

K32DY TV

Quarterly Issues Report

1st Quarter

01/01/18 – 03/31/18

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)

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.

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

Know Your Role

Know Your Role is a one year alliance formed by Southern Oregon broadcaster KOBI-TV/NBC5 in conjunction with Southern Oregon Sports Commission. The

mission of Know Your Role is to improve the culture of youth sports in our region and create a healthy and positive experience for kids, parents and the community.

Stay Safe Oregon

Throughout the quarter, KOB-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.

Your Place, Our Kids

Your Place Our Kids will be a one year partnership formed by Southern Oregon leading broadcaster KOB-TV / NBC 5 in conjunction with the Oregon Community Foundation.

Your Place Our Kids is a campaign that believes that early learning programs ensure high-quality experiences for young children from birth to kindergarten. Utilizing on-air messaging, news stories, social media platforms and public speaking opportunities, KOB-TV / NBC 5 and its partner will provide a daily campaign that reinforces the importance of investing in our future, especially, in Southern Oregon and Northern California.

3. In-Depth Local News

Civil Forfeitures

Two Parts

Reporter: Natalie Weber

TRT: 4:46

Air Dates: February 13th/14th, 4pm, 11pm; 5:30am on February 15th

Oh, how the drug money is pouring into Jackson County! Now, NBC5's Natalie Weber reveals why the cops can keep the cash and how they're spending it.

Pot Suit

One Part

Reporter: Christina Zagame

TRT: 4:46

Air Date: February 26th, 6pm/11pm; 5:30am on February 27th

A local mother was told she had a 10 percent chance to survive a brain tumor. She lived, but says the thing that's keeping her alive is the one thing the government wants to take from her.

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 JANUARY - MARCH 2018

MON, JAN 1ST – JOSHUA GRANER – LA CLINICA WELLNESS CENTER
2018 HEALTH NEW YEAR'S GOALS, ETC

TUES, JAN 2ND - BILL THORNDIKE – CRATER LAKE NATIONAL PARK TRUST
NON PROFIT TRYING TO GET CONGRESS TO HELP FUND MAINTENANCE AT
PARKS

WED, JAN 3RD – BRANDON BETHEA – RAIN ROCK CASINO
NEW YREKA CASINO HOLDING JOB FAIR THIS WEEKEND

THUR, JAN 4TH – JERRY BRIENZA – R.V. INT'L MEDFORD AIRPORT
NEW AIRPORT HEAD ON THE JOB, DEALING WITH FOG/CROWDS

FRI, JAN 5TH – LEON HUNSAKER/DR. CLAUDE CURRAN – SACRAMENTO FLOOD OF
1862 - RESEARCH INTO CAUSES OF HISTORIC FLOOD

MON, JAN 8TH - DENISE JAMES – R.V. HABITAT FOR HUMANITY
NEW WASTE MANAGER POSITION

TUES, JAN 9TH – CHASE COTA – SO. MEDFORD FOOTBALL PLAYER
CHOOSING UCLA, GRADUATING EARLY TO PLAY SPRING PRACTICE

WED, JAN 10TH – JIM GOODWIN – JOCO JUVENILE JUSTICE
REOPENING JUVIE IN GP NEXT WEEK, LEVY PASSED IN MAY

THUR, JAN 11TH – JOCO JUDGE PAT WOLKE – MENTAL HEALTH
WORKING ON LOCAL/STATE LEVEL TO ADDRESS MENTAL HEALTH

FRI, JAN 12TH – D.L. RICHARDSON – MARTIN LUTHER KING JR DAY PREVIEW
EMCEE OF ASHLAND MLK DAY FESTIVITIES

MON, JAN 15TH - MAX WILLIAMS – OREGON COMMUNITY FOUNDATION
RESEARCH OF ORGANIZATION, OPPORTUNITY GAPS

TUES, JAN 16TH - JENNY MENNA – SENIOR VP, INFORMATION SECURITY, US BANK
PROTECTING YOUR PERSONAL INFORMATION

WED, JAN 17TH – MICHAEL RONDEAU – COW CREEK TRIBE - POTUS SIGNING OF
WESTERN OREGON TRIBAL FAIRNESS ACT & WHAT IT MEANS LOCALLY

THUR, JAN 18TH – BOB WISE – KOBI-TV NBC5

EXCITING 2018 PLANS, OLYMPICS, SUPER BOWL, NEWS QUALITY

- FRI, JAN 19TH - DR. SARAH COLLARD, PHD. – DIRECTOR, SISKIYOU CO.
BEHAVIORAL HEALTH - HEALTH SITUATION IN SISKIYOU CO., OPIOIDS,
FUNDING, MEDICA
- MON, JAN 22ND – KEVIN PRIMERANO – SO. OREGON SPORTS COMMISSION
KICK OFF OF KNOW YOUR ROLE CAMPAIGN
- TUES, JAN 23RD – TOMI RYBA – CEO - PROVIDENCE SO. OREGON - NEW LOCAL CEO
ON NEW GIG, NEW FACILITIES, ZEBLICK - ASANTE CONNECTION
- WED, JAN 24TH – KELLY MADDING – DEP. CITY MANAGER - MEDFORD
MURA & LIBERTY PARK AREA, CARNEGIE BUILDINGS FUTURE
- THUR, JAN 25TH – STEFAN BIRD – CEO/PRESIDENT – PACIFIC POWER
SMART METERS, RENEWABLE ENERGY
- FRI, JAN 26TH – DONNA BRIGGS – BRITT
BRITT 2018 CHANGES, MORE ANNOUNCEMENTS, SEATING, ORCHESTRA
- MON, JAN 29TH – DR. MEGAN MCLELLAND – CHILDHOOD RESEARCH – OREGON
STATE - EARLY BRAIN DEVELOPMENT, GAMES/INTERACTIONS, YOUR
PLACE, OUR KIDS
- WED, JAN 31ST – LINDA HARRIS - LA CLINICA'S FAMILY AND WOMEN'S HEALTH
CENTER - WHAT WOMEN CAN DO TO PREPARE FOR PREGNANCY
- THUR, FEB 1ST – GOV. KATE BROWN
FOSTER CARE CRISIS, FEB LEGISLATIVE SESSION
- FRI, FEB 2ND – JANET CAPETTY & KIM ANDRESEN – SPECIAL OLYMPICS
PREVIEW OF FEBRUARY'S POLAR PLUNGE
- MON, FEB 5TH – AMANDA SQUIBB – FRIENDS OF THE CHILDREN, KLAMATH BASIN
WHAT IS FRIENDS?, DOCUMENTARY SCREENING WEDNESDAY
- TUES, FEB 6TH – CAROLYN KOHN & COURTNEY DILLARD – COUNT HER IN EVENT
IN GP - WEEKEND EVENT TO EMPOWER WOMEN AND GIRLS
- WED, FEB 7TH – LORI EARP – LOCAL AUTHOR - LOCAL MOM WROTE 2 BOOKS ON
DAUGHTER'S HELIUM INHALATION DEATH, BOOK SIGNING ON 18TH
- MON, FEB 26TH – SEN. RON WYDEN
GUN CONTROL AFTER PARKLAND H.S., DACA, GOP TAX PLAN, TRUMP

TUES, FEB 27TH - ANGELA DOWLING – PRESIDENT, REGENCE BLUECROSS
BLUESHIELD OF OREGON - OREGON INSURANCE MARKET

WED, FEB 28TH – SOU PRES. DR. LINDA SCHOTT & KATIE PITTMAN
NEW ONLINE MBA PROGRAM STARTS IN APRIL

THUR, MARCH 1ST - TEDDY ABRAMS – CONDUCTOR – BRITT ORCHESTRA
CLASSICAL SUMMER SEASON PREVIEW

FRI, MARCH 2ND – HEATHER CROWDER & RANDY SHAW – KLAMATH BASIN HOME
BUILDERS ASSOC. - BUILDING/CONSTRUCTION ECONOMY IN KLAMATH,
WHAT THEY DO

MON, MARCH 5TH – TRISH WELCH – THE ARC JACKSON COUNTY
LIVE TO DANCE PREVIEW

TUES, MARCH 6TH – DR. PETER ADESMAN – COLORECTAL CANCER AWARENESS
MONTH - ALL ABOUT COLON CANCER

WED, MARCH 7TH - STU GREEN – CLIMATE/ENERGY ANALYST, CITY OF ASHLAND
ENERGY SAVING OPPORTUNITIES IN ASHLAND

THUR, MARCH 8TH - LUIS AVILA – KEYNOTE SPEAKER – SOU LEADERSHIP
MEETING - CREATING OPPORTUNITIES FOR HISPANIC YOUTH

FRI, MARCH 9TH - BEN TRUWE – SO. OREGON HISTORIAL SOCIETY TRUSTEE
LOCAL HISTORIAN

MON, MARCH 12TH – SEN RON WYDEN
DEM’S INFRASTRUCTURE PLAN, GOP DOMINANCE IN D.C.

TUES, MARCH 13TH – KEN TROUTMAN & STEVE ERB – PEOPLE’S BANK
BANK DOING WELL, HANDING OUT GOP TAX CUT BONUSES, EXPANSION

WED, MARCH 14TH – LAURA LEEBRICK & DENISE BARNES - ROGUE RECYCLING
BIG RECYCLING CHANGES THIS MONTH

THUR, MARCH 15TH - SUSAN SYGALL – MOBILITY INTERNATIONAL USA
WHAT IS ORG, HOW FOUNDED, WHAT SHE DOES, ETC

FRI, MARCH 16TH – KAREN STARCHVICK & JEFF KINSELLA – MEDFORD SCHOOL
DIST. BOARD MEMBERS - \$25 MILLION BOND GOING ON BALLOT FOR
CAREER TECHNICAL EDUCATION

MON, MARCH 19TH – KATE LASKY – JOSEPHINE COMMUNITY LIBRARY
EXPANDING HOURS TUESDAY, AFTER LEVY PASSED LAST YEAR

TUES, MARCH 20TH – PATTY HUBBERT – MEDFORD SCHOOLS FOUNDATION
NON-PROFIT MAKES GRANTS FOR MEDFORD TEACHERS

WED, MARCH 21ST – KAREN STARCHVICK & JEFF KINSELLA – MEDFORD SCHOOL
BOARD - 549C LOOKING TO PASS 25 MILLION DOLLAR BOND FOR CAREER
TECHNICAL EDUCATION

THUR, MARCH 22ND – COREY DONOVAN & PATRICIA MCCONNELL – HOME
INSTEAD SENIOR CARE - KEEPING SENIORS IN THEIR HOMES

FRI, MARCH 23RD – DR. MARK GREENBERG – ADVANCED PAIN CARE
OPIOID CRISIS, MANAGING PAIN WITHOUT OPIOIDS & SURGERY

MON, MARCH 26TH – DUSTIN FIELDS – WEATHERLY INN
TRENDS IN RETIREMENT/ASSISTED LIVING COMMUNITIES

TUES, MARCH 27TH – JAMES PRICE & CATLIN MARTIN - BEATY BUTTE WILD
HORSES AUCTION - WILD HORSES ROUNDED UP, GENTLY TRAINED,
AUCTIONED IN APRIL

WED, MARCH 28TH – GARRY PENNING – GP SCHOOL BOARD
ALL ABOUT THE 138.7 GP SCHOOL BOND TO BUILD NEW MIDDLE SCHOOLS

THUR, MARCH 29TH – KAMILAH LONG - OREGON SHAKESPEARE FESTIVAL
OSF MANAGER OF CAPITAL CAMPAIGNS AND LEADERSHIP ALLIANCE

FRI, MARCH 30TH – REP. GREG WALDEN
FACEBOOK PRIVACY, GUNS, TRUMP

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
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5. Public Service Announcements

Pear Blossom – YMCA Benefit		6
Brava Opera – Youth Artist		15
Blue Zones Project Grants Pass – Healthy Lifestyles		61
Children’s Advocacy Center – 2018 Winter Gala Fundraiser		69
Habitat for Humanity – Low Income Housing		545
Jackson County Health and Human Services – Suicide Prevention		53
Josephine County A&D Program – Underage Drinking, Senior Gambling		44
Know Your Role – Youth Sports & Adult Behavior		292
The ARC Live to Dance Fundraiser		37
Southern Oregon Golf Classic (Charity Fundraiser)		92
Josephine County – Cal Ripkin Youth Baseball		20
Oregon Community Foundation – Charitable Foundation		167
Oregon Forest Resources Institute		120
Oregon Shakespeare Festival – Theater		123
Ruch School – Charter School Enrollment Push		115
Special Olympics Oregon – Polar Plunge Fundraiser		74
Stay Safe Oregon – Prescription Opioid Safety & Treatment		421
YMCA – Family Enrichment & Physical Fitness		126

6. Community Outreach/Tours**Tour 01/24/18 –**

KOBI HR Director, Chelsea Valdez, hosted a tour for two third grade homeschool students and one adult on a full station tour, with a focus on weather and a presentation from our weather reporter, Matt Jordan.

Tour 02/08/18 –

KOBI general manager, Bob Wise, and weather reporter, Matt Jordan, hosted a group 27 of 3rd grade students from Jewett Elementary, as well as five adults, on a full station tour with a weather wall presentation.

Tour 02/09/18 -

KOBI general manager, Bob Wise, and weather reporter, Matt Jordan, hosted a group 30 of 3rd grade students from Howard Elementary, as well as four adults, on a full station tour with a weather wall presentation.

MOBI

Quarterly Issues Report

1st Quarter

01/01/18 – 03/31/18

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 9am-11am and 5pm-11pm, Monday through Friday.

2. Public Service Announcements

Pear Blossom – YMCA Benefit	42
Brava Opera – Youth Artists	122
Children’s Advocacy Center – 2018 Winter Gala Fundraiser	34
Jackson County Health & Human Services – Suicide Prevention	30
Know Your Role – Youth Sports & Adult Behavior	57
The ARC Live to Dance Fundraiser	36
Southern Oregon Golf Classic – Charity Fundraiser	122
Oregon Community Foundation – Charitable Foundation	43
Ruch School – Charter School Enrollment Push	37
Special Olympics Oregon – Polar Plunge Fundraiser	100
Stay Safe Oregon – Prescription Opioid Safety & Treatment	422

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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