

K32DY TV

Quarterly Issues Report

3rd Quarter

07/01/2021 – 09/30/2021

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.

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

In This Together (KOBI 414 spots / MOBI 737 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 KOB-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, KOB-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 KOB, 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.

Raising Resilience (KOB 191 spots / MOB 40 spots)

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.

Mental Health Minute (KOB 80 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.

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 6pm show.

FEATURE INTERVIEWS JULY – SEPTEMBER 2021

JULY 6TH – SEN. RON WYDEN FAST START TO FIRE SEASON, ALMEDA LATEST, FEMA REPORT ON CLAIM DENIALS, HEATWAVE CHANGE THINKING ON DAMS, HEAT/CLIMATE CHANGE, INFRASTRUCTURE

JULY 15 – REP. CLIFF BENTZ BOOTLEG FIRE, DROUGHT, KLAMATH FARMERS ASSISTANCE

JULY 21ST – STEVE MARKS, OLCC EXEC. DIRECTOR HB3000 GIVING OLCC AND POLICE MORE TEETH BATTLING ILLEGAL POT GROWS

JULY 22 - BANDANA SHRESTHA - STATE DIRCTOR - AARP OREGON

2ND WEEK ON THE JOB, CAREGIVING/PRESCRIPTION DRUG PRICES, OTHER PRIORITIES MOVING FORWARD

AUGUST 13TH – JOHN WATT – JWA PUBLIC AFFAIRS FORMER LOBBYIST WRAPS UP OREGON '21 LEGISLATIVE SESSION

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 3:30pm - Moved to 3pm on 9/12	1/1/21-TFN
Hiring America	Veterans Employment	Sundays/Monday 12:00am	9/22/19 - TFN
Hiring America	Veterans Employment	Sundays 5am	9/6/20 - TFN
Matter of Fact	Political	Sat 630p* Moved frequently due to NBC Prime scheduling changes	9/17/17 – TFN

OTO Programs:

TITLE	DAY/DATE	TIME
UpClose w/Patsy Smullin- Jay Leno	Mon 9/6	7:30-8pm
UpClose w/Patsy Smullin- Jay Leno	Sat 9/11	6:30-7pm

5. Public Service Announcements

AARP – Vaccination Campaign	20
Addiction Recovery Center – Drug Abuse Treatment and Recovery Program	1
Asante – Vaccination Campaign	5
Asante Foundation – Stand Up To Cancer Special	1
Asante Foundation – Regional Cancer Center	19

Bandon Chamber of Commerce – Tourism	46
CA Dept. of Housing & Communication Development – Covid Rent Relief	7
Children’s Advocacy Center – Protecting Children	139
City of Medford – Jobs and Job Fair	14
Conquer Covid Klamath – Vaccination Campaign	70
Cow Creek Umpqua Tribe – Vaccination Campaign	30
Discover Klamath – Tourism	23
Habitat for Humanity – Home Building Assistance for Low Income Families	74
In This Together – Suicide Prevention	62
Jackson County Commissioners – Wildfire Citizen Alert Water Comp	102
Josephine County A&D Program – Super Positive Video Contest	195
Kids Unlimited of Oregon –Recruitment for Low Income Students	18
Klamath Tribal Council – Vaccination Campaign	3
Rocky Point Volunteers	19
Asante Foundation – Oregon Wine Experience	15
Max’s Mission – Overdose Training	7
Medford Firs Christian Church	12
Mental Health Minute – Mental Health Awareness	40
Mercy Flights – Medical Emergency Responders	43
MidRogue Imaging – Affordable Imaging Services	396
My Vaccine Reason – Vaccination Campaign	54
Oregon Dept. of Education – Welcome Back, Students!	124
Raising Resilience – Strengthening Families	70
Rogue Community College – Education	91
Rogue Valley Symphony – Arts/ Tourism	12
Rogue Valley Transportation District – Low Cost Transportation	6
Rogue Workforce Partnership – Employment Opportunities	42
Travel Oregon – Vaccine Education	19

6. Community Outreach/Tours

In This Together Partner Meeting 09/23/2021

The ‘In this Together’ campaign, addressing suicide and the stigma around it, held a partner meeting on 09/23/2021. The campaign aims to address the health crisis surrounding suicide as well as give people resources and messages of hope.

Participants in this meeting included approximately 25 members of the southern Oregon community, with a special presentation from the manager for the Suicide Prevention Resource Center.

MOBI

Quarterly Issues Report

3rd Quarter

07/01/2021 – 09/30/2021

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.

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

Bandon Chamber of Commerce – Tourism	100
Children’s Advocacy Center – Protecting Children	237
Cow Creek Umpqua Tribe – Vaccination Campaign	151
Crater Lake Country – Tourism	120
Discover Klamath – Tourism	27
In This Together – Suicide Prevention	120
Jackson County Commissioners – Wildfire Citizen Alert Water Comp	91
Josephine County A&D Program – Super Positive Video Contest	134
Klamath Tribal Council – Vaccination Campaign	12
Rocky Point Volunteers	18
Asante Foundation – Oregon Wine Experience	53
Medford First Christian Church	150
MidRogue Imaging – Affordable Imaging Services	168
Oregon Dept. of Education – Welcome Back, Students!	181
Rogue Community College – Education	50
Rogue Valley Symphony – Arts/ Tourism	23
Rogue Valley Transportation District – Low Cost Transportation	9

3. Children’s Programming

E/I ON COZI TV

	Earth Odyssey	Earth Odyssey	Consumer 101	Roots Less Traveled	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	13-16c	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.

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.

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.

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.

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.