

K32DY TV

Quarterly Issues Report

4th Quarter

10/01/2022 – 12/31/2022

Per 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, and 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 6:30 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 150 spots / MOB1 210 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 114 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 274 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 OCTOBER - DECEMBER

OCT 10TH – SEN. RON WYDEN

POTUS COMING TO OR, FEDERAL POT PARDONS, RUSSIA CONCERNS, TAX CREDITS/AFFORDABLE HOUSING

OCT 11TH - DEM US CONGRESSIONAL CANDIDATE JOE YETTER

CHALLENGING GOP CONGRESSMAN CLIFF BENTZ, POLITICAL BACKGROUND, FINDING THE "AMERICAN DREAM." FIXING TAX CODE, GUNS, ABORTION

OCT 13TH – REP. CLIFF BENTZ

WRAPPING UP 2 YEARS IN OFFICE, MOST PROUD OF, REGRET VOTE TO OVERTURN ELECTION?

OCT 24TH – COMMISSIONER RICK DYER

BIGGEST ACCOMPLISHMENT IN OFFICE, PRIORITIES IF RE-ELECTED, COVID

OCT 25TH – DENISE KRAUSE - JACO COMMISSIONER CANDIDATE

BACKGROUND, POLITICAL EXPERIENCE, PRIORITIES, MENTAL HEALTH

OCT 26TH – COMMISSIONER COLLEEN ROBERTS

BIGGEST ACCOMPLISHMENT IN OFFICE, PRIORITIES IF RE-ELECTED, WHY REFUSED TO URGE MASKING DURING COVID

OCT 27TH – AL DENSMORE – JACO COMMISSIONER CANDIDATE

BACKGROUND, WHY SWITCH TO INDEPENDENT, WILDFIRES, MENTAL HEALTH

OCT 28TH – US SEN RON WYDEN

RED WAVE CONCERNS, FIXING INFLATION, MEDICAID REIMBURSEMENT, SAUDI ARABIA, CHILD CARE DESERTS

OCT 31 – JO RAE PERKINS – US SEN CANDIDATE

PRIORITIES, WHY WILL THINGS BE DIFFERENT THIS TIME AROUND, QANON, JAN 6TH INSURRECTION, SUPPORT FEDERAL BAN ON ABORTION?

NOV 1 – VAL HOYLE – US HOUSE DIST 4 CANDIDATE

POLITICAL HIGHLIGHTS, DISAGREEMENTS WITH DEFAZIO, CONTAINER PORT IN COOS BAY, WIND PLAN OFF COAST

NOV 2ND – ALEK SKARLATOS – US HOUSE DIST 4 CANDIDATE

CONTAINER PORT IN COOS BAY, NO POLITICAL EXPERIENCE. DO YOU BELIEVE BIDEN WON? ABORTION, BIDEN WIND PLAN OFF COAST

NOV 18TH - OREGON SEC/STATE SHEMIA FAGAN

CERTIFYING ELEX, WHAT WORKED, MAIL-IN CHANGES IN '22, OSP ON MEASURE 114, VOTER INTIMIDATION

DEC 1ST - OREGON TECH PRESIDENT DR. NAGI NAGANATHAN

BIG ANNIVERSARY YEAR, PARTNERSHIP WITH BOEING, NEW CONTRACT FOR HIM, RELATIONSHIP WITH STAFF AFTER STRIKE

DEC 9TH - ASHLEY BLAKELY – HEARTS WITH A MISSION

LOCAL NON-PROFIT HELPING HOMELESS KIDS

DEC 14TH – MEDFORD POLICE CHIEF JUSTIN IVENS & MEDFORD FIRE CHIEF ERIC THOMPSON

AGENCIES ARE ASKING THE CITY COUNCIL TO INCREASE CITY UTILITY FEES IN 2023 TO ALLOW THEM TO ADD STAFF

DEC 15TH - AMY COVEN – OREGON INSURANCE MARKETPLACE

DEADLINE TO GET INSURANCE THROUGH THE MARKETPLACE

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 3:00 pm	9/1/22-1/8/23
Hiring America	Veterans Employment	Sundays/Monday 1:00 am	1/1/22 - TFN
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
NBC5 News – Oregon Gubernatorial Debate	Thursday 10/6	7-8:00 pm
NBC5 Year in Review	Monday 12/26	7-7:30 pm
NBC5 Year in Review	Saturday 12/31	10-10:30 pm

5. Public Service Announcements

Access Food Share	Mayors United – campaign to raise awareness and donations for local food and shelter programs	59
Children’s Advocacy Center	Protecting children and encouraging participation in training to recognize and respond to child neglect and abuse	40
Emergency Preparedness Campaign	Advises viewers on how to be ready for an emergency and have lifesaving skills, including garage door safety and maintaining an emergency water supply	40
Gateway unto Zion Church	Thanksgiving celebration that is open to all with food, fellowship, and COVID vaccinations	16
Great Holiday Meal Drive	Raising Funds for holiday meals where donations are used by food banks in each local community to ensure everyone receives hot holiday meals	84
Habitat for Humanity	Community improvement by helping fund building homes for low-income families through construction supplies store	76
Hearts with a Mission	Encourages support of Hearts with a Mission, which serves homeless and at-risk youth by providing shelter and educational support	50
In This Together	Suicide Prevention program with multiple non-profit and business partners determined to reduce the incidence of suicide in your communities	150
Jackson County Health & Human Services	Campaign to recruit and attract people to work as mental health advocates and treatment caregivers	75
Jackson County Health & Human Services	Public health notice about flu and booster shots, and where to receive them	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	86
Klamath-Lake Counties Food Bank	Requesting Food Donations for Holiday Meals for Low-Income residents	20
KOBI/KOTI Misc.	Project Roadblock – Drunk Driving PSA’s	40
Medford/Jackson County Chamber of Commerce	Please Vote Campaign Encourages residents to participate in the upcoming election	14
Mental Health Minute	Mental Health awareness and specific actions that can be taken for a healthy life	114
Mercy Flights	Medical Emergency Responders Messages about emergency preparedness focusing on	52

	having a first aid kit with the necessary items, and how to stop bleeding which can be life threatening	
Mid Rogue Imaging	Non-profit organization making imaging services (including MRIs) affordable and accessible	146
Oregon Health Authority	“Rethink the Drink” is a program dedicated to reducing excessive/binge drinking	50
Oregon Institute of Technology	Promotes men’s and women’s basketball programs at Oregon Tech	38
Oregon Shakespeare Festival	Tourism promotes this non-profit regional theater, which is an economic driver for the local economy	181
Pacific Retirement Services	Solicits retirees to join the PRS Foster Grandparent Program and mentor youth in local schools	74
Raising Resilience	Strengthening Families through messages with specific actions to deal with stress and maintain a healthy balance	274
Rogue Community Health Center	Celebrating the 50 th Anniversary of non-profit health centers serving disadvantaged and minority populations	35
Rogue Valley Council of Governments	My Vaccine Booster message about staying current with COVID vaccinations	4
Rogue Valley Transportation District	Promotes public transportation	30
Rogue Workforce Partnership	Promotes employment opportunities including training and resources for careers in southern Oregon	85
SOU Foundation	State of the University messages updating the community on news and activities at Southern Oregon University	65
United Way of Jackson County	Message about the importance of community and supporting the work of the United Way of Jackson County	35

6. Community Outreach/Tours

October 25th & 27th - We conducted tours for three classes of third graders from Jacksonville Elementary. The students were introduced to the various departments in a TV station, focusing on preparing and presenting the daily weathercast. Tours were led by our meteorologists. 42 students and 10 adults attended.

MOBI

Quarterly Issues Report

4th Quarter

10/1/2022 – 12/31/2022

Per 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, and Education.

COZI TV Network

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

1. Weather Reports

WX Cut-ins: M-F AM 6a-11a 1x per hour
M-F PM 5p-11p 1x per hour

2. Public Service Announcements

Emergency Preparedness Campaign	Advises viewers how to be ready for an emergency and have lifesaving skills, including garage door safety and maintaining an emergency water supply	112
Gateway unto Zion Church	Thanksgiving celebration that is open to all with food, fellowship, and COVID vaccinations	20
Great Holiday Meal Drive	Raising Funds for holiday meals where	101

	donations are used by food banks in each local community to ensure everyone receives hot holiday meals	
Hearts with a Mission	Encourages support of Hearts with a Mission, which serves homeless and at-risk youth by providing shelter and educational support	70
In This Together	Suicide Prevention program with multiple non-profit and business partners determined to reduce the incidence of suicide in your communities	210
Jackson County Health & Human Services	Campaign to recruit and attract people to work as mental health advocates and treatment caregivers	132
Jackson County Health & Human Services	Public health notice about flu and booster shots, and where to receive them	9
Josephine County A&D	Promotes the Super Positive Video Contest, which invites teens to create positive messages of encouragement to share with the community	193
Klamath-Lake Counties Food Bank	Requesting Food Donations for Holiday Meals for Low-Income residents	40
KOBI/KOTI Misc.	Partnership to End Addiction	46
KOBI/KOTI Misc.	Project Roadblock – Drunk Driving PSA’s	40
Medford/Jackson County Chamber of Commerce	Please Vote Campaign Encourages residents to participate in the upcoming election	41
Mid Rogue Imaging	The Non-profit organization makes imaging services (including MRIs) affordable and accessible	168
Oregon Institute of Technology	Promotes men’s and women’s basketball programs at Oregon Tech	20
Oregon Long-Term Care Ombudsman	Building awareness of the availability of advocates and resources for seniors and others in long-term care	22
Pacific Retirement Services	Solicits retirees to join the PRS Foster Grandparent Program and mentor youth in local schools	74
Rogue Community Health Center	Celebrating the 50 th Anniversary of non-profit health centers serving disadvantaged and minority populations	89
Rogue Valley Transportation District	Promotes public transportation	76
United Way of Jackson County	Message about the importance of community and supporting the work of the United Way of Jackson County	72

3. Children's Programming

E/I ON COZI TV

	Earth Odyssey	Wild Child	Roots Less Traveled	One Team: The Power of Sports	The Voyager	Vets Saving Pets
Air Day	Sunday	Sunday	Sunday	Sunday	Sunday	Sunday
Air Time	5:00 am	5:30 am	6:00 am	6:30 am	7:00 am	7:30 am
Target Age	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.

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.

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.