

# **K32DY**

## **Quarterly Issues Report**

### **1st Quarter**

### **1/1/16 – 3/31/16**

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, 6:30 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

## **2. Locally produced programming & community partnerships**

**YES (Youth/Education/Success):** trips, music, art, sports and after school activities are memorable experiences most of us cherish 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 More Than A Survivor Campaign:** During the month of January of 2016, KOB TV NBC5 partnered with the Greater Rotary of Grants Pass to help provide The More Than A Survivor photo exhibit unprecedented visibility and branding in an effort to promote the event, increase attendance and build community awareness for sex trafficking. KOB TV NBC 5 donated production and edit time for the creation of the PSA's and provided over 200 no-charge spots. Additional platforms were provided including: News Coverage, Web presence on kobi5.com and Social Media posts. 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**

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

#### **Ralph's House**

Two Parts

Total Run Time: 7 minutes 30 seconds

Reporter: Matt Jordan

Air Dates: Thurs Feb 4<sup>th</sup> at 6pm and 11pm/ Fri Feb 5<sup>th</sup> at 5:30am, 6, 11/Mon Feb 8<sup>th</sup> at 5:30am

*A local homeowner, forced out of his own home. What's worse...it's legal and it's happening to thousands of others in Southern Oregon. NBC5 News reveals the loophole that's could leave homeowners... homeless.*

#### **Aging**

Two Parts

Total Run Time: 5 minutes

Reporter: Lyle Ahrens

Air Dates: Mon Feb 8<sup>th</sup> at 6pm and 11pm/Tues Feb 9<sup>th</sup> at 5:30am, 6 and 11/Wed Feb 10<sup>th</sup> at 5:30am

*Science can't make us younger. But can we do it ourselves? "getting older is a choice". Oh, so there's a secret to living longer? "Don't die!" OK, there's more to it than that and we'll explain.*

#### **DRE's (Drug Recognition Experts)**

Two Parts

Total Run Time: 4 minutes 4 seconds

Reporter: Kassi Nelson

Air Dates: Thurs Feb 11<sup>th</sup> at 6pm and 11pm/Fri Feb 12<sup>th</sup> 5:30am, 6 and 11/Monday, Feb 15<sup>th</sup> 5:30am

*Drunk or high, these cops know the difference. They're called Drug Recognition Experts. Their methods have been a mystery. Until now. NBC5 News reveals their secrets*

## **Naloxone**

One Part

Total Running Time: 4 minutes 10 seconds

Reporter: Taelor Rian

Air Date: Thurs Feb 18<sup>th</sup> 6pm and 11pm/Fri Feb 19<sup>th</sup> at 5:30am

*Overdose on one drug...And another will save your life. A miracle? No. Nasal spray. We reveal how it works.*

## **Oregon Political Chaos**

Three Parts

Total Run Time: 8 minutes 30 seconds

Reporter: Kristin Hosfelt

Air Dates: Tues-Thurs, Feb 23<sup>rd</sup>-24<sup>th</sup> 6pm and 11pm/Wed-Fri at 5:30am

*Our governor resigns in disgrace. A Josephine County Commissioner busted for DUI. NBC5 News investigates some big scandals and how you could uncover the next one.*

## **Teacher Misconduct**

Two Parts

Total Run Time: 5 minutes 30 seconds

Reporter: Natalie Weber

Air Dates: Tues March 1<sup>st</sup> 6pm and 11pm/Wed March 2<sup>nd</sup> at 5:30am/Thurs March 3<sup>rd</sup> at 5:30am

*An NBC5 News investigation reveals the surprising number of teachers who have had their licenses revoked for sexual misconduct. If you have kids in school, you need to know the details we uncovered.*

**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.**

## **January – March 2016 5 ON 5'S**

FRI, JAN 1<sup>ST</sup> – ELISE HIGLEY – OUR FAMILY FARMS ANTI-GMO GROUP,  
LATEST ON SETTLEMENT BETWEEN JACO & GMO FARMERS

MON, JAN 4<sup>TH</sup> – BERN CASE – MEDFORD'S AIRPORT HUGELY  
SUCCESSFUL 2015, GROWTH IN 2016, KF AIRPORT, DRONE SCARE BY OUR  
AIRPORT

TUES, JAN 5<sup>TH</sup> – STATE REP. DUANE STARK - GUN CONTROL IN OREGON,  
BURNS SITUATION, 2016 SESSION PREVIEW

WED, JAN 6<sup>TH</sup> – KATHY DEFOREST – VISION QUILT  
LOCAL GROUP CREATING QUILTS TO STOP GUN VIOLENCE

THUR, JAN 7<sup>TH</sup> – REBECCA BENDER & CALEB LAPLANTE

MORE THAN A SURVIVOR SEX TRAFFICKING EXHIBIT

FRI, JAN 8<sup>TH</sup> – PORSCHA SCHILLER – SOUTH STAGE CELLARS  
NEW TRAVEL THE WORLD OF WINE CLASS

MON, JAN 11<sup>TH</sup> – JOHN MITCHELL – ECONOMIST U.S. BANK  
2016 STATE OF THE ECONOMY

TUES, JAN 12<sup>TH</sup> – RICHARD HERSKOWITZ – DIR. OF PROGRAMMING –  
AIFF NEW TO ASHLAND INDEP. FILM FESTIVAL, HOW THEY PARE DOWN  
SUBMISSIONS TO AIFF, NEW THIS YEAR

WED, JAN 13<sup>TH</sup> - RICH ROSENTHAL – MEDFORD PARKS & RECREATION  
2015 REPORT ON U.S. CELLULAR COMMUNITY FIELD

THUR, JAN 14<sup>TH</sup> – AMY THUREN – CONSUMER CREDIT COUNSELING  
SERVICE OF SO. OREGON STARTING 2016 ON THE RIGHT PATH  
FINANCIALLY

FRI, JAN 15<sup>TH</sup> – MATTHEW CONDE – AAA REGIONAL MANAGER  
GAS PRICES, HOW/WHEN THEY COULD GO UP

MON, JAN 18<sup>TH</sup> – TAMMI PITZEN – CHILDREN’S ADVOCACY CENTER OF  
JACKSON COUNTY FAQ’S, PREVIEW WINTER GALA

TUES, JAN 19<sup>TH</sup> – REP. GREG WALDEN  
HARNEY SITUATION, PUBLIC LANDS, POVERTY IN HIS DISTRICT, GOP  
POLITICAL DISCOURSE

WED, JAN 20<sup>TH</sup> - DONNA MICKLEY – SISKIYOU MOUNTAINS DISTRICT  
RANGER ASHLAND WATERSHED TRAILS PROJECT BEGINNING IN SPRING

THUR, JAN 21<sup>ST</sup> – PAUL COUGHLIN – THE PROTECTORS  
ENDING BULLYING, HOW IT’S CHANGED, PARENTS ROLE IN ENDING IT

FRI, JAN 22<sup>ND</sup> – CHARLIE FISHER – ENVIRONMENT OREGON  
CLEAN ENERGY ADVOCATE HOLDING SOLAR SEMINAR IN  
ASHLAND

MON, JAN 25<sup>TH</sup> – TERI SMITH, DIRECTOR OF ALLIED HEALTH PROGRAMS.  
9 MONTH PROGRAM AT RCC, LOT OF JOBS NEEDING TO BE FILLED

TUES, JAN 26<sup>TH</sup> – JIM MEYER – ST. MARY’S PRINCIPAL  
NEW CURRICULUM SCHEDULE PLANNING, CHINESE STUDENTS, PRIVATE  
SCHOOL FREEDOMS

WED, JAN 27<sup>TH</sup> - KEN EARLS, BASE COMMANDER ROGUE/UMPQUA  
SUBMARINE GROUP. NAVY SUB VETS GROUP LOOKING FOR MEMBERS

THUR, JAN 28<sup>TH</sup> - PHANESSA ROSENBERG, HABITAT FOR HUMANITY  
PROGRAM HABITAT NEEDS FAMILIES TO APPLY FOR HOMES

FRI, JAN 29<sup>TH</sup> – KAREN FRONEK – MAKE IT HAPPEN MARKETING  
PREVIEW LOCAL BUSINESS CONFERENCE/WORKSHOP

MON, FEB 1<sup>ST</sup> – RANDY SPARACINO - MPD INTERIM CHIEF  
GETTING TO KNOW MPD'S INTERIM CHIEF

TUES, FEB 2<sup>ND</sup> – KENDRA SMITH – CHAMBER OF MEDFORD/JACKSON CO.  
BIGGEST LOSER COMMUNITY CHALLENGE

WED, FEB 3<sup>RD</sup> – GABE HOWE – SISKIYOU MOUNTAIN CLUB  
NON PROFIT LOOKING FOR TRAIL WORKERS THIS SUMMER

THUR, FEB 4<sup>TH</sup> – AMY DRAKE & REBEKAH COUSINS – SO. OREGON  
HISTORICAL SOCIETY SOHS CHINESE EXHIBIT AT RV MALL

FRI, FEB 5<sup>TH</sup> – ROCKNE DEMELLO & DARRYL MCBRIDE – SO. OREGON  
RENEGADES PREVIEW 2016 SEMI-PRO FOOTBALL TEAM'S SEASON

MON, FEB 8<sup>TH</sup> – CRAIG GORDON – TAP – THE ARTISAN PROJECT  
LOCAL ORGANIZATION TRYING TO ORGANIZE FUTURE ECONOMY GROUP

TUES, FEB 9<sup>TH</sup> – DOC KING & DAN EGBERT – PROJECT 22  
COMBAT VETS & FILMMAKERS SPREADING THE WORD ABOUT PTSD HELP

WED, FEB 10<sup>TH</sup> – HILLARY ROBERTS – SPECIAL OLYMPICS POLAR  
PLUNGE PREVIEW NEXT WEEK'S S-O FUNDRAISER

THUR, FEB 11<sup>TH</sup> – TEDDY ABRAMS – BRITT CONDUCTOR  
PREVIEW 2016 CLASSICAL FESTIVAL, CONCERT AT CRATER LAKE

FRI, FEB 12<sup>TH</sup> – DANNY MILES – RETIRING OREGON TECH COACH  
RETIRING IN THE COMING WEEKS AFTER A HALL OF FAME CAREER

MON, FEB 15<sup>TH</sup> – JIM SHAMES – JACKSON CO. PUBLIC HEALTH  
ALL ABOUT THE ZIKA VIRUS

TUES, FEB 16<sup>TH</sup> – JOHN ENDERS – WRITING BOOK ABOUT LITHIA PARK  
PARK'S 100<sup>TH</sup> YR CELEBRATED WITH NEW BOOK THIS FALL

WED, FEB 17<sup>TH</sup> – KAROLINA LAVAGNINO – OREGON CHOCOLATE

FESTIVAL PREVIEWING THE 12<sup>TH</sup> ANNUAL EVENT IN MARCH

THUR, FEB 18<sup>TH</sup> – GENE PELHAM – ROGUE CREDIT UNION  
\$2.5 MILLION GOING TO MEMBERS IN DIVIDENDS, GROWTH, PELHAM'S  
NEW ROLE WITH THE FEDERAL RESERVE

FRI, FEB 19<sup>TH</sup> – MICHAEL BOWMAN - RVTD  
NW RVTD CLEAN AIR CAMPAIGN PROPOSAL TO PUT ART ON A BUS

MON, FEB 22<sup>ND</sup> – RON FOX - SOREDI  
WORKFORCE READINESS CONFERENCE PREVIEW

TUES, FEB 23<sup>RD</sup> – SANDRA GILL – ASANTE NURSE  
A HEART FAILURE NURSE NAVIGATOR TALKS HEART MONTH

WED, FEB 24<sup>TH</sup> – - OREGON SHAKESPEARE FESTIVAL  
PREVIEWING THE FEBRUARY SEASON AT OSF

THUR, FEB 25<sup>TH</sup> – NANCY LESTER – GIRLS ROCK  
FREE EVENT TO GET GIRLS INTERESTED IN S.T.E.M. SUBJECTS

FRI, FEB 26<sup>TH</sup> – STEVE ROE – CUSTOMER SERVICE PANEL  
PANEL WORKSHOP SET UP BY GP CHAMBER TO HELP BUSINESSES

MON, FEB 29<sup>TH</sup> – TRISH WELCH – THE ARC OF JACKSON CO.  
LIVE TO DANCE 2016 PREVIEW

TUES, MARCH 1<sup>ST</sup> – SAM CARPENTER – GOP US SENATE CANDIDATE  
BACKGROUND, WHY POLITICS, PUBLIC ANGER TOWARD POLITICIANS

WED, MARCH 2<sup>ND</sup> – MICHAEL TORGUSON – RCC POLITICAL SCIENCE  
INSTRUCTOR  
RECAPPING SUPER TUESDAY, TRUMP VS. THE FIELD, HILLARY

THUR, MARCH 3<sup>RD</sup> – RAY DINKINS – WOMEN'S CRISIS SUPPORT TEAM  
EDUCATING PUBLIC ABOUT VIOLENCE AGAINST WOMEN

FRI, MARCH 4<sup>TH</sup> – CHRISTINA MARTIN – RED CROSS  
MARCH IS AMERICAN RED CROSS MONTH

MON, MARCH 7<sup>TH</sup> – STATE REP. SAL ESQUIVEL  
RECAP OF SHORT BUT WILD LEGISLATIVE SESSION

TUES, MARCH 8<sup>TH</sup> – DENNIS MURPHY – S. MEDFORD A.D./BALL COACH  
RETIRING IN JUNE AFTER 44 YEARS IN COACHING

WED, MARCH 9<sup>TH</sup> – JUDY METCALF – CEDCO (COQUILLE TRIBE)  
LATEST ON B.I.A. & PROPOSED MEDFORD CASINO

THUR, MARCH 10<sup>TH</sup> – MEGAN DAVIS-LIGHTMAN & KAREN EVANS  
CHAMBER LEADERSHIP CLASS TO BENEFIT SO HUMANE

FRI, MARCH 11<sup>TH</sup> – DENISE BARNES – ROGUE DISPOSAL  
NO PLASTIC ROUND UP, ECONOMICS OF WHY NOT

MON, MARCH 14<sup>TH</sup> - HEATHER EVERETT – ROGUE RETRET/TINY HOMES  
GROUP TRYING TO BUILD TINY HOMES FOR HOMELESS

TUES, MARCH 15<sup>TH</sup> – MICHAEL RONDEAU – COW CREEK TRIBE  
CASINO UPDATE, DECISION EXPECTED IN 2016

WED, MARCH 16<sup>TH</sup> - TANEEA BROWNING – D.I.R.T.  
LLOCAL PROGRAM TO GET KIDS OUTSIDE IN SCHOOL LEARNING

THUR, MARCH 17<sup>TH</sup> – CALEB LAPLANTE, BRUCE COX – HEARTS WITH A  
MISSION IN GRANTS PASS MEDFORD YOUTH HOMELESS/AT-RISK SHELTER  
EXPANDING TO JOCO

FRI, MARCH 18<sup>TH</sup> – STATE SEN. DR. ALAN BATES  
PARTISAN POLITICS, COUNTIES SUING OVER MIN WAGE, HEP-C MIRACLE  
DRUG

MON, MARCH 21<sup>ST</sup> – CHIEF RANDY SPARACINO – MEDFORD POLICE  
EMOTIONAL REACTION TO BEING SELECTED AS CHIEF, PRIORITIES,  
CHALLENGES, NAMING A NEW DEP. CHIEF

TUES, MARCH 22<sup>ND</sup> - BLAKE MATRAY – DOGS FOR THE DEAF  
EXPANDING TO TRAIN PROGRAM DOGS, ALL ABOUT DOGS FOR DEAF

WED, MARCH 23<sup>RD</sup> – KIM LEWIS –ASHLAND ROTARY EASTER EGG HUNT  
PREVIEW SUNDAY'S 56<sup>TH</sup> ANNUAL EVENT

THUR, MARCH 24<sup>TH</sup> – SEN. RON WYDEN  
SUPREME COURT FIGHT, RECREATION BILL, TERRORISM

FRI, MARCH 25<sup>TH</sup> – CAROLYN BIRCH – MEDFORD ROGUES  
PREVIEW 2016 ROGUES BASEBALL TEAM

MON, MARCH 28<sup>TH</sup> – RYAN MULKINS – JOSEPHINE CO. DA  
BACKGROUND, STATE OF JOCO PUBLIC SAFETY, JULY '17 FISCAL CLIFF

TUES, MARCH 29<sup>TH</sup> – SCOTT BOLTON – PACIFIC POWER



SALEM'S NO COAL LEGISLATION,

WED, MARCH 30<sup>TH</sup> – SEN. JEFF MERKLEY  
 AFFORDABLE HOUSING, MJ BANKING, GMO LABELING, IRAN, SCOTUS,  
 KLAMATH/TSA

THUR, MARCH 31<sup>ST</sup> – GUBERNATORIAL CANDIDATE BUD PIERCE  
 MIN WAGE, IMPROVING RURAL OREGON'S ECONOMY, 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
Hiring America	Veterans Employment	THIS TV Sundays 10am	7/1/14-TFN
Matter of Fact	Political Commentary	Sundays 5-5:30pm	3/6/16- 12/4/16

**OTO Programs:**

TITLE	DAY/DATE	TIME
KOBI Year in Review	Sat 1/2/16	630-7pm

**5. Public Service Announcements**

Butterfly Down's Syndrome	75
Children's Advocacy Center	249
Chinese New Year	17
Focus-Family One Minute 5m	1
Food-Friends	3
Greater Grants Pass Rotary/MTAS More	171
Habitat for Humanity/Jan 2016	235
Jackson County Health and Human Services - MORE Campaign	32
Jackson County Health and Human Services - Prescription Drug	142
Josephine County Alcohol and Drug Program Service - Gambling	33

Josephine County Alcohol and Drug Program Service - Underage Drinking	64
Le Cirque Centre/Event	62
Live to Dance 2016	41
Military Help Line 5m	1
Oregon Health Authority/Tobacco Prevention	148
Resolve Center	80
Sleep Train/Pajama Drive 1Q16	48
Southern Oregon Golf Classic	35
Special Olympics Oregon/2016 Polar Plunge	33

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

### **Tour 1/21/16**

Chelsea Morris hosted a tour for 16 adults from the Grants Pass YMCA on a full station tour with weather wall demonstration and photos at the news desk.

### **Tour 3/17/16**

Scott Gee and Judy Luker hosted a tour for seven adults from Fountain Plaza on a full station tour with weather wall demonstration and photos at the news desk.

### **Tour 3/18/16**

Chelsea Morris and Taelor Rian hosted a tour for four children and one adult who are family members and friends of Grants Pass Police Lieutenant on a full station tour with weather wall demonstration and photos at the news desk.

### **Tour 3/25/16**

Chelsea Morris hosted a tour for Allen Rogina with Mendocino Access Television on a full station tour and one-on-one sit-down with our Creative Services Director, Scott Gee.

# MOBI

## Quarterly Issues Report 1st Quarter 1/1/16 – 3/31/16

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

5m Girl Scout Cookies	146
5M Just Play/Bring More to Life	1
Chinese New Year	24
Focus-Family One Minute - 5M	1
Food and Friends/Mrs. We	4
Greater Grants Pass Rotary/MTAS 2016	59
Humane Society	1
Live to Dance 2016	59
Resolve Center	80
Southern Oregon Golf Classic	41
Special Olympics Oregon/2016 Polar Plunge	76

## 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 lifesaving 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 lifesaving 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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