

# **K32DT TV**

## **Quarterly Issues Report**

### **2<sup>nd</sup> Quarter**

#### **04/01/2021 – 06/30/2021**

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**

**In This Together** (KOB1 584 spots / MOB1 645 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 358 spots / MOB1 108 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.

**WAM** (KOB1 1010 spots / MOB1 704 spots)

"WAM" is a partnership project encouraging us all to Wear a Mask. Jefferson Regional Health Coalition and KOB1-TV / KOTI-TV, in partnership with several local sponsors and supporters, are committed to keeping us safe and healthy, so businesses and schools can return to normal operations as quickly as possible.

**Mental Health Minute** (KOB1 143 spots)

NBC5 has partnered with Jackson Care connect, ColumbiaCare and Options for Southern Oregon. Mental Health Minute offers coping strategies for a variety of mental health issues, including depression, COVID-19 concerns, substance use and everyday challenges we all face.

**3. In-Depth Local News**

**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 APRIL - JUNE 2021

APR 1<sup>ST</sup> – REP. CLIFF BENTZ – FEMA/ALMEDA, INFRASTRUCTURE BILL DISCUSSIONS, DEMS/CLIMATE CHANGE, KLAMATH DROUGHT

APRIL 7<sup>TH</sup> – SEN. RON WYDEN – INFRASTRUCTURE BILL, RURAL BROADBAND/.FCC, GEORGIE VOTING LAW, DOMESTIC VIOLENCE/GUNS, CAPITOL ATTACK 2.0, CAHOOTS, HOLOCAUST REMEMBRANCE DAY

APRIL 15<sup>TH</sup> – SIMONE STEWART – WOMEN’S LEADERSHIP CONFERENCE, PREVIEW OF ANNUAL CONFERENCE, AFTER CANCELLATION LAST YEAR

MAY 31<sup>ST</sup> – SEN. RON WYDEN – WILDFIRES, KLAAMTH FARMERS/DROUGHT, FAILED INSURRECTION VOTE, INFRASTRUCTURE

JUNE 2<sup>ND</sup> – REP. CLIFF BENTZ – KLAMATH DROUGHT, HIS BILL TO AID FARMERS, AMMON BUNDY, HIS VOTE FOR INSURRECTION COMMITTEE

JUNE 9 & 10 DANNY JORDAN – JACO ADMINISTRATOR – ALL ABOUT THE ALMEDA & SO. OBENCHAIN ‘AFTER ACTION REPORT’

JUNE 28<sup>TH</sup> – MAX WILLIAMS – OREGON COMMUNITY FOUNDATION - -PROJECT TURNKEY FACILITIES, OCF’S WORK DURING PANDEMIC

JUNE 30<sup>TH</sup> – BOB WISE – NBC5 GM – GETTING THROUGH COVID, OLYMPICS/FOOTBALL/OLYMPICS – BUSY SCHEDULE AHEAD, IN THIS TOGETHER

### 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	Fri/Sat 4:30-5am	1/1-TFN
Missing	E/I Lost Children/Chil	Sat 3pm	10/7/17-TFN
Dog Tales	E/I Pets	Sun 3:30pm	1/1/21-TFN
Hiring America	Veterans Employment	Sun/Mon 12:00am	9/22/19 - TFN
Hiring America	Veterans Employment	Sundays 5am	9/6/20 - TFN
Matter of Fact	Political	Sat 630p*Moved frequently due to NBC Prime scheduling changes	9/17/17 - TFN

**OTO Programs:**

TITLE	DAY/DATE	TIME

**5. Public Service Announcements**

Bandon Chamber of Commerce – Promoting Tourism to Bandon by the Sea	188
Children’s Advocacy Center – Protecting Children and Encouraging Participation	189
City of Medford – Jobs and Job Fair: Promoting Available Jobs for Local Residents	273
Coos Bay Visitors Center – Promotes Tourism to Coos Bay	27
Crater Lake County - Promotes Tourism in Southern Oregon	184
Discover Klamath - Promotes Tourism to Klamath County	70
First Presbyterian Church – Easter 2021	8
Friends of the Children – Non-Profit Fundraiser	67
Habitat for Humanity – Donate to Fire Victims	182
In This Together – Suicide Prevention	739
Jackson County Health and Human Services – Covid-19 Campaign: Vaccinations Are Here – Be Patient, Your Turn is Coming!	366
Josephine County A & D Program – Gambling Prevention and Calendar Art Search	276
Josephine County Rotary Clubs – Making a Difference in the Life of a Child	68
Kids Unlimited of Oregon – Recruitment	93
Klamath Tribal Council – Covid Safety	64
Ashland Independent Film Festival	21
Kruise of Klamath – Non-Profit Annual Car Show	10
Lithia Group of Medford – Hearts & Vines	228
Mercy Flights – Medical Emergency Responders	144
MidRogue Imaging – Low Cost Imaging Services	533
Oregon Community Foundation – Community Benefit Projects	10
Oregon Department of Education – Welcome Back to School	271
Oregon Institute of Technology	125
Raising Resilience – Strengthening Families	358
Rogue Community College	286
Rogue Valley Transportation District – Low Cost Transportation	113
Travel Oregon – Covid-19 Practice Safe Socializing	215
WAM – Wear A Mask	614
American Red Cross Blood Drive	3
Jackson County/FEMA – Vaccinations	95

Equamore Foundation – Horse Rescue	2
Pear Blossom Virtual Run – YMCA Fundraiser	6

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

### **KOBI Class Presentation 04/29/2021**

KOBI Chief Meteorologist, Matt Jordan, presented information about KOBI with a focus on weather to 12 “MAPS” (Multi-Age Positive Supports) students at Patrick Elementary.

### **KOBI Class Presentation 05/10/2021**

KOBI Chief Meteorologist, Matt Jordan, presented information about KOBI with a focus on weather to two groups of 3<sup>rd</sup> and 4<sup>th</sup> grade students (12 students in each group) at Orchard Hill Elementary.

# MOBI

## Quarterly Issues Report

### 2<sup>nd</sup> Quarter

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#### **COZI TV Network**

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

Bandon Chamber of Commerce – Promotes Tourism to Bandon by the Sea	83
Children’s Advocacy Center – Protecting Children and Encouraging Participation	239
Crater Lake Country – Promotes Tourism in Southern Oregon	322
Discover Klamath – Promotes Tourism in Klamath County	45
First Presbyterian Church – Easter 2021	11
Friends of the Children – Non-Profit Fundraiser	93
In This Together – Suicide Prevention	645
Jackson County Health & Human Services – Covid Campaign: Vaccinations Are Here – Be Patient Your Turn Is Coming	89
Josephine County Rotary Clubs – “Making A Difference In The Life of a Child” Campaign	65
Kids Unlimited of Oregon – Recruitment	84
Klamath Tribal Council – Covid Safety	131
Kruise of Klamath – Non-Profit Car Show	20
Lithia Group of Medford – Hearts and Vines	18
MidRogue Imaging – Low Cost Imaging Services	165
Raising Resilience – Strengthening Families	108
Rogue Community College	150
Rogue Valley Transportation District – Low Cost Transportation	67
WAM – Wear A Mask	586
American Red Cross Blood Drive	8
Jackson County/FEMA – Vaccinations	425
Equamore Foundation – Horse Rescue	332
Pear Blossom Virtual Run – YMCA Fundraiser	95
Ashland Independent Film Festival	116

## 3. Children’s Programming

### E/I ON COZI TV

	<b>Earth Odyssey</b>	<b>Earth Odyssey</b>	<b>Consumer 101</b>	<b>Roots Less Traveled</b>	<b>Vets Saving Pets</b>	<b>The Champion Within</b>
<b>Air Day</b>	Sunday	Sunday	Sunday	Sunday	Sunday	Sunday
<b>Air Time</b>	5:00am	5:30am	6:00am	6:30am	7:00am	7:30am



<b>Target Age</b>	13-16	13-16	13-16	13-16	13-16	13-16
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***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.

***Roots Less Traveled*** is a live action, half-hour television program designed to meet the educational and informational needs of children aged 13-16. Roots Less Traveled follows two family members, often from different generations, as they gain a newfound understanding and respect for each other on their quest to learn more about their family history. Each week on Roots Less Traveled, a new pair will set out on an adventure to solve a mystery in their family tree. From rumors of a relative who sailed on the Titanic, to stories of homesteaders forging a new path for future generations, our duo discovers the truth behind the tales that have been passed down in their family, while our viewers learn the personal stories behind notable historical moments. Viewers will be taken on a literal journey to unique places around the globe, learning more about the culture and history of these significant locations and events that happened there. Throughout this experience, we will witness these family members grow closer as they gain wisdom not only about themselves, but also about how their past has helped shape their present.

***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.