BANK &
 WITH VOLUNTEERS

THUR, MARCH 12TH – SEN. HERMAN
 RETIRING FROM POLITICS, WALKOUT

FRI, MARCH 13TH – DOUG WALKER, VOLUNTEER, FOUNDRY VILLAGE
 LATEST ON GP PLAN FOR SMALL VILLAGE FOR HOMELESS

MON, MARCH 16TH – JACO JUDGE LISA GREIF
 CONTROVERSIAL TEXTS, RUNNING FOR RE-ELECTION

THU, MARCH 26TH – ASANTE CEO/PRES SCOTT KELLY & ASANTE SR VP &
 CHIEF MEDICAL/QUALITY OFFICER DR. JAMIE GREBOSKY

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/Chil	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

5. Public Service Announcements

Children’s Advocacy Center – Protect Our Children	63
Energy Trust of Oregon – Energy Efficiency	246
Habitat for Humanity – Low Income Housing	297
In This Together – Suicide Prevention	754
Josephine County A&D – Marijuana Survey	312
Josephine County A&D – Gambling Prevention	236
Dancibility Ashland	33
Great Holiday Meal Drive	40
Live to Dance Sponsors	91
Mercy Flights – Medical Emergency Responders	165
MidRogue Imaging – Low Cost Medical Services	53
Oregon Institute of Technology	450
Oregon Shakespeare Festival	14
Rogue Community College	34
Rogue Community Health Center	8
Rogue Valley Symphony	97
Rogue Valley Transportation District	176
RVTD – Low Cost Transportation	118
Special Olympics – Polar Plunge	67
Pear Blossom Virtual Run – YMCA	21
NAB COVID Pandemic	24
National Alliance on Mental Illness – Mental Health Festival SOU	1
Living Opportunities	23

6. Community Outreach/Tours

SALES AND MARKETING PRESENTATION 3/2/2020

KOBI GM, Bob Wise, and accompanied by HR Director, Chelsea Valdez, gave a marketing presentation to 45 students in the Promotion Policy class at Southern Oregon University, where he discussed what it’s like to work in broadcast, provided information about working in sales and what it’s like to sell an intangible item, and discussed career and internship opportunities at our station.

CAREER DAY 2/27/2020

KOBI HR Director, Chelsea Valdez, participated in a GIFT (Girls Imagining Their Futures Today) “Speed Career Dating” event for the North Valley Club of Soroptimist International. Chelsea spoke with ten 7th and 8th grade girls from Hanby Middle School for five minutes each, where she gave them information about her career, educational path, HR opportunities in the Rogue Valley, and answered job-related questions.

KOBI TOUR 2/26/2020

KOBI HR Director, Chelsea Valdez, hosted a tour for 9 adults from The Springs at

Veranda Park Retirement Home on a full station tour discussing the daily operations, the history of our station, and a green screen presentation.

KOBI TOUR 2/18/2020

KOBI HR Director, Chelsea Valdez, hosted a tour for 15 students ranging from kindergarten to 8th grade (and 5 chaperones) from Community Christian Academy on a full station tour with a weather wall presentation.

MOBI

Quarterly Issues Report

1st Quarter

01/01/2020 – 03/31/2020

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.

This 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

Children’s Advocacy Center – Winter Gala	131
Energy Trust of Oregon	120
In This Together – Suicide Prevention	826
Dancibility Ashland	34
Great Holiday Meal Drive	39
Live to Dance Sponsors	87
Oregon Shakespeare Festival	6
Rogue Community Health Center	15
Rogue Valley Symphony	46
Rogue Valley Transportation District	116
Pear Blossom Virtual Run – YMCA	21
NAB COVID Pandemic	21
National Alliance on Mental Illness – Mental Health Festival SOU	24
Living Opportunities	80

3. Children’s Programming

E/I ON COZI TV

	The Voyager	Earth Odyssey	Consumer 101	Naturally Danny SEO	Vets Saving Pets	The Champion Within
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

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.