

K32DY

Quarterly Issues Report

2nd Quarter

4/1/16 – 6/30/16

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

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.

2. Locally produced programming & community partnerships

Oregon Pain Guidance Seminar:

During the month of May of 2016, KOB TV NBC5 partnered with Jackson County Health and Human Services to help provide the Moving through Pain conference unprecedented visibility and branding in an effort to promote the event, increase attendance and give best practices for managing pain for those living with chronic pain.

KOB TV NBC 5 donated production and edit time for the creation of the PSA's and provided over 74 no-charge spots. Additional platforms were provided including: News Coverage 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:

Bomb Squad

Two Parts

Total Run Time: 6:30 min

Reporter: Kristin Hosfelt

Air Dates: Thurs April 28th 6pm, 11pm/Friday April 29th at 5:30am, 6, 11/Mond May 2nd at 5:30am

(Fox26 Air Dates: Wed May 11th/12th 10pm)

Only NBC5 News gains access inside the Oregon State Police Explosives Unit. You're at their compound. And you're there when this happens:

"Fire in the hole!"

S.C.R.A.M.

One Part

Total Running Time: 2.40 min

Reporter: Jennifer Elliott

Air Dates (Fox26 only) Thurs May 28th, 10pm

More and more local crooks caught on video! In a store. In your neighborhood. You're the witness. And it's not by accident. How is the Medford PD getting their hands on so much crime on camera?

Scary Scams

Two Parts

Total Run Time: 8.0 min

Reporter: Matt Jordan

Air Dates: Mond May 2nd 6p,11p/Tues May 3rd 5:30am 6p,11p, Wed May 4th 5:30am

(Fox26 Air Dates: Tues May 26th/27th 10pm)

Scammers have been around forever. But now, an NBC5 News Investigation reveals their new scams. The scarier scams. "They know your name, they know your birthdate." They know your secrets. "They know where you live." We'll tell you theirs.

Hep-C

Two Parts

Total Running Time: 5.50 min

Reporter: Taelor Rian

Air Dates: Thurs May 5th 6p, 11p/Frid May 6th 5:30am, 6p, 11p/Mon May 9th 5:30am

Fox26 Air Dates: Wed May 18th/Thurs May 19th 10pm

A deadly disease. Now curable. A few pills will do it. Just one catch. They cost nearly \$50,000.

Drug Arrests

Two Parts

Total Running Time: 5.31 min

Reporter: Natalie Weber

Air Dates: Mon May 9th 6pm, 11p/Tues May 10th 5:30am, 6p, 11p/Wed May 11th 5:30am

(Fox26 Air Dates: Thurs May 5th, May 6th 10pm)

In the last ten years, drug arrests in Southern Oregon have nearly doubled. NBC5 digs into the terrifying stats and discovers why. It's something you really need to know about.

CAC Dog (Dogs for the Deaf)

Two Parts

Reporter: Kristin Hosfelt

Total Running Time: 4.50 min

Air Dates: Mon May 16th 6p, 11p/Tues May 17th 5:30am, 6p, 11p/Wed May 18th 5:30am

Jack the therapy dog is retiring from the Children's Advocacy Center. Now, NBC5 News takes you to the place where Jack's replacement is being trained. Witness the amazing way they teach a dog to help children heal.

Life Art

Two Parts

Reporter: Kassi Nelson

Total Running Time: 6.20 min

Air Dates: Tue May 24th 6p, 11p/Wed May 25th 5:30am, 6p, 11p/Thurs May 26th 5:30am

What started out as graffiti on a local shop Turned into masterpieces from hundreds of young artists. NBC5 reveals the dramatic story that sparked this remarkable creative miracle.

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.

April - June 2016 5 ON 5'S

FRI, APRIL 1ST - REP. GREG WALDEN

HOMELSS VETS, TSA KLAMATH, EXPENSIVE DRUGS

TUES, APRIL 5TH - U.S. SENATE CANDIDATE KEVIN STINE

MEDFORD CITY COUNCILOR CHALLENGING RON WYDEN IN PRIMARY

THUR, APRIL 7TH - DARCY MANN-SELF - PEAR BLOSSOM FESTIVAL

MEDFORD'S SIGNATURE EVENT BEGINS FRIDAY

FRI, APRIL 8TH – PETER ANGSTADT – RCC
ALL ABOUT THE RCC BOND MEASURE

MON, APRIL 11TH - KIMBERLY & PAUL HOWELL, MISS GABRIEL FOUNDATION
NEW NON-PROFIT SHELTER THAT REHABS DOGS THAT OTHER SHELTERS
COULDN'T OR WOULD`N'T TAKE

TUESDAY- APRIL 12TH, DR. DIANA SPADE
DEATH WITH DIGNITY INFORMATIONAL SESSION

WEDNESDAY- APRIL 13TH, RICH ROSEBERG, OREGON STATE UNIVERSITY
ERGONOMIST
NEW DIRECTOR AT THE CENTRAL POINT OFFICE

THURSDAY- APRIL 14TH, EMILY EVANS, WOMEN'S FOUNDATION
13 CITY TOUR GETTING WOMEN'S INPUT ON WHAT IT'S LIKE TO BE A
WOMEN IN OREGON

FRIDAY, APRIL 15TH, RANDY SAMUELSON – HASL
OPTIONS FOR SUCCESS EVENT AT SOU

MONDAY, APRIL 18TH, NIKKI SILVA AND SYDNEY LUND
SOUTHERN OREGON UNIVERSITY EARTH WEEK EVENTS

TUES, APRIL 19TH – BROOKE SANDERS – P. ANNIE'S SECRET GARDEN
GARDEN ORG THAT WORKS WITH KIDS, NON-PROFITS, DONATES FOOD

WED, APRIL 20TH – JODI RASOR & RHONDA KLUG – WOMEN'S LEADERSHIP
CONFERENCE
PREVIEW ANNUAL MEDFORD CONFERENCE FOR WOMEN

THUR, APRIL 21ST – JASON ATKINSON – 'A RIVER BETWEEN US'
FILMMAKER ON CA/OR/FED AGREEMENT TO REMOVE KLAMATH RIVER
DAMS

FRI, APRIL 22ND – BOB RUSSELL – BUTTE CREEK MILL
PREVIEW FUNDRAISER TO REBUILD MILL

MON, APRIL 25TH – DWIGHT HOLTON – LINES FOR LIFE
SUICIDE IN OREGON, HELP AVAILABLE, YOUTH RATES UP

TUES, APRIL 26TH – ALLEN ALLEY – (R) GUBERNATORIAL CANDIDATE
RESPONSE TO TIES TO DEMOCRATS ALLEGATIONS, ALL ABOUT HIM

WED, APRIL 27TH – TIM MORGAN – AAA OREGON/IDAHO

TECHONOLOGY, FUTURE OF CARS

THUR, APRIL 28TH – JULIE BROWN (RVTD) & BILL THORNDIKE (MEDFORD FABRICATION)

RVTD LEVY ON MAY BALLOR

FRI, APRIL 29TH – JACKSON CO. SHERIFF COREY FALLS
JAIL/BUDGET, HIRING DIFFICULTIES, BODY CAMERAS

MON, MAY 2ND – CHRIS WALKER - JACKSON COUNTY CLERK
PREVIEWING MAY 17TH PRIMARY

TUES, MAY 3RD – ASHLEY LARA – JACKSON CO. FIRE DIST. 3
FIRE SEASON PREVIEW, HOW YOU CAN PREPARE

WED, MAY 4TH – REP. GREG WALDEN
OPIOIDS, TRUMP PRESUMPTIVE NOMINEE

THUR, MAY 5TH – CINDY BEDINGFIELD – ART IN BLOOM
PREVIEW MEDFORD'S ART IN BLOOM

FRI, MAY 6TH – TED WHEELER – OREGON STATE TREASURER
FINANCIAL PICTURE AND FUTURE OF STATE

MON, MAY 9TH – STATE REP. PETER BUCKLEY
ALL ABOUT PERS, OREGON AND THE LEGISLATURE

TUES, MAY 10TH - JENNIFER JOHNSON – CO-PRESIDENT, FRANKLIN TEMPLETON
WOMEN'S LEADERSHIP CONFERENCE SPEAKER

WED, MAY 11TH – CHRIS MAPLES - OREGON TECH PRESIDENT
SUCCESSES, FAILURES, WHAT'S NEXT, LATEST ON SOU SEARCH

THUR, MAY 12TH – JIM LUNDERS – JACKSON CO. VECTOR CONTROL DISTRICT
MOSQUITO SPRAYING DRAWING IRE OF MANY IN ASHLAND

MON, MAY 16TH – DR. ROBIN MILLER & DAVE KAHN
PREVIEW SO. OREGON SWING CONVENTION, HEALTH BENEFITS

TUES, MAY 17TH – COLLEEN PADILLA – NEW SOREDI DIRECTOR
TAKING OVER AT SOREDI, RECRUITING ORGANIZATIONS

WED, MAY 18TH – DR. ROBIN MILLER & DAVE KAHN
PREVIEW SO. SWING CONVENTION, HEALTH BENEFITS

THUR, MAY 19TH – SAM QUINONES – AUTHOR, SPEAKER

SPEAKING AT OREGON PAIN GUIDANCE FORUM ABOUT OPIATES

FRI, MAY 20TH – SEN. RON WYDEN

BERNIE/HILLARY, OPIATES, TRUMP LEADING CLINTON POLL, HEALTH CARE COSTS, HIGH SCHOOL GRADUATION NUMBERS, UMPQUA COMMUNITY COLLEGE

MON, MAY 23RD – DENNIS RICHARDSON – SECRETARY OF STATE CANDIDATE
PRIMARY SUCCESS, GOALS AS SEC/STATE, WHY A GOP-ER CAN WIN

TUES, MAY 24TH – GOV. BARBARA ROBERTS

FORMER OREGON GOV ON POLITICS, GRASS ROOTS WORK, ACCOMPLISHMENTS IN OFFICE

WED, MAY 25TH – VICKY KELLY & DANNIELLE SNELL TROTTER – TOMMY FOUNDATION

NATIONAL MISSING CHILDREN'S DAY, PROMOTING LOCAL BENEFIT

THUR, MAY 26TH - DR. JENNY MLADENOVIC - EXEC. VP AND PROVOST AT OREGON HEALTH AND SCIENCE UNIVERSITY

IN TOWN FOR HILLCREST GROUP DONATION, CANCER WORK AT OHSU

FRI, MAY 27TH – RICHARD MASTERS – MOVIE PRODUCER

PROMOTING SCREENING OF FILM 'FIX IT: HEALTH CARE AT THE TIPPING POINT

TUES, MAY 31ST – JOE GATTI – AGE DEFYING DERMATOLOGY

MAY IS SKIN CANCER AWARENESS MONTH

WED, JUNE 1ST – SEN. JEFF MERKLEY

SANDERS/CLINTON, COVER OREGON, TRUMP/TAXES, VETS/SUICIDE

THUR, JUNE 2ND – SUSAN AVERSA-ORREGO & PAM WARD – COLLABORATIVE THEATER PROJECT

NEW THEATER GROUP LAUNCHING IN MEDFORD, EDUCATION BASED

FRI, JUNE 3RD – ANDRA HOLLENBECK – NAMI OF SO. OREGON

ALL ABOUT MENTAL ILLNESS, WHAT TO LOOK FOR, HOW TO GET HELP

TUES, JUNE 7TH – TAMMI PITZEN – CHILDREN'S ADVOCACY CENTER

PROTECTING CHILDREN, UPCOMING SYMPOSIUM, HOW FANCY THE SERVICE DOG IS FITTING IN

WED, JUNE 8TH – TEDDY ABRAMS – BRITT FESTIVALS

SUMMER SEASON PREVIEW, LOOK AHEAD TO CRATER LAKE

FRI, JUNE 10TH – GAIL ETCHIE – AMERICAN ASSOC. UNIVERSITY WOMEN –
MEDFORD

PREVIEW WEEKEND GARDEN TOUR

MON, JUNE 13TH - DENNIS RAMSDEN – SO. OREGON MUSIC FESTIVAL
FINANCIAL TROUVLES FOR FESTIVAL AFTER SPONSORS LEFT

TUES, JUNE 14TH - JON BARTHOLOMEW - GOVERNMENT RELATIONS DIRECTOR,
AARP OREGON

CAREGIVING IN OREGON, UPCOMING MEETINGS

WED, JUNE 15TH – SHERI MORIN – SO. OREGON HORSERACING ASSOC.
PREVIEW SUMMER RACING SEASON AT GP DOWNS

THUR, JUNE 16TH – CHIEF STEVE SCRUGGS – WOLF CREEK FIRE
FIRE CHIEF WANTS BODY CAMERAS TO ENSURE SAFETY OF CREWS

FRI, JUNE 17TH – MELISSA SHREEVE – STAR BODY WORKS
NO HOT DOG ZONE CAMPAIGN (DON'T LEAVE DOGS IN CARS)

TUES, JUNE 21ST – CHIEF RANDY SPARACINO – MEDFORD PD

WED, JUN 22ND – BECKY NEUMAN – NEUMAN HOTEL GROUP
LIST ALL PROPERTIES, HOW GOT INTO THIS, JACKSONVILLE EXPANSION

THUR, JUNE 23RD - CINDY FLETCHER - SUSAN G. KOMEN
WHY IN RV, TREATMENT ACCESS PROGRAM, FREE MAMMOGRAMS

FRI, JUNE 24TH – RON KOHL – SO. OREGON VETERANS BENEFITS
LATEST ON EFFORTS TO BUILD VIETNAM WALL AT U.S. CELLULAR

MON, JUNE 27TH – RYAN CHACKEL – THE CLASSIC
HUGE GOLF EVENT AND FEAST AT CENTENNIAL GOLF CLUB

TUES, JUNE 28TH – CHRIS DUNCAN – ALPACA GUITARS
LOCAL START UP BUSINESS

WED, JUNE 29TH – DANA PRESTON – ASHLAND CHAMBER OF COMMERCE
4TH OF JULY PREVIEW

THUR, JUNE 30TH – TOM CARSTENS – CANTRALL-BUCKLEY PARK
ALL ABOUT THE JACKSON COUNTY'S MOST UNIQUE PARK

FRI, JULY 1ST - ELI MATTHEWS & JASON FOSTER – RED, WHITE AND BOOM
PREVIEW 4TH OF JULY FIREWORKS SHOW AT THE EXPO

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	E/I Lost Children/Child Safety	Friday/Saturday 4:30-5am Sun 3pm	1/4/08-TFN 9/25/11-TFN
Missing	E/I Lost Children/Child Safety	Sun 3pm	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 5-530pm	3/6/16- 12/4/16

OTO Programs:

TITLE	DAY/DATE	TIME
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5. Public Service Announcements

Focus-Family One Minute 5M	1
Food-Friends	1
Humane Society	2
SO Human Go Fund PSA	32
40 th Pear Blossom Run	62
FNC Poker Tournament	23
Habitat for Humanity – Restore Habi	221
Josephine County A&D Program Service – Gambling Problem Final	40
Resolve Imagine Awards 2016	138
Jr. Achievement Bowl-A-Thon	59
Southern Oregon Classic	341
Red White and Boom 2016	24
Wounded Warrior – High Five Tour	16
Parks Uncorked	24
Tommy Foundation/2016 Justin Hayward Hope	61
Rogue Community College – Go Rogue	150
Jackson County Health and Human Services	126
Jackson County Clerk	78
Jackson County/Kids Talk Pot	184

Jackson County/MORE Campaign	3
Sleep Train/Clothing Drive	37
Sleep Train/School Drive	6
Sleep Train/Pajama Bowl Drive/Dollar Drive	8

6. Community Outreach/Tours

Tour 4/11/16

Chelsea Morris hosted a group of 12 students from Southern Oregon University on a full station tour, as well as observed the taping of the 5pm in both the news studio and production room, along with weather wall demonstration and photos at the news desk.

Tour 4/27/16

Chelsea Morris hosted a tour for ten adults from Weatherly Inn on a full station tour with weather wall demonstration and photos at the news desk.

Tour 5/4/16

Chelsea Morris and Mike Porter hosted a group of 15 children and four adults from Rogue Valley Adventist Academy on a full station tour with weather wall demonstration and photos at the news desk.

Career Day 6/10/16

Scott Gee, Creative Services Director and Taelor Rian, Sunrise Morning Anchor discussed television broadcast career opportunities at Career Day for Eagle Point Middle School, presenting to five groups of 20-30 students per group. The presentation included interesting facts about broadcasting, required education and positions available. Students were also invited to take part in a "live" on location report.

Tour 6/17/16

Chelsea Morris hosted a group of 8 adults from Good Will Industries Television on a full station tour with weather wall demonstration and photos at the news desk.

MOBI

Quarterly Issues Report 2nd Quarter 4/1/16 – 6/30/16

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

Adopt-Foster 5M/Haircut	1
Military Help Line 5M	1
SO Human Go Fund PSA	101
FNC Poker Tournament	74
40 th Pear Blossom Run	79
Resolve Imagine Awards 2016	135
Jr. Achievement Bowl-A-Thon	60
Southern Oregon Classic	326
Red White and Boom 2016	30
Wounded Warrior – High Five Tour	37
Tommy Foundation 2016 – Justin Hayward Hope	105
Friends of the Children – Friend Raiser 2016	12

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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