

# **K32DY TV**

## **Quarterly Issues Report**

### **3<sup>rd</sup> Quarter**

#### **07/01/2022 – 09/30/2022**

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)**

**Mondays, 5:30 AM, and Thursdays 5:00 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.

### **Docs on Call**

**(Health Care)**

**Mondays, 6-7:00 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 6-7 pm. 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, 5:00 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.

### **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.

## **2. Locally Produced Programming & Community Partnerships**

**In This Together** (KOB1 116 spots / MOB1 162 spots)

The 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 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.

### **Mental Health Minute (KOB1 152 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.

### **Raising Resilience (KOB1 233 spots)**

The 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.

## **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 6 pm show.

### **FEATURE INTERVIEWS JULY - SEPTEMBER**

AUG 15<sup>TH</sup> – AAA OREGON/IDAHO PRESIDENT/CEO TIM MORGAN – INFLATION, TRAVEL AND COVID, ELECTRIC VEHICLES

AUG 16<sup>TH</sup> – SEN RON WYDEN - INFLATION REDUCTION ACT, CLEAN ENERGY, INFLATION REDUCTION ACT, TRUMP/FBI, TRYING TO PASS REPRODUCTIVE RIGHTS BILL

AUG 17<sup>TH</sup> - DR. TOM JEANNE AT THE OREGON HEALTH AUTHORITY – STATE'S NEW 'RETHINK THE DRINK' PROGRAM

AUG 18<sup>TH</sup> – PASTOR CHAD MCCOMAS – JUST FIRED BY ROGUE RETREAT, IS HOMOSEXUALITY A SIN, CLEARED BY RR REPORT OF DISCRIMINATION OR HARASSMENT, WERE YOU TOLD WHY YOU WERE BEING LET GO, FINANCIAL ISSUES THERE, FEELING PUSHED OUT, WHAT'S NEXT

AUG 24<sup>TH</sup> – BEN WESTHOFF – AUTHOR/JOURNALIST – DANGERS OF FENTANYL

AUG 25<sup>TH</sup> – GOP GOV CANDIDATE CHRISTINE DRAZAN – GOP OPTIMISM, ABORTION, JO RAE PERKINS – DRZAN NOT HAPPY WITH THE QUESTION, HOMELESSNESS/MENTAL HEALTH

AUG 26<sup>TH</sup> - YREKA MAYOR DUANE KEGG – MCKINNEY FIRE RECOVERY, WHAT WE LEARNED, BIG STEPS IN HOMELESS

SEPT 7<sup>TH</sup> – JILLIAN ROBINETTE – THE LEARNING WELL – NEW HEALTH CARE PROGRAM LAUNCHED BY LA CLINICA

SEPT 13<sup>TH</sup> - JULIA & SERAPHINA PINSKY – MAX’S MISSION – PREVIEWING FENTANYL DAY AND OVERDOSE AWARENESS DAY, BOTH THIS WEEK

SEPT 15<sup>TH</sup> – OR SEC/STATE SHEMIA FAGAN – ELECTION SECURITY, DOING HER JOB VS PLAYING POLITICS, AUDITING DIVISION OF THE SOS OFFICE

SEPT 16<sup>TH</sup> – OREGON SHAKESPEARE FESTIVAL EXEC. DIRECTOR DAVID SCHMITZ – CUTTING BACK 2023 SEASON AS THE IMPACT OF THE POST-PANDEMIC WORLD CONTINUES TO IMPACT THE ARTS

#### 4. Non-News Programs

##### Regularly Scheduled Syndicated Programs:

TITLE	SUBJECT	DAY/TIME	DATES
AgDay	Business/Agriculture	M-F 5-5:30 am	1/1/08-TFN
Dog Tales	E/I Pets	Sun 3:30 pm	4/1/22-9/4/22
Hiring America	Veterans Employment	Sundays/Monday 1:00am	1/1/22
Hiring America	Veterans Employment	Sundays 5:00 am	9/6/20 - TFN
Matter of Fact	Political	Sat 6:30p* Moved frequently due to NBC Prime scheduling changes	9/17/17 – TFN
Missing	E/I Lost Children/Child Safety	Friday/Saturday 4:30- 5:00 am	1/1-TFN
Missing	E/I Lost Children/Child safety	Sat 3:00 pm	10/7/17-TFN
US Farm Report	Business / Agriculture	Sat 5-6:00 am	1/5/08-TFN

##### OTO Programs:

TITLE	DAY/TIME	DATE
Celebration of Service to America Awards	Sunday 4:30-5:30 pm	7/31/22

## 5. Public Service Announcements

Access Food Share	Mayors United – campaign to raise awareness and donations for local food and shelter programs	39
Asante Foundation	Oregon Wine Experience – Fundraiser for Asante Children’s Miracle Network Hospital	76
Discover Klamath	Basin Brew & Q/Tourism – Fundraiser for Klamathfc.org (cancer and veterans’ issues) and Steen Sports Park Amphitheater	13
Habitat for Humanity	Community improvement by helping fund building homes for low-income families through construction supplies stores	68
In This Together	Suicide Prevention Program with multiple non-profit and business partners determined to reduce the incidence of suicide in your communities	116
Jackson County Expo	Brewfest Tourism event featuring local and regional craft beer businesses	30
Jackson County Health & Human Services	Campaign to raise awareness that COVID-19 therapeutics are effective and can help avoid hospital stays	104
Jackson County Health & Human Services	Campaign to recruit and attract people to work as mental health advocates and treatment caregivers	3
Josephine County A&D	Promotes the Super Positive Video Contest, which invites teens to create positive messages of encouragement to share with the community	0
Keep Oregon Green	Forest Fire Prevention tips and safety suggestions to be fire aware and keep your home safe from wildfire	84
Klamath County Fair	Supports economic growth and promotes the 4H and FFA programs	7
KOBI/KOTI Misc.	Partnership to End Addiction	52
Max’s Mission	Nat’l Overdose Awareness Day Local organization created a resource event focused on preventing drug overdoses	48
Medford/Jackson County Chamber of Commerce	Please Vote Campaign Encourages residents to participate in the upcoming election	0
Mental Health Minute	Mental Health awareness and specific actions that can be taken for a healthy life	152
Mercy Flights	Medical Emergency Responders’ messages about emergency preparedness focus on having a first aid kit with the necessary items, and how to stop bleeding which can be life-threatening	54

Mid Rogue Imaging	The non-profit organization makes imaging services (including MRIs) affordable and accessible	142
Oregon 22	Promoting the 2022 World Athletic Championships in Eugene, Oregon	0
Oregon community Foundation	“NeighbORly” campaign to inspire kindness across Oregon	0
Oregon Health Authority	“Rethink The Drink” is a program dedicated to reducing excessive/binge drinking	176
Oregon Institute of Technology	Promotes men’s and women’s basketball programs at Oregon Tech	0
Oregon Long-Term Care Ombudsman	Building awareness of the availability of advocates and resources for seniors and others in long-term care	4
Oregon Shakespeare Festival	Tourism promoting this non-profit regional theater, which is an economic driver for the local economy	286
Pacific Retirement Services	Solicits retirees to join the PRS Foster Grandparent Program and mentor youth in local schools	93
Raising Resilience	Strengthening families through messages with specific actions to deal with stress and maintain a healthy balance	233
Rogue Community Health Center	Celebrating the 50 <sup>th</sup> Anniversary of non-profit health centers serving disadvantaged and minority populations	55
Rogue Valley Council of Governments	My Vaccine Booster message about staying current with COVID vaccinations	50
Rogue Valley Symphony	An organization dedicated to enriching our community through the live performance of orchestral music	15
Rogue Workforce Partnership	Promotes employment opportunities including training and resources for careers in southern Oregon	73
Ross Ragland Theatre	KOTI Sponsorship of this non-profit community theater in downtown Klamath Falls	0
SOU Foundation	State of the University messages updating the community on news and activities at Southern Oregon University	63
United Way of Jackson County	Message about the importance of community and supporting the work of the United Way of Jackson County	0

**6. Community Outreach/Tours**

7/8 - KOBI Tour: Boy Scout fulfilling a badge requirement

8/26 - KOBI Tour: Turning Point Youth students and counselor

9/8 - KOBI Tour: Southern Oregon University Journalism student

# MOBI

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#### **COZI TV Network**

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

#### **1. Weather Reports**

One weather cut-in per hour, Monday thru Friday, 6 – 11:00 am, and 5 – 11:00 pm

#### **2. Public Service Announcements**

Asante Foundation	Oregon Wine Experience – Fundraiser for Asante Children's Miracle Network Hospital	105
Discover Klamath	Basin Brew & Q/Tourism – Fundraiser for Klamathfc.org (cancer and Veterans issues) and Steen Sports Park Amphitheater	16
In This Together	Suicide Prevention Program with multiple non-profit and business partners determined to reduce the incidents of suicide in your communities	162
Jackson County Expo	Brewfest Tourism event featuring local and regional craft beer businesses	45



Jackson County Health & Human Services	Campaign to raise awareness that COVID-19 therapeutics are effective and can help avoid hospital stays	120
Jackson County Health & Human Services	Campaign to recruit and attract people to work as mental health advocates and treatment caregivers	11
Keep Oregon Green	Forest Fire Prevention tips and safety suggestions to be fire aware and keep your home safe from wildfire	47
Klamath County Fair	Supports economic growth and promotes the 4H and FFA programs	15
KOBI/KOTI Misc.	Partnership to End Addiction	184
Medford/Jackson County Chamber of Commerce	Please Vote Campaign encourages residents to participate in the upcoming election	3
Mid Rogue Imaging	The Non-profit organization makes imaging services (including MRIs) affordable and accessible	167
Oregon Health Authority	"Rethink the Drink" is a program dedicated to reducing excessive/binge drinking	189
Oregon Institute of Technology	Promotes men's and women's basketball programs at Oregon Tech	25
Oregon Long-Term Care Ombudsman	Building awareness of the availability of advocates and resources for seniors and others in long-term care	23
Pacific Retirement Services	Solicits retirees to join the PRS Foster Grandparent Program and mentor youth in local schools	93
Rogue Community Health Center	Celebrating the 50 <sup>th</sup> Anniversary of non-profit health centers serving disadvantaged and minority populations	148
Rogue Valley Symphony	An organization dedicated to enriching our community through the live performance of orchestral music	24
United Way of Jackson County	Message about the importance of community and supporting the work of the United Way of Jackson County	60

### 3. Children's Programming

#### E/I ON COZI TV

	<b>Earth Odyssey</b>	<b>Earth Odyssey</b>	<b>Wild Child</b>	<b>One Team: The Power of Sports</b>	<b>The Voyager</b>	<b>Vets Saving Pets</b>
<b>Air Day</b>	Sunday	Sunday	Sunday	Sunday	Sunday	Sunday
<b>Air Time</b>	5:00 am	5:30 am	6:00 am	6:30 am	7:00 am	7:30 am
<b>Target Age</b>	13-16	13-16	13-16	13-16	13-16	13-16

***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.

***One Team: The Power of Sports*** is a live-action, half-hour television program designed to meet the educational and informational needs of children aged 13-16. ***One Team: The Power of Sports*** features stories that focus on diversity, and inclusion, and how sports often bring people together for a common goal that goes beyond the playing field. Hosted by Corey Robinson, this series shines a light on people who have used sports to overcome obstacles or to help their community. Viewers will learn the value of acceptance, and how everyone deserves a fair shot in life. No matter the level of competition, ***One Team: The Power of Sports*** demonstrates the impact sports can have on people, regardless of their gender, background, or the color of their skin.

***The Voyager with Josh Garcia*** is a live-action, half-hour television program designed to meet the educational and informational needs of children aged 13-16. *The Voyager with Josh Garcia* takes viewers on an exciting and immersive journey around the globe with world traveler and host, Josh Garcia. Each episode gives audiences access to the world's most incredible destinations as Josh seeks out the

truly authentic experiences one can only find when shown by a knowledgeable and passionate guide. In each episode, Josh learns how to prepare an authentic, regional meal, visits a local artisan to learn about their trade and craft, and samples the culture while learning about the heritage of the region's population, showing viewers what is so unique about each city he visits. The Voyager featuring Josh Garcia brings viewers on an enthralling adventure to explore the people and cultures that make our world so breathtaking.

***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.

***Wild Child*** is a live-action, half-hour television program designed to meet the educational and informational needs of children aged 13-16. ***Wild Child*** will take viewers on an adventure to meet the cutest, most curious, most fascinating baby animals on the planet. Along the journey, audiences will witness the incredible bond that exists within the animal kingdom between parents and their children. Hosted by Sheinelle Jones, ***Wild Child*** will reveal how these untamed youngsters are born, how they play, and how they learn to survive in the wild. Each week, viewers will witness a wide variety of wild animal children in their first years on Earth as they overcome environmental challenges and threats from predators.