

K32DY TV

Quarterly Issues Report

4th Quarter

10/01/17 – 12/31/17

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, 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 6:30AM

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 in May prior to Memorial Day.

Focus on Health

(Health Care)

Tuesdays, 6 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.

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

Holiday Meal Drive

Beginning on the week of October 23rd, KOB-TV NBC5 partnered with Safeway/Albertsons, US Bank and PacificSource Health Plans to encourage the community to donate food for hot holiday meals for local families...for both the

Thanksgiving and Christmas Holidays. During the nine and half week period, the campaign successfully raised over \$159,000.

KOBI / KOTI ran 240 no charge spots during the campaign and provided 2 interviews that aired during NBC 5 Newscasts.

Stay Safe Oregon

Throughout the quarter, KOBI-TV NBC5 has worked to create awareness of this epidemic and provide resources to communities across our region with a campaign titled Stay Safe Oregon. The effort is designed to educate our viewers about the dangers of prescription drug and heroin abuse, drive down opioid use in our region and encourage treatment. We provide targeted on-air Public Service Announcement campaigns to maximize OPG's message, as well as broadcast (TV and radio), digital, print, and social media platforms to enhance the availability of the campaign message.

KOBI / KOTI ran 163 no charge spots during the quarter towards the campaign.

3. In-Depth Local News

Pot Raids

Two Parts

TRT: 6:56

Reporter: Natalie Weber

NBC5 Air Dates: November 13th/14th, 6pm, 11pm; 5:30am on November 14th/15th

Just across the Oregon border, recreational pot is still illegal. And the growers are ready to fight. The danger is real. And FOX26's Natalie Weber is right in the middle of it.

Recycling Rules

Two Parts

TRT: 7:53

Reporter: Elizabeth Ruiz

NBC5 Air Dates: November 2nd/3rd, 6pm, 11pm; 5:30am on November 3rd/6th

A decision that was made thousands of miles away could have a serious impact on our environment in Southern Oregon. NBC5 News reveals how your life can change dramatically because of what happens a half a world away.

Veteran's Week

Five Parts

TRT: Approx. 15:30

Reporter: Natalie Weber

NBC5 Air Dates: November 6th-10th, 6pm/11pm; 5:30am on November 7th-13th

From the producers of SoCloseToHomeless. Struggling veterans. Who rediscovered hope and who never surrendered their honor. What changed their lives? What we learned could change yours.

Car Registration Rules

Two Parts

TRT: 6:35

Reporter: Nikki Torres

NBC5 Air Dates: November 20th/21st, 6pm, 11pm; 5:30am on November 21st/22nd

If your vehicle is registered in Oregon, it's about to get more expensive to drive it. A lot more expensive. Fox26 reveals three new ways the state will make you pay.

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 OCTOBER – DECEMBER 2017

MON, OCT 2ND – YASHAR SARPARAST

IMMIGRATION ATTORNEY ON US IMMIGRATION POLICY

TUES, OCT 3RD - ELAINA JENSEN, PSYCHIATRIC NURSE PRACTITIONER -

RECENT EXPANSION OF MENTAL HEALTH SERVICES AT ROGUE COMMUNITY HEALTH AND WHO CAN BENEFIT

WED, OCT 4TH – ANDRA HOLLENBECK PRESIDENT OF NAMI OF

SOUTHERN OREGON - SOUTHERN OREGON AWARENESS WALK, AND RESOURCES AVAILABLE TO THOSE BATTLING MENTAL ILLNESS

THUR, OCT 5TH - EVE BENTON, JUNIOR LEAGUE OF JACKSON CO.

ROGUE POWERPACK PROGRAM - A VOLUNTEER EFFORT TO FILL BACKPACKS WITH FOOD FOR STUDENTS WHO ARE FOOD INSECURE

FRI, OCT 6TH – REP. GREG WALDEN

OPIOIDS, WILDFIRE SMOKE, GUN CONTROL/VEGAS, EQUIFAX, WORKING WITH POTUS

MON, OCT 9TH – SEN. RON WYDEN

TAX REFORM, RUSSIA INVESTIGATION, DACA, PATRIOTISM

TUES, OCT 10TH – BRYCE BURTNER – RADIO DJ, LAS VEGAS SURVIVOR

LOCAL MAN'S HARROWING TALE OF SURVIVING VEGAS SHOOTING

WED, OCT 11TH - MONIQUE & ARICA GRAFTON – BASH CANCER

LOCAL NON-PROFIT DESIGNED TO HELP PEOPLE BATTLING CANCER

THUR, OCT 12TH - LT KERRY CURTIS – MEDFORD POLICE

ACTIVE SHOOTER TIPS FOR PUBLIC, POLICE TRAINING FOR THEM

FRI, OCT 13TH - MIKE PELFREY - FAMILIES ANONYMOUS
A NEW SUPPORT GROUP FOR FAMILIES DEALING WITH OPIOIDS

MON, OCT 16TH - DR. CHRISTOPHER THORNBERG - BEACON ECONOMICS -
ECONOMIST GUEST AT CHAMBER FORUM

TUES, OCT 17TH - LEDSFORD - EXEC. DIRECTOR, ON TRACK
BACKGROUND, CLEANING UP PROBLEMS, FUTURE OF ONTRACK

WED, OCT 18TH - MARSHALL DOAK - SOU SMALL BUSINESS
DEVELOPMENT CENTER - WHAT IS SBDC?, PREVIEW FREE UPCOMING
FORUM

THUR, OCT 19TH - DR. NAGI NAGANATHAN - PRESIDENT, OREGON TECH
FIRST FALL QUARTER AT OIT, EXCITEMENT

FRI, OCT 20TH - BILL SINGLER - SOUTH MEDFORD FOOTBALL COACH
EXCELLENT TEAM THIS YEAR, RETIRING TEACHER & COACH TOO, FUTURE
OF FOOTBALL

MON, OCT 23RD - PETER SEDLOW - SCULPTOR
LOCAL SCULPTOR CREATING BRADY ADAMS BUST

TUES, OCT 24TH - AMY BAKER - DIRECTOR OF PHARMACY, ROGUE
COMMUNITY HEALTH - LOCAL PHARMACIST WENT TO HELP PEOPLE IN
HURRICANE AREAS

WED, OCT 25TH - STEVE LIGHTMAN - HARRY AND DAVID
MOOSE MUNCH OUT ON ITS OWN, HOLIDAY HIRING, INCENTIVIZING
EMPLOYMENT OPPORTUNITIES

THUR, OCT 26TH - SARAH JONES - MONSTER RUN
HALLOWEEN RUN

FRI, OCT 27TH - RON GOSS - RCC SMALL BUSINESS DEVELOPMENT CTR.
NEW DOWNTOWN GP BUSINESS DEVELOPMENT CTR

MON, OCT 30TH - STEVE BATES - COMMITTEE ON MEMORIALS &
REMEMBRANCE - HONORING TWO JACKSON CO. BROTHERS KILLED IN
VIETNAM

TUES, OCT 31ST - JIM KEETER - HOPE VILLAGE
PROJECT MANAGER WITH UPDATE ON MOVE IN PROCESS

WED, NOV 1ST - KELSEY FRANTS - ASHLAND CHAMBER
PREVIEWING ASHLAND CULINARY FESTIVAL

THUR, NOV 2ND – JACO SHERIFF NATE SICKLER
ROGUE RIVER FATAL, JAIL, CHANGES IN DEPARTMENT

FRI, NOV 3RD – CHUCK TODD – NBC'S MEET THE PRESS
SATELLITE INTERVIEW WITH HOST OF MTP ON UPCOMING 70TH
ANNIVERSARY

MON, NOV 6TH – SHERIFF JON LOPEY – SISKIYOU CO.
PLEA FOR GOVERNOR FOR EMERGENCY DECLARATION, POT, HMONG

TUES, NOV 7TH - CLAUDETTE MOORE & THERESA MACGREGOR – SMOKE
IN VALLEY - COMMUNITY GROUP RALLYING TO EFFECT CHANGE AFTER
HORRIBLE SMOKE IN THE ROGUE VALLEY THIS SUMMER

WED, NOV 8TH – STEVE NIEMELA – BIOLOGIST, ODFW
WOLVES IN OREGON

FRI, NOV 10TH – MIKE WHITFIELD – R.V. VETERANS COMMUNITY
OUTREACH - VETERANS DAY EVENT PLANNED IN MEDFORD

MON, NOV 13TH – LEE PATERSON & DOUG ROBERTSON – COMMUNITIES
FOR HEALTHY FORESTS - EDUCATIONAL NON PROFIT TALKING
FOREST/BURN MANAGEMENT

TUES, NOV 14TH – RICH ROSENTHAL – MEDFORD PARKS & REC
PARK WATCH PROGRAM, BEAR CREEK PLAYGROUND PLANS

WED, NOV 15TH - MANNY CRUMP – MANNY'S BASKETBALL LEAGUE
LOCAL BASKETBALL COACH ON HIS 30-PLUS YEAR LEAGUE

FRI, NOV 17TH – JERRY COHEN – AARP OREGON
VITAL AGING CONFERENCE, MEASURE 101, CAREGIVING

MON, NOV 20TH - MARK KEEPEES – SAFEWAY/ALBERTSONS
REGIONAL HEAD ON GREAT AMERICAN FOOD DRIVE

TUES, NOV 21ST – BERN CASE – MEDFORD AIRPORT MANAGER
RETIRING IN A MATTER OF DAYS

WED, NOV 22ND – TONY JOHNSON – MEDFORD RAILROAD SHOW
RAILROAD PARK GROUP HOSTING WEEKEND SHOW TO BENEFIT NON-
PROFIT

FRI, NOV 24TH - ANNIE VALTIERRA-SANCHEZ - OCF'S LATINO
PARTNERSHIP PROGRAM - ALL ABOUT OCF'S LPP

MON, NOV 27TH – LAURIE ANNE HUNTER – R.V. CHORALE
PREVIEWING ANNUAL HOLIDAY PERFORMANCE

TUES, NOV 28TH – GENE PELHAM – ROGUE CREDIT UNION
GIVE THE CHANGE PROGRAM GIVING BACK TO LOCAL SCHOOLS

WED, NOV 29TH – MARK DALEY – SO. OREGON TOY RUN
THUNDERSTRUCK OWNER PROMOTING BENEFIT FOR POOR KIDS

FRI, DEC 1ST – MIKE IRWIN – TSA
CHANGES AT TSA, LAPTOPS, CELL PHONES, ETC.

MON, DEC 4TH – DR. LANCE WEST, DMD, MS – UGLY SWEATER RUN
LOCAL DENTIST PROMOTING RUN BENEFITING JACKSON CO. FOSTER
CHILDREN

TUES, DEC 5TH – LT. MIKE BUDREAU – MPD/MADGE
GANG ACTIVITY IN THE ROGUE VALLEY

WED, DEC 6TH – GEORGE KRAMER - OREGON ARTS/CULTRAL TRUST
BOARD - LOCAL MAN ON STATEWIDE BOARD

FRI, DEC 8TH – JERRY BRIENZA - MFR AIRPORT DIRECTOR
NEW MANAGER OF AIRPORT

MON, DEC 11TH – MATT BRINKLEY – MEDFORD PLANNING DEPT.
HOUSING SHORTAGE IN MEDFORD, WHAT CAN CITY HALL DO?

TUES, DEC 12TH – BRAD HICKS – MEDFORD/JACO CHAMBER
HICKS WENT TO ISRAEL AS PART OF CHAMBER TOUR

WED, DEC 13TH – KRISTIN PARRISH, SUICIDE PREVENTION
COORDINATOR - JACKSON CO. MENTAL HEALTH REP ON SUICIDE, LOCAL
NUMBERS'S

FRI, DEC 15TH – WES FRENCH – KLAMATH CO. CHAMBER OF COMMERCE
BLUE ZONES PROJECT'S AFFECT IN KLAMATH FALLS

MON, DEC 18TH – SONIA WORCEL - OREGON COMMUNITY FOUNDATION
RECENT REPORT ON OPPORTUNITY GAP IN OREGON

TUES, DEC 19TH – MIKE ZDEBLICK – NEW RRMCC CEO
NEW HEAD OF ROGUE REGIONAL MEDICAL CENTER'S FIRST 5 ON 5

WED, DEC 20TH – PHILLIP YATES & ERIC SMITH - ACCESS/GREYSTONE

COURT - EAST MEDFORD XMAS LIGHTS NEIGHBORHOOD RAISING FOOD FOR ACCESS

THUR, DEC 21ST – GARY LEAMING – ODOT
HOLIDAY/WINTER TRAVEL, SALTING I-5

FRI, DEC 22ND – PASTOR MARK ANDERSON – ASHLAND CHRISTIAN FELLOWSHIP - ASHLAND CHURCH'S FREE CHRISTMAS DINNER

MON, DEC 25TH – STEPHEN MAYER – BETTER BUSINESS BUREAU OREGON - BBB SCAM TRACKER, STOPPING TECH SUPPORT SCAMS

TUES, DEC 26TH – JOE ROSSI & KATHRYN REINHARDT– SOCIETY FOR HUMAN RESOURCE MANAGEMENT - HUMAN RESOURCES ANGLE ON SEXUAL HARRASSMENT

WED, DEC 27TH – SGT. JULIE DENNEY – JACKSON CO. SHERIFF'S OFFICE HOLIDAY DUI'S, ROAD SAFETY, CELL PHONE LAW, 2018 CHANGES

THUR, DEC 28TH – SUSAN MOEN – SEXUAL ASSAULT RESPONSE TEAM LOCAL GROUP HELPING SURVIVORS

FRI, DEC 29TH – BARBARA JOHNSON – COMMUNITY WORKS LOCAL ORG HELPING VICTIMS OF DOMESTIC ABUSE.

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
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 11:30am	10/1/17-TFN
Matter of Fact	Political	Sat 630p	9/17/17 - TFN

OTO Programs:

TITLE	DAY/DATE	TIME
NBC5 Year in Review	Mon 12/25	7-8pm
NBC5 Year in Review	Sun 12/31	4-5pm

5. Public Service Announcements

AARP – Vital Aging	167
Access – Mayors United	52
Access – Veteran/Landlord Project	387
Ashland Golf Tournament – Benefit for Habitat for Humanity	31
Blue Zones Project – Community Involvement & Various Projects	8
Dog’s for Better Lives – Hearing and Assistance Dogs	89
Energy Trust of Oregon – Awareness	224
Experience Grants Pass – Art Along the Rogue	17
FDA – Smokeless Tobacco	37
Friends of the Children	30
Habitat for Humanity – Houses for Needy People	396
Human Bean – Coffee for a Cure	49
Jackson County Health & Human Services – Teen Suicide Prevention	62
Josephine County A&D – Alcohol Prevention (Underage)	18
Misc. – Project Roadblock (Drunk Driving PSA’s)	60
Misc. – Safety Fair	6
Misc. – Great Holiday Meal Drive	442
OHSU – End of Year Giving (Fund Raising)	170
Our Foster Kids	52
Pregnancy Center – Fundraising	27
Shari’s Café and Pies – Oregon Food Bank PSA	25
Stay Safe Oregon – Prescription Drug Safety	436
United Way of Jackson County	6
YMCA	75

6. Community Outreach/Tours**Tour 11/14/17**

KOBI HR Director, Chelsea Valdez, hosted a group 28 of 3rd grade students from Howard Elementary, as well as two adults, on a full station tour with a weather wall presentation.

Tour 11/14/17

General Manager, Bob Wise, and KOBI HR Director, Chelsea Valdez, hosted a group of 18 students and one teacher from Southern Oregon University on a full station

tour, with a presentation and Q&A session regarding sales careers in the broadcast industry.

Tour 11/16/17

KOBI HR Director, Chelsea Valdez, hosted a group 28 of 3rd grade students from Howard Elementary, as well as five adults, on a full station tour with a weather wall presentation.

Tour 11/17/17

KOBI HR Director, Chelsea Valdez, hosted a group 26 of 2nd and 3rd grade students from Howard Elementary, as well as three adults, on a full station tour with a weather wall presentation.

MOBI

Quarterly Issues Report

4th Quarter

10/01/17 – 12/31/17

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

Access – Mayors United	50
Access – Veteran/Landlord Project	250
Ashland Golf Tournament – Benefit for Habitat for Humanity	41
Dog’s for Better Lives – Hearing and Assistance Dogs	67
Human Bean – Coffee for a Cure	67
Jackson County Health and Human Services – Teen Suicide Prevention	36
Misc. – Project Roadblock (Drunk Driving PSA’s)	59
Misc. – Safety Fair	5
Misc. – Great Holiday Meal Drive	99
Our Foster Kids	98
Shari’s Café & Pies	140
United Way of Jackson County	20

3. Children’s Programming

E/I ON THIS TV

Sunday TP	Get Wild	Animal Outtakes	So You Want to Be	Wild World	Living Greener	Make
Air Day	Saturday	Saturday	Saturday	Sunday	Sunday	Sunday
Air Time	10:00 AM	10:30 AM	11:00 AM	10:00 AM	10:30 AM	11:00 AM
Target Age	13-16	13-16	13-16	13-16	13-16	13-16

Get Wild is a weekly half-hour reality series featuring wild animals at the world famous San Diego Zoo. The series provides key information about each creature and teen viewers learn about their living habitats and unique behaviors. For example, in one episode viewers learn how experts studying adult orangutans learn the ways they raise their young. Another episode highlights the Panda bear and explains the animals living patterns. *Get Wild* is a series intended to educate and inform viewers all about life in the animal kingdom.

Animal Outtakes visits all types of animal sanctuaries and zoos in the United States to explore the world of animals, from camels to lemurs, from rhinos to handicapped

pets. Teen viewers learn about the care and living habitats of these various animals and how they survive in the world. In each episode, a detailed explanation of an animal species is provided as well as information on the animals daily nutrition and other living habits. Animal Outtakes is educational, informative and entertaining, while providing teen viewers with up-close televised visits of wild and exotic creatures.

So You Want To Be features teens learning about a wide variety of jobs and career paths as well as what it takes to get ahead in the working world. Each week So You Want To Be goes on location to an actual working job site, allowing teens an up close and personal experience with a particular occupation, whether it be a dentist or a truck driver or an entertainer. So You Want To Be is educational, informative and entertaining, while providing teen viewers with a personal experience in an actual job environment.

Wild World is a weekly half-hour reality series showcasing all types of wild animals at the world famous San Diego Zoo. The series focuses on the dedicated people who care for these unique critters. The program also informs teen viewers about the living environments and key facts about each wild animal. Episodes also include stories on zoo enrichment programs that help animals initiate natural behavior. Whether it be following the life cycles of rhinoceros or understanding the eating habits of grizzly bears, Wild World is a series intended to educate and inform viewers all about life in the animal kingdom.

Living Greener is a weekly half-hour series showcasing the latest inventions and new ideas to help teen viewers work towards a more sustainable future. Living Greener talks to inventors, visionaries, scientists and activists to find out where the planet is headed. Whether its recycling cigarette butts into clothing, monitoring endangered species or creating a rooftop farm in New York City, Living Greener gives young viewers a unique insight into our future way of life while educating and informing them about life on earth.

Make TV is a weekly series showing how people transform ordinary junk into amazing creations. While introducing a whole new generation of makers, the program features extraordinary individuals developing extraordinary things. From Tesla coils to t-shirt cannons, from cigar-box guitars to giant video projectors, imagination is turned into reality! Teen viewers get to see practical math, science, technology and engineering concepts combined to create incredible new inventions.

4. Regularly Scheduled Programming

Hiring America	Veterans Employment	MOBI (THIS TV) Sundays 11:30am-12pm	7/1/14- TFN
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