

# **K32DY TV**

## **Quarterly Issues Report**

### **4<sup>th</sup> Quarter**

#### **10/01/2020 – 12/31/2020**

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 and 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.

### **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**

### **Great Holiday Meal Drive** (KOB1 515 spots / MOB1 559 spots)

The Great Holiday Meal Drive will occur in early November and carry on through December 25<sup>th</sup>, 2020. 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.

### **In This Together** (KOB1 535 spots / MOB1 717 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.

### **Raising Resilience** (KOB1 85 spots / MOB1 26 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.

### **Safety Fair** (KOB1 81 spots)

KOB1 TV will air PSA's leading up to the annual Rogue Valley Safety Fair in order to create awareness and build traffic and attendance

Following the Event, 30 second "Are you Ready?" PSA's will air for two weeks, to encourage viewers to follow through with preparedness. KOB1 will continue to air "Are you Ready?" PSA's throughout 4<sup>th</sup> quarter as inventory allows.

**SALUTE** (KOBI 383 spots / MOBI 239 spots)

SALUTE showcases essential workers in the community that have continued to serve the public during these challenging times. To show appreciation, each week, *US Bank and NBC5 Salute* will highlight an essential worker from our 9-county coverage area. This initiative will shine a light on their service and give thanks.

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

#### **EAS System Failures**

Part One

TRT: 3.44

NBC5: Sept. 16<sup>th</sup>, 6pm/Sept. 17<sup>th</sup>, 5:30am

Part Two

TRT: 3.00

NBC5: Sept. 17<sup>th</sup>, 6pm/Sept. 18<sup>th</sup>, 5:30am

Part Three

TRT: 4.24

NBC5: Oct. 2<sup>nd</sup>, 6pm/October 3<sup>rd</sup>, 5:30am

NBC5 NEWS WAS THE FIRST TO ASK OFFICIALS ABOUT WHY THE EMERGENCY ALERT SYSTEM WAS NEVER USED DURING THE ALMEDA FIRE. BOTH JACKSON COUNTY SHERIFF NATHAN SICKLER AND JOHN VIAL WITH THE EMERGENCY OPERATIONS CENTER HAVE DEFENDED THE COUNTY'S USE OF IT'S CITIZEN ALERT NOTIFICATION SYSTEM BECAUSE IT CAN WARN PEOPLE IN A SPECIFIC AREA LIKE TALENT AND PHOENIX AS OPPOSED TO THE WHOLE COUNTY. HOWEVER, AFTER A PUBLIC RECORDS REQUEST, WE'VE LEARNED THAT TALENT NEVER RECEIVED AN ALERT AT ALL.

**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 OCTOBER – DECEMBER 2020**

OCT 2 - SEN. RON WYDEN - POTUS HAS COVID, DEBATE RULES, ALMEDA FIRE

OCT 12 - US REP. GREG WALDEN - PRE-ELECTION ISSUES, ALMEDA FIRE

OCT 13 - REPUBLICAN CONGRESSIONAL CANDIDATE CLIFF BENTZ & U.S. REP. STEVE SCALISE

OCT 14 - DEMOCRATIC CONGRESSIONAL CANDIDATE ALEX SPENSER

OCT 30 - SEN. RON WYDEN - PRE-ELECTION, ALMEDA FIRE

NOV 12 – SEN RON WYDEN – BIDEN WIN, TRUMP VOTER FRAUD CLAIMS

DEC 2 - CRISTIAN GOLD STAGG ASANTE FOUNDATION - NEW CANCER CENTER

DEC 22 - SUSAN FISCHER-MAKI FROM ALLCARE HEALTH AND TODD BLOOMQUIST FROM THE GRANTS PASS SCHOOL DISTRICT - RAISING RESILIENCE CAMPAIGN

**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	10/1/17-12/31/20 (Moves to Sun 3:30p in 2021)
Hiring America	Veterans Employment	Sundays/Monday 12:00am	9/22/19 - TFN
Hiring America	Veterans Employment	Sundays 5am	9/6/20 - 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
NBC5 Election Special	Fri 10/23	7:30-8pm
UpClose w/Patsy Smullin/Hoda Kotb	Thur 11/26	7:30-8pm
UpClose w/Patsy Smullin/Hoda Kotb	Sun 11/29	9:09-9:39pm (schd 9p)
NBC5 Year in Review	Fri 12/25	7-7:30pm

**5. Public Service Announcements**

AARP Fraud Prevention	191
AARP FEMA Relief	90
Asante Foundation – Fundraiser for Cancer Center	492

Children’s Advocacy Center – Winter Gala	27
Cow Creek Umpqua Tribe – Vote PSA’s	139
Discover Klamath – Favell Museum	80
First Presbyterian Church – Christmas Eve Service	22
Human Bean – Coffee for a Cure	45
In This Together – Suicide Prevention	533
Jackson County Commissioners – Wildfire Prevention/Education	839
Jackson County Public Health & School Districts Covid Awareness	299
Josephine County A&D Program Services	442
Klamath Tribal Council – Covid Awareness	242
Klamath Lake Counties Food Bank	145
Safety Fair	81
Drunk Driving PSA’s	49
Mental Health Minute	51
Mercy Flights – Medical Emergency Responders	135
MidRogue Imaging – Low Cost Medical Services	116
Oregon Institute of Technology	453
Raising Resilience – Strengthening Families	85
Rogue Community College	206
Rogue Valley Transportation District – Low Cost Transportation	166
United Way of Jackson County – Vote PSA	64
US Bank – Salute to Essential Workers	178
Willamette University	133
Rotary International PSA	21
United Way – Jackson County Fire Fund	18
Rogue Fire Relief	36

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

\*Due to COVID-19, no tours were given in 4<sup>th</sup> Quarter 2020.

# MOBI

## Quarterly Issues Report

### 4th Quarter

#### 10/01/2020 – 12/31/2020

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#### **COZI TV Network**

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





***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.

***A New Leaf*** is a live action, half-hour television program designed to meet the educational and informational needs of children aged 13-16. Hosted by Daisy Fuentes, A New Leaf will follow everyday people on the cusp of key life inflection points, using family history, genealogy, and sometimes DNA analysis to help guide them on their journey of self-discovery. Along the way, viewers will learn about different cultures as our featured guest uncovers new information about their family's heritage. Each week, A New Leaf will teach viewers the importance of appreciating and understanding their family history in order to make important decisions to enact positive changes in their lives.

***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.

***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.