

K32DY TV

Quarterly Issues Report

2nd Quarter

04/01/17 – 06/30/17

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

Pet Talk

(Education)

Wednesdays, 6:30 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 of the month in May prior to Memorial Day.

Focus on Health

(Health Care)

Tuesdays, 6 PM

Doctor Robin Miller joins our anchor 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

During the month of June of 2017, KOB TV NBC5 partnered with Peoples Bank of Commerce in order to provide safety tips to our viewers.

KOB TV NBC 5 donated the talent, production and edit time for the creation of the :30 second PSA and provided 20 no-charge spots.

As a result, the campaign was extremely well branded to all of the viewers in our 55,000 square mile coverage area.

3. In-Depth Local News

Sex Trafficking

Two Parts

TRT: 7:21

Reporter: Taelor Rian

Fox Air Dates: May 2nd/3rd 10pm

NBC5 Air Dates: May 11th/12th, 6pm, 11pm, 5:30am on May 12th/15th.

Southern Oregon girls, lured to big cities with empty promises. Local girls from good homes, good families. Conned into slavery. And Fox26's Taelor Rian will show you exactly how traffickers enslaved them. It's a special investigation every parent needs to see.

Sex Ed

Two Parts

Reporter: Kristin Hosfelt

TRT: 6:52

NBC5 Air Dates: May 10th/11th, 6p, 11pm, 5:30am on May 11th/12th

Fox Air Dates: May 23rd/24th, 10pm

Is sex education working?

Medley 1.39 "So you have the eighth graders, 11% of them are sexually active in Oregon." 4.0

And it's even higher in southern Oregon.

Teen 1.59 "Went to school on Monday and had him on Tuesday. 3.5

So what should be taught?

Sky: .50 "When abstinence only curriculum is taught, pregnancy rates go up." 3.5

And when should it be taught?

Medley: 1.29 "At sixth grade at seventh grade, at eighth great." 2.5

NBC5's Kristin Hosfelt investigates sex ed in Southern Oregon.

Rural Doctors

Two Parts

Reporter: Elizabeth Ruiz

TRT: 7:05

Fox Air Dates: May 11th/12th, 10pm

NBC Air Dates: May 17th/18th, 6pm, 11pm, 5:30am on May 18th/19th.

For every 300 residence in Jackson County, there's just one medical doctor. In Josephine, it's nearly 500 to one. And it's our smaller communities that are hit hardest. Now, FOX26's Elizabeth Ruiz reveals a national controversy that could make our local doctor shortage even worse.

SoCloseToHomeless Week

Five Parts

Reporter: Natalie Weber

TRT: Approx 12:00

Fox Air Dates: May 22nd-26th, 10pm

Homelessness hits home. And it can happen to anyone. Even our children. FOX26' Natalie Weber dedicates an entire week to our growing homeless and housing crisis.

Ransomware

One Part

Reporter: Nikki Torres

TRT: 3.01

NBC5 Airdate: May 24th, 6p, 11pm, 5:30am on May 25th.

The ransomware virus has infected 300,000 computers in 150 countries.

Southern Oregon was also attacked. And you need to know the damage.

NBC5 reveals the results of our investigation.

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 APRIL - JUNE 2017

MONDAY, APRIL 3RD - BRAD RUSSELL, JENI BECK - PEAR BLOSSOM RUN
PREVIEWING THIS WEEKEND'S 41ST PEAR BLOSSOM RUN(S)

TUES, APRIL 4TH - MOLLY KREUZMAN - LOCAL FILMMAKER
LOCAL WOMAN'S FILM PART OF AIFF - ASHLAND INDEP. FILM FESTIVAL

WED, APRIL 5TH - RICHARD HERSKOWITZ - AIFF
PREVIEW OF THE UPCOMING FILM FESTIVAL

THUR, APRIL 6TH - DARCEY MANN-SELF - PRESIDENT, PEAR BLOSSOM FESTIVAL
PREVIEWING 64TH WEEKEND-LONG FESTIVAL

FRI, APRIL 7TH - NANCY LINDQUIST - JOSEPHINE CO. ANIMAL SHELTER
MAY BALLOT MEASURE SUPPORTING ANIMAL SHELTER

MON, APRIL 10TH - LISA O'CONNOR (FAMILY NURTURING CTR.) & TAMMI PITZEN
(CAC) ALONG WITH CASA, PARTICIPATING IN CHANGE FOR CHILDREN
CAMPAIGN

TUES, APRIL 11TH - KIM LEWIS - ASHLAND ROTARY
PREVIEW 59TH ANNUAL ASHLAND ROTARY EASTER EGG HUNT

WED, APRIL 12TH - BANDANA SHRESTHA - AARP OREGON
AARP'S WORKS ON THE HOUSING CRISIS, HEALTH CARE, SALEM LOBBYING

THUR, APRIL 13TH - CORT COX - BLUE ZONES PROJECT - KLAMATH FALLS
WHAT IS BLUE ZONES, WHY KLAMATH

FRI, APRIL 14TH – REP. GREG WALDEN

ANGRY TOWN HALLS, HEALTH CARE PLAN & MEDICARE, TRUMP

MON, APRIL 17TH - DOUG GOULD FOUNDATIONS FOR RECOVERY

OPIOID USE AND LEGISLATURES MOVE TO LIMIT PRESCRIPTIONS,
MARIJUANA

TUES, APRIL 18TH – GOV. KATE BROWN

LEGISLATURE/BUDGET, KLAMATH DA APPOINTMENT, STATE ECONOMY

WED, APRIL 19TH – JIM GOODWIN – JOSEPHINE CO. JUVENILE SERVICES

BUDGET CRUNCH & ITS EFFECT ON THEIR SERVICES

THUR, APRIL 20TH – DANA PRESTON- ASHLAND CHAMBER OF COMMERCE

PREVIEW UPCOMING ASHLAND INNOVATORS CONFERENCE

FRI, APRIL 21ST – LINDA OTTO & JOY MARSHALL – GRANDMA'S 2 GO

LOCAL NON-PROFIT SUPPORTING FAMILIES IN NEED WITH SERVICES

MON, APRIL 24TH – DR. LINDA SCHOTT – SOU PRESIDENT

12% TUITION HIKE, NEW PROGRAMS

TUES, APRIL 25TH – JILL MCGINNIS – SAFEWAY/ALBERTSONS

RE-OPENING OLD LOCATION IN ASHLAND TOMORROW

WED, APRIL 26TH – JEANINE MOY & NICHTÈ VERDUGO – PEOPLE'S CLIMATE

MARCH FOR CLIMATE, JOBS & JUSTICE

LOCAL NON-PROFITS PARTNERING TOGETHER FOR MARCH IN MEDFORD

THUR, APRIL 27TH – KIRA ZAVALA – SO. OREGON CAREER NETWORKING EXPO

HUGE HIRING FAIR AT THE EXPO IN MAY

FRI, APRIL 28TH – LAURIE ANNE HUNTER – R.V. CHORALE

SPRING CONCERT PREVIEW

MON, MAY 1ST – JIM CHADDERDON – DISCOVER KLAMATH

BUSY SEASON, GROWING TOURISM IN SO. OREGON

TUES, MAY 2ND - BRIANNA LEE & HALEY WALKER – COMMUNITY 101

PROGRAM AT WASHINGTON ELEMENTARY, KIDS RUN A FOUNDATION

WED, MAY 3RD - MICHELLE MARIKOS - OREGON PAIN GUIDANCE

UPCOMING FORUM ON CHRONIC PAIN AND ALTERNATIVE MEANS FOR
DEALING WITH CHRONIC PAIN

THUR, MAY 4TH - SHARON JOHNSON - A CRISIS OF CARE

UPCOMING FORUM ON AGING AND HOW FOLKS CAN START PLANNING FOR CARE

FRI, MAY 5TH - SEN. RON WYDEN

TOWN HALLS, HEALTH CARE BILL, TAX PLAN, N. KOREA

MON, MAY 8TH - KERRY TYMCHUK - OREGON HISTORICAL SOCIETY

INFO ABOUT SOCIETY AND CURRENT EXHIBIT

TUES, MAY 9TH - FRED MOSSLER - BUSINESS EXECUTIVE, FASHION GURU,

PHILANTHROPIST VISITING HIS ALMA MATER, SOU, WHERE HE IS SPEAKING WITH STUDENTS

WED, MAY 10TH - JOCELYN SCHMIDT - MUSICAL THEATRE ACTRESS

UPCOMING SHOW TO RAISE MONEY FOR THE WOMEN'S CRISIS SUPPORT TEAM

THUR, MAY 11TH - KEVIN STINE - MEDFORD CITY COUNCILOR,

A MAJOR AMENDMENT WHICH COULD SECURE 22-MILLION DOLLARS FOR MURA PROJECTS

FRI, MAY 12TH - PHILIP YATES - NUTRITION PROGRAMS DIRECTOR AT ACCESS

STAMP OUT HUNGER FOOD DRIVE-LARGEST ONE-DAY DONATION DRIVE IN THE COUNTRY.

MON, MAY 15TH - CAROLYN BIRCH - MEDFORD ROGUES BASEBALL

PREVIEW OF THE UPCOMING SEASON

TUES, MAY 16TH - DR. ROBIN MILLER, DAVE KAHN

SO SWING DANCE CONVENTION PREVIEW

WED, MAY 17TH - JIM BUCK - ARMY CORPS OF ENGINEERS

CURRENT STATE OF LOCAL DAMS, PROTOCOL FOR MANAGING LEVELS, SAFETY ON THE RIVER

THUR, MAY 18TH - LORITA CUSHMAN - DNA GENEALOGIST

GENETIC TESTING, WHAT IT IS, WHAT YOU CAN FIND OUT, WHAT YOU SHOULD BE AWARE OF.

FRI, MAY 19TH - DENNIS RICHARDSON - OREGON SECRETARY OF STATE

MEDICAID AUDIT, AUDIT ALERT SYSTEM, PUBLIC RECORD ACCESS

MON, MAY 22ND - CHARLEY WADDINGTON - PRESIDENT OF GRANTS PASS ACTIVE

CLUB PREVIEW OF 59TH ANNUAL BOATNIK

TUES, MAY 23RD - ROGER BRANDT - ILLINOIS VALLEY COMMUNITY

DEVELOPMENT ORGANIZATION DEDICATION OF AN OREGON HISTORICAL
MARKER FOR THE 555TH- AN ALL-BLACK PARATROOPER UNIT IN WW2

WED, MAY 24TH – DONNA BRIGGS – BRITT FESTIVALS
SEAT RENOVATIONS, EXPANSIONS, AND FUNDRAISING EFFORTS TO MAKE
THE MILLION DOLLAR PROJECT HAPPEN

THUR, MAY 25TH – GUY TAUER - REGIONAL ECONOMIST
SOUTHERN OREGON ECONOMY, JOB MARKET

FRI, MAY 26TH – GRANT WALKER - RCC
ALL YOU NEED TO KNOW ABOUT COMMUNITY COLLEGE- THE PROS, THE
CONS, AND WHAT MAKES IT DIFFERENT THAN A 4-YEAR UNIVERSITY

TUES, MAY 30TH – SEN. RON WYDEN
TRUMP OVERSEAS TRIP, RUSSIA INVESTIGATION, TEXAS REP TALKING
IMPEACHMENT, SPECIAL PROSECUTOR, REPUBLICAN HEALTH CARE PLAN

WED, MAY 31ST – CALEB LAPLANTE & - JAG MCCLINTOCK - GRANTS PASS
BALLOON & KITE FESTIVAL DETAILS ON EVENT AND THE NEED FOR
VOLUNTEERS

THUR, JUNE 1ST – JACKSON MICHELSON & DEBORAH ALLEN - COUNTRY MUSIC
SINGERS/EMCEE'S OF COUNTRY CROSSINGS PREVIEW OF COUNTRY
CROSSINGS MUSIC FESTIVAL

FRI, JUNE 2ND - DEREK DEBOER - PROFESSIONAL RACECAR DRIVER/GM OF CAR
DEALERSHIP TALKING ABOUT A RACE CAR AND TEST-DRIVE EVENT TO
RAISE MONEY FOR CANCER RESEARCH

TUES, JUNE 6TH – JOHN WATT – LEGISLATIVE ANALYST
ANALYSIS OF WHAT'S HAPPENING IN SALEM THIS SESSION

WED, JUNE 7TH – JOHN HUTTER – ELECTRICAL CONTRACTING JOBS
LOCAL EVENT DESIGNED TO ATTRACT ELECTRICIANS

FRI, JUNE 9TH – COLIN WHITE – SCIENCE ADVISOR
LOCAL SCIENTIST WORKING WITH NORTH MEDFORD STUDENTS/NASA ON
SOLAR ECLIPSE PROJECT

MON, JUNE 12TH - EMILY EVANS – WOMEN'S FOUNDATION OF OREGON
STUDY SHOWS OR WOMEN ARE BEHIND WOMEN IN MANY OTHER STATES

TUES, JUNE 13TH – MELISSA CANO – OREGON DEPT. OF FORESTRY
START OF FIRE SEASON, HUGE SNOWPACK, DEFENSIBLE SPACE

WED, JUNE 14TH – SHANE SEVCIK - WEIGHTLIFTER
LOCAL CHAMPION WEIGHTLIFTER RECOVERED FROM MASSIVE INJURY

THUR, JUNE 15TH – JESSICA HEDGES – COWBOY POETRY
LAKE COUNTY EVENT IN AUGUST

FRI, JUNE 16TH – ASHTON ROXANDER – PROFESSIONAL BALLET DANCER
19 YEAR OLD LOCAL KID IS GOING TO PENNSYLVANIA BALLET

MON, JUNE 19TH – CLARK MORNINGSTAR – CASCADE CIVIL WAR SOCIETY
LOCAL EDUCATIONAL AND BATTLE RE-ENACTING CIVIL WAR GROUP

TUES, JUNE 20TH – BRIAN SJOTHUN – MEDFORD CITY MANAGER
HOMELESS SITUATION, GREENWAY WORK, BUDGET, SENIOR CENTER
PLANS

WED, JUNE 21ST – SHAWN RICHARDS - JACKSON CO. SHERIFF SEARCH AND
RESCUE. SEARCH AND RESCUE EXTREMELY BUSY, HOW TO BE SAFE

THUR, JUNE 22ND - ALICIA O'QUINN - DEPT OF HUMAN SERVICES
FOSTER CARE, ADOPTION, RECRUITMENT AND TRAINING

FRI, JUNE 23RD - DOUG BROWN AND MARK DODSON – KLAMATH FREEDOM DAYS
4TH OF JULY (AND BEYOND) FESTIVITIES IN KLAMATH

MON, JUNE 26TH – DOUG STEWART (MERCY FLIGHTS) & DR. ANNE ALFTINE
(JACKSON CARE CONNECT) TWO ORGANIZATIONS WORKING TOGETHER
TO DECREASE E.R. VISITS, REDUCE COSTS

TUES, JUNE 27TH – BRAD HICKS AND DAVID VEACH – RED, WHITE AND BOOM!
PREVIEW 2017 JULY 4TH CELEBRATION AT JACO EXPO

WED, JUNE 28TH – CHRISTINA KRUGER, PACIFIC POWER
HOT SUMMER TIPS, HOW THEY PREP GRID AND AVOID OUTAGES,
RENEWABLE

THUR, JUNE 29TH - TANEEA BROWNING – CENTRAL POINT CHAMBER
PREVIEW CENTRAL POINT 4TH OF JULY FESTIVITIES

FRI, JUNE 30TH – KELSEY FRANTZ – ASHLAND CHAMBER OF COMMERCE
ASHLAND 4TH OF JULY PLANS, PARADE, FIREWORKS, ETC.

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	Sun 3pm	1/1-TFN
Dog Tales	E/I Pets	Sun 3:30pm	1/1-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 10am	7/1/14-TFN

OTO Programs:

TITLE	DAY/DATE	TIME
Live to Dance w/the ARC Stars (Encore)	Sun 4/9	3-4pm

5. Public Service Announcements

Access – Poverty and Homelessness	664
Access – Veteran/Landlord Project	344
Ashland Fire Marshall – Built-in Sprinklers	166
Bi-coastal – Love for Larry (fundraiser for local radio host with cancer)	33
Dog’s for the Deaf – Hearing and Assistance Dogs	60
Greater Grants Pass Rotary – GP Balloon Festival	191
Grants Pass Active Club – Boatnik	63
Habitat for Humanity – House for Needy People	221
Jackson County Health and Human Services – Pain Conference	98
Josephine County A&D – Gambling Prevention	434
Josephine County A&D – Alcohol Prevention (underage)	306
Josephine County Fair – Home and Rec Show	7
Klamath County Museum	26
Jr. Achievement Bolw-a-Thon	33
Boy Scout Pancake Breakfast	5
S.O. Classic Golf Tournament (benefits CASA, and two others)	281
Red, White and Boom!	7
Kruise of Klamath	49
Mattress Firm – General Awareness Foster Kids	70
OHSU – Guest House Spring Campaign	89
Oregon Forest Resources – Provides info about forestry topics of broad public interest, including clean water, responsible forest management, and minimizing fire risks.	135

Oregon Historical Society – Dedicated to preserving and making Oregon's History	16
Oregon Shakespeare Festival – Performing Arts	222
Pacific Power – Oregon Wine Experience/Children's Miracle Network	21
People's Bank – Safety Campaign	132
RVTD – Community Public Transportation	97
United Way of Jackson County	39

6. Community Outreach/Tours

Tour 04/04/17

KOBI HR Director, Chelsea Morris, hosted a group of 31 of second grade students, along with four adults from Jewett Elementary on a full station tour with a weather wall presentation.

Tour 05/10/17

KOBI HR Director, Chelsea Morris, hosted a tour for one student from New Horizon Christian School and one parent on a full station tour, with a one-on-one sit down interview with our 6pm anchor, Kristin Hosfelt.

Tour 05/25/17

KOBI morning weather forecaster, Matt Jordan, did an on-site weather presentation at Orchard Hill Elementary for a group of 25 fourth grade students. Following the weather presentation, the fourth grade class (along with five adults) came to KOBI for a full station tour, with a weather wall presentation, facilitated by KOBI HR Director, Chelsea Morris.

MOBI

Quarterly Issues Report

2nd Quarter

04/01/17 – 06/30/17

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 – Poverty and Homelessness	916
Access – Veteran/Landlord Project	224
Ashland Fire Marshall – Built-in Sprinklers	75
Bi-Coastal – Love for Larry (fundraiser for local radio host with cancer)	62
Dog’s for the Deaf – Hearing and Assistance Dogs	97
Greater Grants Pass Rotary – GP Balloon Festival	138
Grants Pass Active Club – Boatnik	30
Klamath County Museum	20
Jr. Achievement Bowl-a-Thon	60
Boy Scout Pancake Breakfast	5
S.O. Classic Golf Tournament (benefits CASA and two others)	303
Kruise of Klamath	75
Oregon Historical Society	48
RVTD – Community Public Transportation	100

3. Children’s Programming

E/I ON THIS TV

Sunday TP	7:00AM	7:30AM	8AM	8:30AM	9AM	9:30AM
Target Age	13-16	13-16	13-16	13-16	13-16	13-16
Program Name	Wild About Animals	Get Wild	Wild World	Awesome Adventures	Whaddayado	Whaddayado

Wild About Animals is a reality science series that is produced for children in the 13-16 age group, and is designed to educate, inform and entertain those viewers. This program fulfills its purpose by providing a high level of educational value. The structure of each show consists of four (4) different segments/stories which make for a varied, fast paced program. Through the use of dramatic, stunning footage combined with an engaging and entertaining narrative, the show creates a general tone that is particularly effective in connecting to the target audience. The level of

detail in each show is also appropriate and the segments move quickly from one topic to the next.

The host, Mariette Hartley who is an animal rights activist and Emmy award winning actress, creates a bond with the viewer through her pleasing delivery. Coupled with a very conversational style is the MTV shooting style. The program open is visually engaging, featuring scenes of animals in their habitats in the form of a teaser for the audience.

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.

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.

Awesome Adventures is an educational and informational adventure travel program that targets the 13 to 16 year old age group, but is also a highly entertaining program for a more general audience. With a host and the use of young guides from a specific locale, it is ideal for the tween/teen market.

This program is fast paced, and provides information which encompasses many aspects of the location. It is produced in a contemporary style, and features both historical and cultural information, in addition to an action adventure. The introduction about the specific food, music, geography, history and environmental issues as well as popular recreational activities of the locale, make for a most entertaining program.

Whaddyado is a half-hour weekly series designed to educate, inform, inspire and entertain, does an exceptional job educating teenagers. The shows target audience is between 13 and 16 years of age, the time period when children are making the transition to becoming adults. Both theory and research demonstrate that this is the stage of life where children begin to experiment with who they are and who they want to be. It is a time which is typified by feeling invincible. This sense of invulnerability is commonly coupled with withdrawal from parents and authority figures which leaves teenagers susceptible to poor decision making.

Therefore, this time where insight and judgment are developing, but adult influence is limited, educational programming can make an immense impact on a child's decisions. **Whaddyado** provides an excellent opportunity for teenagers to learn life lessons they likely are otherwise not open to receiving.

What makes **Whaddyado** such a valuable resource for teenagers is that it exposes them to real life situations. The reenactments give the audience the opportunity to develop important life-saving skills. By exposing the audience to perilous situations that have actually occurred, then, using interviews with the participants, and instructions from experts, teenagers are shown what the proper reaction should be when faced with similar life-threatening circumstances this show is perfectly positioned to educate its audience. Because research demonstrates that teenagers learn best from children their own age, this show is uniquely designed to get its lessons through to teenagers. It is likely that in addition to learning the life-saving lessons contained in each episode, the show will also work to minimize a viewer's belief in their immortality, a priceless lesson for all teenagers.

4. Regularly Scheduled Programming

Hiring America	Veterans Employment	MOBI (THIS TV) Sundays 10am	7/1/14- TFN
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