

K32DY

Quarterly Issues Report

4th Quarter

10/1/15 – 12/31/15

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

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.

Pet Talk

(Education)

Wednesdays, 6 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

2. Locally produced programming & community partnerships

YES (Youth/Education/Success): trips, music, art, sports and after school activities are memorable experiences most of us cherished as students. That is why KOB1-KOTI and our business partners launched YES. Participating businesses donate a portion of their earnings one day a month to fund extracurricular activities, classroom supplies and programs for public schools in our region. Through YES, schools can access a portion of the overall collected funds by applying for YES Grants. This initiative was launched in January of 2012. It received one of the three

Community Service prestigious awards given in the country by the National Association of broadcasters in 2014.

The Great Holiday Meal Drive: During the months of November and December of 2015, KOBI-TV NBC5 partnered with Safeway-Albertson's, Jackson Care Connect, and US Bank for the first annual Great Holiday Meal Drive. The campaign asked local communities to raise money in order to feed Southern Oregon families. As a result, the region raised over \$200,000 and provided 3,855 hot holiday meals to local families, feeding over 30,000 people. The station provided over 120 PSAs and mentioned the promotion in local news casts 36 times during the two month window.

3. In-Depth Local News

These stories were explored in detail, in a series of reports as follows:

Minimum Wage

Two parts – 5 minutes total air time

Reporter: Kristin Hosfelt

Air Dates: Oct 29th-30th 6pm/11pm. Following weekdays on Sunrise. *What happens if Oregon's minimum wage increases by over 30%? Kristen Hosfelt takes you inside a growing statewide movement to boost wages...by a lot.*

Group Homes

Three parts – 9 minutes total air time

Reporter: Taelor Rian

Air Dates: Nov 2nd-Nov 4th 6pm. Following weekdays on Sunrise.

What's happening next door? It's a local group home housing the mentally ill. And they're not required to inform you or your neighbors. Taelor Rian reveals what is really happening at these group homes spread all over Southern Oregon.

Guns

One part – 2.5 minutes total air time

Reporter: Matt Jordon

Air Dates: Nov 9th-10th 6pm/11pm. Following weekdays on Sunrise.

It's a national argument that has recently become a local debate. Gun control. NBC5 News reviews your rights and the new rules.

Dangerous Parks

Two parts – 5 minutes total air time

Reporter: Roma Villavicencio

Air Dates: Nov 16th-17th 6pm/11pm. Following weekdays on Sunrise.

How safe are you in our local parks? NBC5 News reveals the strategies police are using to minimize the mayhem.

Repeat Offenders

Two parts – 6 minutes total air time

Reporter: Kassi Nelson

Air Dates: Nov 23rd-24th 6pm/11pm. Following weekdays on Sunrise.

NBC5's Kassi Nelson exposes a crisis. Hundreds of repeat offenders roaming free in Southern Oregon. How safe are you...around THEM.

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.

OCT-DEC 2015 5 ON 5'S

FRI, OCT 2ND – TED TRUJILLO & MARY FERREL – SO. OREGON SMOKED SALMON FESTIVAL 2ND ANNUAL EVENT TO BENEFIT HOMELESS KIDS AT MASLOW PROJECT

MON, OCT 5TH – STEVE LIGHTMAN – HARRY & DAVID PRESIDENT 6 MONTHS INTO JOB, PREP & HIRING FOR HOLIDAYS

TUES, OCT 6TH – JIM TEECE – 13TH ANNUAL RV BUSINESS RESOURCE FORUM FREE BUSINESS FORUM FOR SMALL BUSINESS OWNERS

THUR, OCT 8TH – HANK WILLIAMS (CP MAYOR) & PAM SLATER (ACCESS) PREVIEWING MAYOR'S UNITED EVENT TO BENEFIT ACCESS

FRI, OCT 9TH – STEPHANIE CAO – CAREOREGON ADVANTAGE SHOPPING FOR MEDICARE OPTIONS

TUES, OCT 13TH – DOUG BREIDENTHAL – JACO COMMISSIONER WILDFIRES IN OREGON AND THEIR EFFECT ON OUR HEALTH

WED, OCT 14TH – SEN. JEFF MERKLEY GUN CONTROL AFTER UCC, MAKING COLLEGE MORE AFFORDABLE

THUR, OCT 15TH – JENNIFER DAVIS & ELISSA DENTON – PLANNED PARENTHOOD OF SW OREGON CHANGES IN FETAL TISSUE AT PP, BIG EVENT PREVIEW

FRI, OCT 16TH – CHAVA FLORENDO, MARIA GOMEZ – COUNT ME IN SCHOLARSHIP FUNDRAISING EVENT AT SOU

MON, OCT 19TH – DR. VANDANA SHIVA – SCHOLAR, ENVIRONMENTAL ACTIVIST & AUTHOR IMPORTANCE OF ORGANIC FARMING, FUTURE OF ENVIRONMENT

WED, OCT 21ST – ANNE CARTER – MEDFORD FOOD CO-OP
4 YEARS IN BUSINESS, GROWING, NATIONAL CO-OP MONTH

FRI, OCT 23RD - AMY MATHIS – SO. OREGON EPILEPSY GROUP
NEW GROUP FOUNDED MONDAY

MON, OCT 26TH – SOU INTERIM PRESIDENT ROY SAIGO
RETIRING AT END OF YEAR, ENROLLMENT, CAMPUS SECURITY

WED, OCT 28TH – GRAHAME RUSSELL – RIGHTS ACTION
HUMAN RIGHTS WORKER IN MEXICO & CENTRAL AMERICA SPEAKING AT
SOU

THUR, NOV 5TH – ELLEN ROSENBLUM – OREGON ATTORNEY GENERAL
ORACLE/COVER OREGON

FRI, NOV 6TH – SENATOR JEFF MERKLEY
KEYSTONE PIPELINE, TSA KLAMATH, PAUL RYAN/BUDGET, MJ/BANKING

MON, NOV 9TH –CHRIS MAPLES – OREGON TECH PRESIDENT
ATTENDANCE, GUNS ON CAMPUS, HIS FUTURE AT OIT

TUES, NOV 10TH – REP. GREG WALDEN
MENTAL HEALTH, TSA KLAMATH, PAUL RYAN/BUDGET, CARSON/TRUMP

WED, NOV 11TH – OREGON STATE REP. PETER BUCKLEY
SERVING OUT LAST TERM, INTEREST IN SOU PRESIDENCY

FRI, NOV 13TH - JERRY HORTON – LAWRENCE JEWELERS
LOCAL BUSINESS CLOSING AFTER 107 YEARS AND MULTIPLE
GENERATIONS

MON, NOV 16TH – LISA O’CONNOR – EXEC. DIRECTOR – FAMILY
NURTURING CENTER
WHAT FNC DOES, NEW TO POSITION

TUES, NOV 17TH – TRACY CURTIS – WELLS FARGO REGION PRESIDENT
NEW OREGON & SW WASHINGTON REGION PRESIDENT

THUR, NOV 19TH - DAN KIRSCHNER – NWGA – NORTHWEST GAS
ASSOCIATION WHAT IS NWGA, WHY ARE PRICES DOWN, LNG PIPELINE

FRI, NOV 20TH - JULIE LOCKHART – WINTERSPRING
NATIONAL SUICIDE DAY, HELP FOR PEOPLE DEALING WITH LOSS

TUE, NOV 24TH – NANCY SUVOY – JUNIOR LEAGUE OF JACKSON CO.
FEEDING HUNGRY ELEMENTARY SCHOOL KIDS ON WEEKEND

MON, NOV 30TH – KATE LASKY – JOSEPHINE COMMUNITY LIBRARY
PASSED MEASURE IN FALL FOR TAXES, HOW THEY'RE DOING

WED, DEC 2ND – KATIE SHEPARD – PROVIDENCE COMMUNITY HEALTH
FOUNDATION PREVIEW PROVIDENCE FESTIVAL OF TREES

THUR, DEC 3RD – DEBBIE GARY – SCHNEIDER CHILDREN'S CENTER
SOU CHILDREN'S CENTER REOPENING THIS FALL

MON, DEC 7TH – GRANT WALKER – RCC
SO. OREGON HOPE GRANT, OREGON PROMISE, EARLY COLLEGE

TUES, DEC 8TH – DOUG MORSE & CINDY WILLIAMS – THE DOUG MORSE
GROUP AT JOHN L. SCOTT LOCAL REALTY MARKET, WHY NOW'S A GOOD
TIME TO BUY

THUR, DEC 10TH – RYAN HEMME & KATHY MCNEILL – COMPASS HOUSE
HOW CLUBHOUSE MODEL WORKS FOR MENTAL ILLNESS, OCF GRANT

FRI, DEC 11TH – DR. SHAWN SILLS – ADDICTIONS RECOVERY CENTER
NEW DETOX CENTER IN DOWNTOWN MEDFORD

WED, DEC 16TH – LISA O'CONNOR & JOEL NICKERSON – FAMILY
NURTURING CENTER & BUTLER AUTO GROUP BUTLER AUTO HELPING FNC
GATHER ITEMS FOR THE HOLIDAY SEASON

THUR, DEC 17TH – STEVE MASON – PROJECT WISE
UPDATE ON MASSIVE IRRIGATION PLAN IN R.V.

WED, DEC 30TH – JOANNA TEW – COMPASS HOUSE
TRANSITIONAL EMPLOYMENT FOR MENTALLY ILL

THUR, DEC 31ST – SAL ESQUIVEL – OREGON STATE REP.
2016 SESSION PREVIEW, PERS

4. Non-News 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
Dog Tales	E/I Pets	Sun 3:30pm	1/5/08-TFN

Missing	Lost Children/Child Safety	Friday/Saturday 4:30-5am Sun 3pm	1/4/08-TFN 9/25/11-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

5. Public Service Announcements

The Great Holiday Meal Drive	120
Southern Oregon University Foundation	12
Planned Parenthood	36
Oregon Health Authority	120
Jackson County Health and Human Services	30
Jackson County Gambling Awareness	8
Habitat for Humanity	91
Good Will Industries	43
Maslow Project 2015	21
Living Opportunities	76
Human Bean – Coffee for a Cure	12
Access Food Share – Mayors United	22
Children’s Advocacy Center	24
Josephine County Alcohol and Drug Program	88
Mercy Flights	8
Butler Automotive – Bare Necessities	19
YES Campaign	157
TVB Project Roadblock	39
Rogue Valley Preparedness and Safety Fair	34
5M Just Play – Bring More to Life	2
Focus – Families Puppies 5M	2
Military Help Line 5M	3
RCC Careers #1	2
RCC Careers #2	1
Food – Friends	4
Sleep Train Toy Drive	32
Sleep Train Coat Drive	28

6. Community Outreach/Tours

Tour 10/26/15

Chelsea Morris and Ann Brown hosted 6 students and 1 adult from Academic Prep Private Homeschool on a full station tour with weather wall demonstration.

Tour 11/10/15

Chelsea Morris and Bob Wise hosted the Red Hat Society, a group of 15 women on a tour of the entire station.

MOBI

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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

Military Help Line	4
Food – Friends	2
Humane Society	1
Access Food Share Drive – Mayors United	48
Human Bean – Coffee for a Cure	40
Living Opportunities	62
Maslow Project	113
Butler Automotive – Bare Necessities	34
TVB Project Roadblock	40

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	Wild About Animals	Awesome Adventures	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.

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.

The host Mystro, probably in his mid twenties, is engaging, and his delivery is both gritty and welcoming for an audience used to YouTube videos. Coupled with a very conversational style is the MTV shooting technique. The program’s opening is visually engaging, featuring scenes of upcoming adventures in the form of a teaser for the audience. In the program about Puerto Rico, the teen team provides some humor while also detailing history. The visualization is excellent—camera angles and action shots make the viewer feel a part of the experience. The use of subjective camera angles further contributes to the “feeling of being there.” The natural sounds on location further emphasize the on-site experience for the viewer. The historical content grounds the program, framing location and history of the region for the viewer. The music selection adds to the overall experience. Along with some creative camera angles, the editing is representative of an exceptional craft. The viewer becomes immersed into the history and flavor of the location in a short period of time, which is an important part of the learning experience. The show always combines fun with facts. For instance, explaining the science behind the rainforest, and then introducing a segment connected to this with body sliding and rock climbing, entertains viewers while educating them about a new culture and community.

WHADDYADO, a half-hour weekly series designed to educate, inform, inspire and entertain, does an exceptional job educating teenagers. The show’s 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

who they want to be. It's a time which is typified by feeling invincible. This sense of invulnerability is commonly coupled with withdraw 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.

WHADDYADO's moral dilemma segment is an invaluable addition to the series. In these segments, teenagers are given a scenario which raises moral questions. They are then provided with an expert's analysis of the costs and benefits of various courses of action. This portion of the show touches on sensitive areas that I have yet to find in other television shows being dealt with in such an up front, open nature. By tackling these challenging issues head on, WHAADYADO works to help develop the moral fiber of our nation's teenagers. These segments are a welcome educational opportunity for teenagers who are working to define themselves.

4. Regularly Scheduled Programming

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