K32DY TV Quarterly Issues Report 1st Quarter 1/1/17 – 3/31/17

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 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

Monday-Friday 5:30 AM and 6:30AM

Best price for gas in Southern Oregon and Northern California.

Docs on Call 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 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.

Your Place, Your Money 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

During the month of February of 2017, KOBI TV NBC5 partnered with Jackson Care Connect and The American Heart Association.

KOBI TV NBC 5 donated the talent, production and edit time for the creation of the :30 second PSA and provided over 80 no-charge spots. Additional platforms that were provided included: News Coverage, online ad space 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.

(Economy)

(Education)

(Health Care)

(Economy)

(Health Care)

3. In-Depth Local News

High Tech Crimes

One Part TRT: 3.42 Reporter: Kristen Hosfelt Air Dates: Thurs, Feb 2nd, 6pm, 11pm/Fri, Feb 3rd, 5:30am A special local task force used classified FBI software to hunt down local internet criminals, including sexual predators. But the task force suddenly disbanded. NBC5 News reveals why.

Mental Health

Two Parts TRT: 8.21 Reporter: Matt Jordan Air Dates: Wed, Feb 8th, 6pm, 11pm/Thurs Feb 9th, 5:30am, 6pm, 11pm/Fri, Feb 10th, 5:30am. *This mental hospital north of us may shut down. That means the criminally insane could wind up in Southern Oregon, where the resources to care for them are virtually non-existent. Or in our neighborhoods. NBC5's Matt Jordan is granted rare access inside and discovers what could happen if the patients are set free.*

Social Media/Job

One Part TRT: 3.43 Reporter: Taelor Rian Air Dates: Mon Feb 13th, 6pm, 11pm/Tues, Feb 14th, 5:30am You already know your boss could be monitoring your Facebook. What you post could cost you your job. But now, Fox26's Taelor Rian reveals how new social media can threaten your career in ways you never expected.

SO Humane Intake (Malcolm)

Two Parts TRT: 8:29 Reporter: Taelor Rian Air Dates: Mon, Feb 20th, 6pm, 11pm/Tues, Feb 21st, 5:30am, 6pm, 11pm/Wed, Feb 22nd, 5:30am *Meet Malcolm, a playful puppy who just arrived at SO Humane. But where did Malcolm come from? Is he healthy? NBC5's Taelor Rian reveals the fascinating process Malcolm and other dogs must go through to find a new family to love them. Every dog has a story. This is Malcolm's.*

Jail

Two Parts TRT: 8:33 Reporter: Natalie Weber Air Dates: Mon, Feb 27th, 6pm, 11pm/Tues, 5:30am, 6pm, 11pm/Wed, March 1st, 5:30am NBC5's Natalie Weber is granted rare, exclusive access inside the crowded Jackson County Jail. She'll reveal the surprising details you didn't know. Until now. You're inside the Jackson County Jail.

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.

FEATURE INTERVIEWS JANUARY - MARCH 2017

- MONDAY, JAN 2ND BOB RUSSELL BUTTE CREEK MILL ONE YEAR AFTER HISTORIC MILL BURNED DOWN WE GET UPDATE
- TUES, JAN 3RD LARRY MASTERMAN EMERGENCY MANAGEMENT CITY OF MEDFORD PREPARING FOR DISASTER, PREVIEW UPCOMING CONFERENCE
- WED, JAN 4TH BERN CASE MEDFORD AIRPORT SNOW STORM'S EFFECT AT MEDFORD'S AIRPORT
- THUR, JAN 5TH GARY LEAMING ODOT SNOW STORM'S EFFECT ON SO. OREGON HIGHWAYS
- FRI, JAN 6th CLAUDIA ALICK ASHLAND MLK CELEBRATION PREVIEWING THE MARTIN LUTHER KING DAY CELEBRATION IN ASHLAND
- MON, JAN 9TH JENNY MENNA US BANK CYBER SECURITY HOW TO PROTECT YOURSELF, YOUR BUSINESS ONLINE TODAY
- TUES, JAN 10TH PAMELA NORR ACCESS MEETING THE NEW E.D. AT ACCESS, BACKGROUND, VISION, ETC
- WED, JAN 11TH RANDY SAMUELSON HASL ODOT ADA SETTLEMENT, MEETING TO PRIORITIZING WHERE \$ GOES
- THUR, JAN 12TH TAMMI PITZEN CHILDREN'S ADVOCACY CENTER HELPING KIDS DEAL WITH TRAUMA (FOLLOWING ASHLAND MURDER)
- FRI, JAN 13TH D.L. RICHARDSON CIVIL RIGHTS HISTORIAN PREVIEWING MLK DAY CELEBRATION IN MEDFORD
- MON, JAN 16TH REP. GREG WALDEN ACA, TRUMP LOW APPROVAL #'S, (ALSO RECORDED WEB EXCLUSIVE)

- TUES, JAN 17th CURT HADLEY C.A.R.E. CASCADE AMATEUR RADIO ENTHUSIASTS LOCAL HAM RADIO CLUB
- WED, JAN 18TH MONTE MENDENHALL PACIFIC POWER DEALING WITH WINTER STORMS
- THUR, JAN 19th CRAIG ACKERMAN & BILL THORNDIKE CRATER LAKE NATL. PARK - PARK LOOKING TO BUILD/RAISE MONEY FOR NEW INFO/EDU CENTER
- FRI, JAN 20TH SARAH HARRIS SO. OREGON HOUSING FOR ALL TRYING TO HELP CREATE AFFORDABLE HOUSING IN ASHLAND
- MON, JAN 23RD TAMMI PITZEN CHILDREN'S ADVOCACY CENTER WINTER GALA EVENT PREVIEW
- TUES, JAN 24TH FIRE CHIEF BRIAN FISH MEDFORD FIRE & RESCUE STATUS OF NEW STATIONS OPENING, OTHERS UNDER CONSTRUCTION
- WED, JAN 25TH AMANDA CLOSE & BONNIE RINALDI APPLEGATE ROADWAY MAP APPLEGATE GROUP & RURAL DEVELOPMENT INITIATIVES WORKNIG TOGETHER TO BENEFIT THE APPLEGATE VALLEY
- THUR, JAN 26TH DR. BRIAN SHUMATE MEDFORD SCHOOL DISTRICT NEW 4-YR GRADUATION NUMBERS
- FRI, JAN 27TH MARK UNGER SKY LAKES MEDIA COMMERCIAL DRONE USER DONATES TIME TO SEARCH & RESCUE
- MON, JAN 30TH TIFFANY MOREY & KENDRA ROMERO SO. OREGON ANIMAL REHABILITATION GREENSPRINGS ANIMAL REHAB FACILITY LOOKING TO EXPAND
- TUES, JAN 31ST NO 5 ON 5, PRES. TRUMP NAMES SCOTUS NOMINEE
- WED, FEB 1st SHERIFF NATE SICKLER JACKSON CO. SHERIFF'S OFFICE BACKGROUND, LEADERSHIP STYLE, TRAFFIC ACCIDENTS, RURAL PATROLS, NEED FOR NEW JAIL
- THUR, FEB 2ND CATHY NOAH MAIL TRIBUNE EDITOR PAPER'S FIRST FEMALE EDITOR, OWNERSHIP CHANGE THIS WEEK
- FRI, FEB 3RD DENNIS RAMSDEN SO. OREGON MUSIC FESTIVAL 50K LOSS GIVES FESTIVAL ONE MONTH TO SURVIVE
- MON, FEB 6TH MIKE WHITFIELD 2017 VETERANS STANDUP

EVENT TO HELP VETS GET JOBS, HAIRCUTS, AND SO MUCH MORE

- TUES, FEB 7TH AMRITA RAMANAN & MARTINE KEI GREEN-ROGERS OSF PREVIEWING THE NEW FEBRUARY SEASON
- WED, FEB 8th TEDDY ABRAMS BRITT PREVIEWING EVENT TO BENEFIT BRITT'S CLASSICAL SEASON
- THUR, FEB 9TH DICK FOSBURY MEDFORD NATIVE/GOLD MEDALIST TRACK & FIELD LEGEND IS KEYNOTE AT SPORTS COMMISSION EVENT
- FRI, FEB 10th JOYCE DEMONNIN AARP OREGON PROTECTING MEDICARE, BATTLING CONGRESS ON AGE RATING, HOW TO CHECK SOCIAL SECURITY PAYMENTS
- MON, FEB 13TH DR. MARK MORAN ASANTE CARDIOLOGIST NEW TECH – A DISSOLVING STINT
- TUES, FEB 14TH ANN DOWDY SCIENCEWORKS MUSEUM NEW EXECUTIVE DIRECTOR RETURNS TO OREGON
- WED, FEB 15TH TRAVIS BOERSMA CO FOUNDER, DUTCH BROS. GP BUSINESS OWNER BUYS TOWN CENTER PLAZA, ADVICE FOR ENTREPRENEURS
- THUR, FEB 16TH JANET CAPETTY SPECIAL OLYMPICS OREGON PREVIEWING SATURDAY'S POLAR PLUNGE IN MEDFORD
- FRI, FEB 17th –KERRY BARNETT, CEO, SAIF WORKERS COMPENSATION, POT USE IN THE WORKPLACE
- MON, FEB 20TH TJ JESSUP SO. OREGON CHAPTER OF THE OREGON ASSOCIATION FOR THE EDUCATION OF YOUNG CHILDREN FREE UPCOMING CONFERENCE FOR PARENTS OF CHILDREN
- TUES, FEB 21ST TRISH WELCH THE ARC PREVIEW OF LIVE TO DANCE 2017
- WED, FEB 22ND JAMES ADAMS ROGUE ROWING ROWING CLUB GETS \$100K FOR NEW EMIGRANT LAKE BOATHOUSE

THUR, FEB 23RD – SEN. RON WYDEN MASSIVE TOWN HALLS, HEALTH CARE, TRUMP TRAVEL, ELECTORAL COLLEGE COMPLAINTS, TRUMP ADMINISTRATION, SIMPLIFYING TAXES

FRI, FEB 24TH – DR. MATTHEW HOUGH – JACKSON CARE CONNECT

FEBRUARY IS THE AMERICAN HEART ASSOCIATION'S "GO RED" MONTH.

- MON, FEB 27TH DAN DEYOUNG JOSEPHIN CO. COMMISSIONER BUSY FIRST 6 WEEKS IN OFFICE, NEW LEVY EFFORT
- TUES, FEB 28TH MEGAN FLOWERS SANCTUARY ONE MEETING THE NEW EXECUTIVE DIRECTOR OF SANCTUARY ONE
- WED, MARCH 1ST TRACI DARROW ASHLAND EMERGENCY FOOD BANK/ASHLAND CITY COUNCILOR NEW HEAD OF FOOD BANK JUST APPOINTED TO ASHLAND CITY COUNCIL, FOLLOWING IN PAM MARSH'S FOOTSTEPS EACH STEP
- THUR, MARCH 2ND HEATHER EVERETT ROGUE RETREAT HOPE VILLAGE UPDATE, KELLY'S SHELTER, WHEN BUILD BEGINS
- FRI, MARCH 3RD KAROLINA LAVAGNINO OREGON CHOCOLATE FESTIVAL PREVIEWING THE 13TH ANNUAL EVENT IN ASHLAND
- MON, MARCH 6TH HELEN FUNK JACKSON CO. EXPO/FAIRGROUNDS PREPPING FOR FAIR/COUNTRY X, FAIR CONCERTS REVEALED
- TUES, MARCH 7TH STACY VAN VOORHEES RV GROWERS/CRAFTERS MARKET PREVIEWING THE NEW SEASON AT MARKET IN ASHLAND/MEDFORD
- WED, MARCH 8TH CATHY KEMPER-PELLE RCC PRESIDENT RCC DEVELOPING NEW STRATEGIC PLAN
- THUR, MARCH 9TH KATHY KALI CERTIFIED FINANCIAL COACH FINANCIAL ADVICE, SPECIFICALLY DUMPING YOUR DEBT
- FRI, MARCH 10TH BUCK JOHNSON SINGER SONGWRITER
 - TOURING ARTIST PLAYING IN MEDFORD, KEYBOARD FOR AEROSMITH
- MON, MARCH 13TH SHAWN MARTINEZ JOSEPHINE CO. PREVENTION COOR. NATIONAL PROBLEM GAMBLING AWARENESS MONTH
- TUES, MARCH 14TH PARKER ATKINSON & PARKER WARNER ALBA EXCHANCE SO. MEDFORD H.S. STUDENTS TALK ABOUT UPCOMING SISTER CITY VISIT
- WED, MARCH 15TH CHARLIE HALL SOU FOOTBALL COACH NEW COACH HIRED AFTER CRAIG HOWARD'S PASSING
- THUR, MARCH 16TH JOHN VIAL ROADS/PARKS DIRECTOR JACKSON CO. COSTCO MAYHEM ON ROADS IN OCTOBER, PONDS/RV PARK

- FRI, MARCH 17th SEN. RON WYDEN TRUMPCARE, WIRETAPPING ALLEGATIONS, BUDGET, TOWN HALLS
- MON, MARCH 20TH CARLY REED & MOLLY MCBRAYER HAND TO HEART BABY SIGN LANGUAGE WHAT IS BABY SIGN LANGUAGE?
- TUES, MARCH 21ST ROB SWALLOW (MEDFORD/JACKSON CO. CHAMBER) & GARY TAYLOR (RV YMCA) MEDFORD CHAMBER LEADERSHIP PROGRAM
- WED, MARCH 22ND JULIE WHEELER DIVIDE CAMP LOCAL CAMP TO BENEFIT POST 9/11 VETERANS
- THUR, MARCH 23RD RICHARD HEAP PACIFIC FISHERIES MANAGEMENT COUNCIL – SALMON ADVISORY SUBPANEL KLAMATH RIVER SALMON PROBLEMS AND EFFECT ON COAST
- FRI, MARCH 24TH SEN. JEFF MERKLEY TRUMP ON HEALTHCARE FALIURE, GORSUCH, TRUMP CONTROVERSIES
- MON, MARCH 27TH DAVID MULIG (ACCESS) & NATALIE WEBER (NBC) ON SO CLOSE TO HOMELESS BREAKING DOWN NEW CAMPAIGN WITH ACCESS
- TUES, MARCH 28TH EMILIE WYLDE LIVING OPPORTUNITIES WHAT THEY DO, MISCONCEPTIONS ABOUT INTELLECTUAL/DEVELOPMENTALLY DIASBLED, SESAME STREET AUTISTIC CHARACTER
- WED, MARCH 29TH CINDY WILLIAMS DOUG MORSE GROUP, JOHN L. SCOTT CHECK IN ON LOCAL REAL ESTATE MARKET
- THUR, MARCH 30TH TIM BALFOUR JACKSONVILLE CHAMBER OF COMMERCE NEW TROLLEY FOR JACKSONVILLE
- FRI, MARCH 31ST LIZ CROSSMAN HABITAT FOR HUMANITY OREGON PRESIDENT OF STATE LEVEL ORGANIZATION ON HOUSING CRISIS

4. <u>Non-News Programs</u>

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 3pm	1/1/17 (but
_		_	was PE when
			sports went

			long)
Missing	E/I Lost	Friday/Saturday	1/1/17-
	Children/Child Safety	4:30-5am	3/31/17
Missing	E/I Lost Children/Chil	Sun 3pm	1/8/17-
			3/31/17
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	7/1/14-TFN
		Sundays 10am	

OTO Programs:

TITLE	DAY/DATE	TIME
Live to Dance w/the ARC Stars**	Sat 3/25	7-8pm
(aired w/technical issues – rescheduled 4/9/17 3-4pm)		

5. Public Service Announcements

Access Food Share – Poverty and Homeless	26
Ashland Fire Marshall	47
Brava Opera	1
Josephine County Fair – Home and Rec Show	40
Rogue Community College	95
Oregon Forest Resources	22
Live to Dance 2017	122
Chinese New Year	26
Jackson Care Connect – Go Red for Women	80
Collaborative Theater Project	18
Jackson County Health and Human Services – Prescription Drug	121
Josephine County Health and Human Services – Alcohol Prevention	117
Josephine County A & D – Gambling Prevention	160
Butterfly Down Syndrome	94
Sights and Sounds Unlimited	19
Habitat for Humanity	192
Special Olympics – Polar Plunge	34
Children's Advocacy Center – Winter Gala	95
Sleep Train – Dollar Drive	2
Sleep Train – Pajama Drive	6

6. <u>Community Outreach/Tours</u>

Tour 02/03/17

KOBI HR Director, Chelsea Morris, hosted two groups, 31 group one and 26 in group two, of third grade students, along with four adults in each group from Jewett Elementary on a full station tour with a weather wall presentation.

Tour 02/10/17

KOBI HR Director, Chelsea Morris, and Creative Services Director, Scott Gee hosted a group of 32 third grade students and four adults from Jewett Elementary School on a full station tour with a weather wall presentation.

Tour 02/17/17

KOBI HR Director, Chelsea Morris, hosted two groups of 26 students, ranging from K-6th grade along with four adults in each group from Talent Outdoor Discovery Program on a full station tour with a weather wall presentation.

MOBI Quarterly Issues Report 1st Quarter 1/1/17 – 3/31/17

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This TV Network

- 1. Weather Reports
- 2. Public Service Announcements
- 3. Children's Programming
- 4. Regularly Scheduled Programming

1. <u>Weather Reports</u>

This TV has one weather segment each hour from 6am-11am and 5pm-11pm, Monday through Friday.

2. Public Service Announcements

Lithia Motors OSSA Oregon Snowmobilers Association	227
Brava Opera	63
Special Olympics Polar Plunge	77
Ashland Fire Marshall	10
Chinese New Year	24

3. <u>Children's Programming</u>

E/I UN THIS IV						
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	Get Wild	Wild World	Awesome Adventures	Whaddayado	Whaddayado

E/I ON THIS TV

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. *Get Wild* is a weekly half-hour reality series featuring wild animals at the world famous San Diego Zoo. The series provides key information about each creature and teen viewers learn about their living habitats and unique behaviors. For example, in one episode viewers learn how experts studying adult orangutans learn the ways they raise their young. Another episode highlights the Panda bear and explains the animals living patterns. Get Wild is a series intended to educate and inform viewers all about life in the animal kingdom.

Wild World is a weekly half-hour reality series showcasing all types of wild animals at the world famous San Diego Zoo. The series focuses on the dedicated people who care for these unique critters. The program also informs teen viewers about the living environments and key facts about each wild animal. Episodes also include stories on zoo enrichment programs that help animals initiate natural behavior. Whether it be following the life cycles of rhinoceros or understanding the eating habits of grizzly bears, *Wild World* is a series intended to educate and inform viewers all about life in the animal kingdom.

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.

Whaddyado is a half-hour weekly series designed to educate, inform, inspire and entertain, does an exceptional job educating teenagers. The shows 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 and who they want to be. It is a time which is typified by feeling invincible. This sense of invulnerability is commonly coupled with withdrawal 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 life-saving 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 life-saving 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.

4. <u>Regularly Scheduled Programming</u>

Hiring America	Veterans	MOBI (THIS TV)	7/1/14-
	Employment	Sundays 10am	TFN