

K32DY TV

Quarterly Issues Report

3rd Quarter

07/01/2020 – 09/30/2020

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

Marijuana (KOB1 184 spots)

KOB1-TV / NBC 5 and KOTI-TV / NBC 2 will partner with the Josephine County Prevention in an effort to increase awareness about the impact of legalizing and manufacturing of marijuana in Josephine County. The unbiased campaign will invite viewers in our 10-county region to consider the current climate created by legalizing marijuana.

In This Together (KOB1 403 spots / MOB1 120 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.

Safety Fair (KOB1 108 spots)

KOB1 TV will air PSA's leading up to the annual Rogue Valley Safety Fair in order to create awareness and build traffic and attendance

Following the Event, 30 second "Are you Ready?" PSA's will air for two weeks, to encourage viewers to follow through with preparedness. KOB1 will continue to air "Are you Ready?" PSA's throughout 4th quarter as inventory allows.

SALUTE (KOB1 106 spots / MOB1 66 spots)

SALUTE showcases essential workers in the community that have continued to serve the public during these challenging times. To show appreciation, each week, *US Bank and NBC5 Salute* will highlight an essential worker from our 9-county coverage area. This initiative will shine a light on their service and give thanks.

3. In-Depth Local News

Racism in Southern Oregon

Three Parts

TRT's: Part 1: 2:32, Part 2: 4:21, Part 3: 5:23

Airdates:

- Tuesday, July 21st, 6pm/11pm
- Wednesday, July 22nd, 6pm/11pm, 5:30am
- Thursday, July 23rd, 6pm/11pm, 5:30am
- Friday, July 24th, 5:30am

First were the Native Americans.

Bite: They were considered to be savages.

Next, the African Americans.

Bite: Oregonians did not want slavery. But they didn't want blacks here either.

NBC5's Katie Streit uncovers the evidence that chronicles the rarely told history of Racism in Southern Oregon.

4-H/Fair

Two Parts

TRT's: Part 1: 2:35, Part 2: 2:22

Airdates:

- Tuesday, July 24th, 6pm/11pm
- Wednesday, July 25th, 6pm/11pm/5:30am
- Thursday, July 26th, 5:30am

Cutter: Animals take a lot of work.

This 12-year old champion showman is hoping for a pig auction this year.

Cutter: Seeing how they go from being this crazy little thing to you them listening and knowing what it means.

But without a fair, will there be an auction? NBC5's Mariah Mills reveals what it takes to raise a prize-worthy pig in the middle of a pandemic.

Cutter: You just gotta go with it.

Education in Southern Oregon

Three Parts

TRT's: Part 1: 3:50, Part 2: 3:47, Part 3: 4:08

Airdates:

- Tuesday, July 28th, 6pm/11pm
- Wednesday, July 29th, 6pm/11pm/5:30am
- Thursday, July 30th, 6pm/11pm/5:30am
- Friday, July 30th, 5:30am

The school year starts in weeks. NBC5 reveals some of the new rules.

Devin: All students between kindergarten through 12th grade must wear masks.

But will they work?

Bret Champion: It's the million-dollar question right now.

Parents are still nervous. So are some teachers.

Ian: a lot of teachers are re-writing their wills.

Education in Southern Oregon. An uncertain future.

Unsolved Southern Oregon

Five Parts:

TRT's: Part 1: 4:48, Part 2: 5:30, Part 3: 3.32, Part 4: 3.32, Part 5: 4.58

Airdates:

- Monday, August 24th, 6pm/11pm
- Tuesday, August 25th, 6pm/11pm/5:30am
- Wednesday, August 26th, 6pm/11pm/5:30am
- Thursday, August 27th, 6pm/11pm/5:30am
- Friday, August 28th, 6pm/11pm/5:30am
- Monday, August 31st, 5:30am

Retired Cop: .21 The ones you do not solve, you never forget.

Some of the worst crimes committed in Southern Oregon...

Cop: I've been to homicide scenes but this is a very seldom seen thing.

Remain unsolved.

Cop: I spent many agonizing months investigating this case.

NBC5's Amanda Rose digs into the most disturbing cases.

Amanda: What haunts you the most?

Unsolved Southern Oregon. Exclusive NBC5 News Investigations, all next week on NBC5 News at 6.

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 JULY - SEPTEMBER 2020

JUL 8th – CONGRESSMAN GREG WALDEN DISCUSSING COVID AND POLITICS

JUL 17th – SENATOR RON WYDEN DISCUSSING COVID AND POLITICS

AUG 18th – SENATOR RON WYDEN DISCUSSING COVID AND POLITICS

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	Friday/Saturday 4:30-5am	1/1-TFN
Missing	E/I Lost Children/Chil	Sat 3pm	10/7/17-TFN
Dog Tales	E/I Pets	Sun 3pm	10/1/17-TFN

Hiring America	Veterans Employment	Sundays/Monday 12:00am	9/22/19 - TFN
Matter of Fact	Political	Sat 630p*Mvd frequently due to NBC Prime scheduling changes	9/17/17 - TFN

OTO Programs:

TITLE		DAY/DATE	TIME

5. Public Service Announcements

Assistance League of Klamath Falls – Findables – Kid’s School Supplies	44
Cow Creek Umpqua Tribe – VOTE PSA	90
Crater Lake Country	270
Discover Klamath – Favell Museum	30
Energy Trust of Oregon – Energy Efficiency	71
In This Together – Suicide Prevention	581
Jackson County Commissioners – Wildfire Awareness & Prevention	1572
Josephine County A&D Program Services – Gambling Prevention	264
Josephine County A&D Program Services – Marijuana	184
Josephine County A&D Program Services – Alcohol Prevention	34
Klamath Basin Transit Service – Low Cost Transportation	343
Phoenix/Talent Little League	39
Senator Wyden POP/COVID PSA	19
Max’s Mission – Overdose Prevention	81
Mercy Flights – Medical Emergency Responders	138
MidRogue Imaging – Low Cost Medical Services	107
Oregon Institute of Technology	157
Oregon Shakespeare Festival – Gala	63
Pacific Power – Oregon Wine Experience – Fundraiser for Asante Foundation and Children’s Miracle Network	228
Rogue Community College	45
Rogue Valley Transportation District – Low Cost Transportation	84
Southern Oregon University	95
United Way – VOTE PSA	40
Willamette University	157
NAB PSA – Voter Education	21
Rotary – International PSA’s	46
Sherm’s – Feed a Family PSA	42
United Way – Jackson County Fire Fund	15

6. Community Outreach/Tours

*Due to COVID-19, no tours were given in 3rd Quarter 2020.

MOBI

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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

Assistance League of Klamath Falls – Findables – Kid’s School Supplies	48
Cow Creek Umpqua Tribe – VOTE PSA	185
Crater Lake Country	366
Discover Klamath – Favell Museum	25
In This Together – Suicide Prevention	522
Jackson County Commissioners – Wildfire Awareness & Prevention	216
Klamath Basin Transit Service – Low Cost Transportation	492
Phoenix/Talent Little Leagues	12
Senator Wyden POP – COVID PSA	21
Pacific Power – Oregon Wine Experience – Fundraiser for Asante Foundation and Children’s Miracle Network	327
Rogue Valley Transportation District – Low Cost Transportation	96
NAB PSA – Voter Education	54
Rotary – International PSA’s	154
Sherm’s – Feed a Family	33
United Way – Jackson County Fire Fund	39

3. Children’s Programming

E/I ON COZI TV

	The Voyager	Earth Odyssey	Consumer 101	Naturally Danny SEO	Vets Saving Pets	The Champion Within
Air Day	Sunday	Sunday	Sunday	Sunday	Sunday	Sunday
Air Time	5:00am	5:30am	6:00am	6:30am	7:00am	7:30am
Target Age	13-16	13-16	13-16	13-16	13-16	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 provides audiences access to the world’s most incredible destinations as Josh seeks out the truly authentic experiences one can only find when guided by a knowledgeable and

passionate guide. Each week, Josh Garcia brings viewers on an enthralling voyage exploring the people and cultures that make our world so breathtaking.

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.

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.

Naturally, Danny Seo is an educational series for young people and their families seeking a healthier lifestyle by learning the science behind eating well and exercising your mind and body while caring for our planet. Host Danny Seo is America's leading authority on eco-friendly living. Danny has devoted his career to the idea that caring for the environment can go hand-in-hand with enjoying time

with family and friends and sharing delicious and healthy meals while creating a healthy and environmentally friendly home.

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.