

K32DY TV

Quarterly Issues Report

1st Quarter

01/01/19 – 03/31/19

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, 6:30 AM

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 6:30AM

Best price for gas in Southern Oregon and Northern California.

Docs on Call

(Health Care)

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 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

Know Your Role

Know Your Role is a one year alliance formed by Southern Oregon broadcaster KOB-TV/NBC5 in conjunction with Southern Oregon Sports Commission. The mission of Know Your Role is to improve the culture of youth sports in our region

and create a healthy and positive experience for kids, parents and the community.
(KOB1 135 spots / MOB1 68 spots)

HOPE

Southern Oregon's leading broadcaster, KOB1-TV/NBC5, will work with Rogue Retreat and AllCare Health to bring compelling news stories and Public Service Announcements providing information about poverty and homelessness in our communities. The goal of the 30 week on-air and web campaign will be to educate and inform people in our community about support programs that help those individuals that are in poverty and / or homeless.
(KOB1 333 spots / MOB1 508 spots)

3. In-Depth Local News

Grants Pass Cats

One Part

Reporter: Kristina Zagame

TRT: 2:36

NBC5 Air Date: Wednesday, February 27th, 7:00pm

How much trouble can a few cute kitties cause? In a Grants Pass neighborhood, they have pit neighbors against neighbors and dogs verses cats. One cat even sparked a battle within city hall. Only Kristina Zagame reveals the strange story of some feisty felines and the ferocious local feud they have festered.

Human Caused Fires

Two Parts

Reporter: Miles Furuichi

TRT: 4:35

NBC5 Air Dates: March 26th/27th, 6pm; March 27th/28th, 5:30am

NBC5 News investigates the fallout of last year's horrific fires. So many infernos. So many could have been prevented. NBC5 News digs into new government documents that tell a very human story. How many fires were acts of nature. And how many were acts by us.

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 2019

TUE, JAN 1ST - JEN AGUAYO – NORTH MOUNTAIN PARK NATURE CTR.
(ASHLAND) BIRD WATCHING PROGRAM ACROSS NORTH AMERICA

WED, JAN 2ND – LYNN HENNION – BOARDMEMBER - SO. OREGON

LEADERSHIP COUNCIL IMPORTANCE OF EARLY EDUCATION FOR KIDS

THUR, JAN 3RD – BOB WISE – VP/GM KOBI-TV LOOKING BACK ON 2018, AHEAD TO 2019

FRI, JAN 4TH – DARREN BORGAS - SOUTHWEST OREGON FOREST PROJECT DIRECTOR, THE NATURE CONSERVANCY ASHLAND FOREST RESILIENCY PROJECT CONTROLLED BURNS

MON, JAN 7TH – PAIGE WEST – SENIOR PLANNER – RVTD WHAT TO DO WITH NEW 2.5 MILLION ANNUAL FUNDING FROM LEGISLATURE, PREVIEW UPCOMING MEETING

WED, JAN 9TH – OREGON AG ELLEN ROSENBLUM HATE CRIME TASK FORCE MEETING, FED GOV'T SHUTDOWN EFFECT ON ODOJ

THU, JAN 10TH – BRAD BENNINGTON – BUILDERS ASSOC. OF SOUTHERN OREGON LACK OF YOUNG PEOPLE IN CONSTRUCTION LEADING TO CRISIS

FRI, JAN 11TH – KELLY WESSEL – UCAN JOCO VETS WELCOME HOME PROJECT, A POINT IN TIME COUNT

MON, JAN 14TH – BRAD HICKS – MEDFORD CHAMBER & JOE ROSSI – BBSI NEW BUSINESS RESOURCE PAGE ON CHAMBER WEBSITE

TUES, JAN 15TH - DAN RUBY – EXEC. DIRECTOR – SCIENCEWORKS 2019 PLANS AT SCIENCEWORKS

WED, JAN 16TH – BRIAN SJOTHUN – MEDFORD CITY MANAGER CITY BUDGET PREPS, NEW CITY COUNCILOR SELECTION PROCESS, MPD AREA AT CITY HALL, HOMELESS SITUATION, POT MONEY

THUR, JAN 17TH – SONIA WORCEL – OREGON COMMUNITY FOUNDATION NEW TOP REPORT RELEASED THIS WEEK

FRI, JAN 18TH – DL RICHARDSON – ASHLAND/MEDFORD MLK DAY PREVIEW WHAT THE CITIES ARE DOING TO CELEBRATE DR. KING

MON, JAN 21ST – BRAD NIVA – TRAVEL SOUTHERN OREGON IMPORTANCE OF TOURISM LOCALLY, SMOKE EFFECTS, PDX VS THE BAY

TUES, JAN 22ND – SUSAN HOLT & LISA HUTCHINS, RUN WITH GRACE

WEEKEND RUN TO HONOR LOCAL GIRL WHO DIED OF SUICIDE &
THE FOUNDATION HER FAMILY USES TO SEND KIDS TO SUMMER
CAMPS

WED, JAN 23RD – ED SMITH-BURNS – LA CLINICA LAUNCHING
MINDFULNESS PROGRAM AT 2 MEDFORD ELEM. SCHOOLS

THUR, JAN 24TH – JANE BALLBACK – CHAIRPERSON – THE TEDX EVENT
RV'S FIRST TEDX EVENT PREVIEW (IN MAY)

FRI, JAN 25TH – LINDA SPENCER – MAYOR OF BUTTE FALLS EXCITED
ABOUT FUTURE, WATER BOTTLE COMPANY IN TOWN

MON, JAN 28TH – TERRI EUBANKS – COMMUNITY PREPAREDNESS
COORDINATOR EMERGENCY PREPAREDNESS, SURVIVAL KIT,
TEXT ALERT SYSTEM

TUES, JAN 29TH - SCOTT KELLY – CEO – ASANTE PROMOTED INTO TOP
SPOT, FUTURE OF ASANTE

WED, JAN 30TH – GOV. KATE BROWN LEGISLATIVE SESSION, NO LNG
OPINION

THUR, JAN 31ST – SOU PRESIDENT LINDA SCHOTT LEGISLATIVE
SESSION, UPDATE ON OIT/RCC/KCC PARTNERSHIP

FRI, FEB 1ST - BRENT BARRY – SUPERINTENDENT – PHX/TALENT
SCHOOLS PLANS TO SPEND '17 BOND MONEY, UNIQUE 3-CITY
FOOTPRINT, NEW GRAD NUMBERS

MON, FEB 4TH – DR. JIM SHAMES – JACKSON COUNTY HEALTH DEPT. NW
MEASLES OUTBREAK

WED, FEB 6TH – HIRAM TOWLE – MT. ASHLAND MID-SEASON CHECK IN

THUR, FEB 7TH - MELISSA CANO – EMERGENCY MGR, MEDFORD DO ONE
THING CAMPAIGN (PREPS FOR EMERGENCY)

FRI, FEB 8TH – JONATHAN STARK – FORMER PRO TENNIS PLAYER LIFE
AFTER PRO SPORTS, TIPS FOR PEOPLE PURSUING DREAMS

MON, FEB 11TH – ANGELA DOWLING – REGENCE BLUE CROSS/BLUE
SHIELD HEALTH CARE, FUTURE, TECHNOLOGY

TUES, FEB 12TH – PAUL CHRISTY, ACTING EXEC. DIRECTOR – OSF NEW
ACTING E.D. AT OSF, BACKGROUND, PLANS FOR OSF

WED, FEB 13TH - JADE POULAIN, 2019 BOYS AND GIRLS CLUB OF THE ROGUE VALLEY YOUTH OF THE YEAR BACKGROUND, AMBITIONS, COMPETITION

THUR, FEB 14TH – DR. EMILIA ARDEN - PROVIDENCE CARDIOLOGIST HEALTH STORY ON VALENTINE’S DAY

FRI, FEB 15TH – CHRISTI MACLAREN – DISASTER PREPAREDNESS COOR. - AMERICAN RED CROSS PILLOWCASE PROJECT, EMERGENCY PREP FOR CHILDREN

MON, FEB 18TH – JASON ALLEN & ASHLEY MAIN – Q100.3 PREVIEW OF BICOASTAL RADIOTHON FOR ST. JUDE

TUES, FEB 19TH – JIM COLLIER – PHILANTHROPIST LOCAL MAN GIVES MONEY TO THE ARTS

WED, FEB 20TH – SEN. RON WYDEN MUELLER, GREEN NEW DEAL, FIRE SEASON, MENTAL ILLNESS, MERKLEY POTUS RUN, SCHEDULING B/W OR/NY/DC

THUR, FEB 21ST – JEFF WISE – LINES FOR LIFE MILITARY OUTREACH SPECIALIST CONNECTING WITH VETS IN OREGON

FRI, FEB 22ND – CHARLIE SANDERS – BOWLED PERFECT GAMES IN JANUARY LOCAL MAN BOWLED 3-300 GAMES IN SPAN OF 5 DAYS LAST MONTH

MON, FEB 25TH – MONICA MCFADDEN – JOSEPHINE CO. SEARCH & RESCUE SAR ACADEMY LOOKING FOR VOLUNTEERS

TUES, FEB 26TH - SHERIFF NATHAN SICKLER – JACKSON CO. NEW GRANT TO FIGHT ILLEGAL MARIJUANA

WED, FEB 27TH – DR. BRIAN SHUMATE – MEDFORD SCHOOL SUPERINTENDENT LEAVING MEDFORD FOR GEORGIA, BIGGEST CHALLENGE FOR SUCCESSOR

THUR, FEB 28TH – KYLEIGH LOPEZ – CHAMPION HS WRESTER 4X STATE WRESTLING CHAMP, NORTH MEDFORD HS

FRI, MARCH 1ST – RICH WILSON – MEDFORD ROD & CUSTOM SHOW NATIONAL RECOGNITION FOR LOCAL AUTO SHOW

MON, MARCH 4TH – CHUCK HARWOOD - REGIONAL DIRECTOR, FEDERAL

TRADE COMMISSION WHAT DOES FTC DO IN OREGON, AVOIDING SCAMS, RECOUPING MONEY

TUES, MARCH 5TH – JAMIE CALLAHAN (CO-CEO, TEAM SENIOR REFERRAL SERVICES) & TRISHA MCCONNELL (HOME INSTEAD SENIOR CARE) THERAPY DOLL FOR ALZHEIMERS PATIENTS

WED, MARCH 6TH – BARBARA JOHNSON – EXEC. DIRECTOR – COMMUNITY WORKS EXPANDING SERVICES TO PREVENT SEX/HUMAN TRAFFICKING

THUR, MARCH 7TH – SHARRE WHITSON & LINDSEY RICE - SO. OREGON TOP 10 EMERGING LEADERS YOUNG LEADERS RAISE \$ FOR LOCAL YOUTH ORGANIZATIONS

FRI, MARCH 8TH - PAUL JACKSON – THREE RIVERS COMMUNITY ORCHESTRA VOLUNTEER ORCHESTRA GROWING IN JOCO

MON, MARCH 11TH – CHAD MCCOMAS – ROGUE RETREAT HOMELESS SITUATION IN DOWNTOWN MEDFORD, FULL TIME KELLY SHELTER EFFORTS, GP TINY HOME VILLAGE

TUES, MARCH 12TH – TERRY MACKKEY & ANDREA SAXON GIBSON – MEDFORD/JACO CHAMBER LEADERSHIP CLASS ALL ABOUT THE CHAMBER LEADERSHIP CLASS AND IT'S PROJECT

WED, MARCH 13TH – JULIE WHEELER – DIVIDE CAMP FOR INJURED POST 9/11 VETERANS

THUR, MARCH 14TH – SGT. TREVOR ARNOLD – MPD K9 TEAM PROGRAM COODINATOR, ALL ABOUT THEIR TEAM

FRI, MARCH 15TH – MATT HOGGE, DNP-FNP, & JILLIAN ROBINETTE, PRACTICE MANAGER AT THE WELLNESS CENTER. LA CLINICA PROGRAM

MON, MARCH 18TH – SEN. RON WYDEN TRUMP VETO, PUBLIC LANDS BILL, RISE IN HATE, BACKGROUND CHECKS, DAYLIGHT SAVING TIME

TUES, MARCH 19TH – KRISTIN FETTIG & LAURIE PARRISH – SLEEP IN HEAVENLY PEACE NON-PROFIT BUILDS BEDS FOR NEEDY KIDS IN JACO

WED, MARCH 20TH – ROBYN JANSSEN – ROGUE RIVERKEEPER PUBLIC

LANDS BILL PASSED BY CONGRESS ADDING PROTECTIONS TO
ROGUE, CHETCO RIVERS

THUR, MARCH 21ST – DR. KELLY BURNETT, MD & LIZ JAMES – 2019 SO.
OREGON LGBTQ+ HEALTH & WELLNESS SUMMIT PREVIEW OF MAY
EVENT FOR MEDICAL PROFESSIONALS

FRI, MARCH 22ND – GABBY PARKS & ALICE LULICH – NNMHS
SENIORS/ROCKETRY GROUP MEMBERS HIGH SCHOOL ROCKET
BUILDERS UPDATE US ON COMPETITION

MON, MARCH 25TH – TERI SMITH – DEAN OF HEALTH & PUBLIC SERVICE,
RCC GROUNDBREAKING ON NEW RCC TABLE ROCK CAMPUS
CENTER

TUES, MARCH 26TH – MOLLY MORISON, SW OREGON PRESERVES
MANAGER, THE NATURE CONSERVANCY GUIDED HIKES ON TABLE
ROCKS BEGIN APRIL 6TH

WED, MARCH 27TH – RICHARD HERSKOWITZ, ARTISTIC & EXECUTIVE
DIRECTOR, A.I.F.F, ASHLAND INDEPENDENT FILM FESTIVAL
PREVIEW

THUR, MARCH 28TH – SOPHIA BLANTON & BRUCE PERLOWIN, HEMP, INC
GROWTH OF HEMP LOCALLY

FRI, MARCH 29TH - DAVID CUNNINGHAM, KRAV MAGA TRAINER LOCAL
MARTIAL ARTS EXPERT TALKS SELF DEFENSE FOR WOMEN FOR
SEXUAL ASSAULT AWARENESS MONTH (APRIL)

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
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 Sun 11:30am	10/1/17-TFN
Matter of Fact	Political	Sat 6:30p	9/17/17 - TFN

OTO Programs:

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5. Public Service Announcements

Butte Creek Mill	35
Children’s Advocacy Center – Winter Gala 2019	44
Energy Trust of Oregon – Energy Efficiency	41
Habitat for Humanity – Low Income Housing	385
Josephine County AD&D – Drug/Alcohol/Gambling Treatment	146
Know Your Role – Parental Participation in Youth Sports	138
Chinese New Year	30
Ashland Independent Film Festival	158
Cal Ripkin Youth Baseball	17
HOPE	682
Live to Dance 2019 with ARC Stars	45
Living Opportunities – Assistance to Disabled Adults	61
LOGOS Public Charter School	295
MidRogue Imaging – Low Cost Medical Services	222
OnTrack – Drug/Alcohol Treatment	264
Oregon Institute of Technology	383
Rogue Community College	59
Rogue Valley Symphony	53
Rogue Valley Transportation District – Low Cost Transportation	122
Special Olympics Oregon – Polar Plunge Fundraiser	67
Stay Safe Oregon	246
United Way of Jackson and Josephine County – Suicide Awareness and Prevention	426

6. Community Outreach/Tours

KOBI TOUR 1/18/19 –

KOBI HR Director, Chelsea Valdez, hosted a tour for three adults from Pathway Enterprises on a full station tour discussing educational requirements and job/internship opportunities, the daily operations, the history of our station, and a green screen presentation.

KOBI TOUR 2/1/19 –

KOBI GM, Bob Wise, hosted a tour for 14 middle school aged students and four adults from the Valley Charter School on a full station tour discussing the daily operations, the history of our station, and a green screen presentation.

KOBI Career Presentation - 2/27/19

KOBI News Reporter, Miles Furuichi, and Creative Services Director, Scott Gee, participated in Ashland High School's annual Career Day. There were two sessions, each ½ hour long. Scott presented basic broadcast information, including discussions about ratings and shares, other media platforms such as cable, satellite and streaming services. The students also learned about career opportunities in broadcasting. Miles was next up with a discussion about the role of a broadcast journalist. He showed one of his stories. At the conclusion of his discussion, he worked with students who volunteered to try a "live shot." The students received experience delivering a live report with the assistance of a teleprompter.

MOBI

Quarterly Issues Report

1st Quarter

01/01/19 – 03/31/19

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.

This TV Network

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

Butte Creek Mill	118
Children's Advocacy Center	45
Klamath County Chamber of Commerce – 2019 Gala	12
Klamath-Lake Counties Food Bank	40
Know Your Role – Parental Participation in Youth Sports	70
Chinese New Year	24
Ashland Independent Film Festival	238
HOPE	1029
Live to Dance 2019 with ARC Stars	59
LOGOS Public Charter School	361
MidRogue Imaging – Low Cost Medical Services	209
Rogue Valley Symphony	10
Rogue Valley Transportation District – Low Cost Transportation	80
Special Olympics Oregon – Polar Plunge Fundraiser	97
United Way of Jackson County – Suicide Awareness	108
Winterspring – Grief Counseling/Hospice	97

3. Children's Programming

E/I ON THIS TV

Sunday TP	Get Wild	SWAP TV	Animal Rescue Family Edition	Wild World	Eco Company Teens	Missing: Unsolved Cases
Air Day	Saturday	Saturday	Saturday	Sunday	Sunday	Sunday
Air Time	10:00 AM	10:30 AM	11:00 AM	10:00 AM	10:30 AM	11:00 AM
Target Age	13-16	13-16	13-16	13-16	13-16	13-16

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.

SWAP TV is a weekly half-hour television series about two teenagers from different backgrounds swapping lives for a weekend. The series meets the educational and informational objectives of the FCC's Children's Programming requirements for children ages 13-16. The programs explore the opposite lives of the participating youngsters as they learn about different cultures and family settings. Young viewers are exposed to the special interests of the swapping youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect. *SWAP TV* is closed-captioned for the hearing impaired and displays the E/I icon throughout the broadcast.

Animal Rescue: Family Edition is a weekly half-hour reality series showcasing spectacular rescues of all types of animals and focusing on families doing their best to care for and protect pets. The series highlights the dedicated and loving families around the world who help sick, injured or abused animals. Each episode also instructs children on the proper care of animals and provides safety tips on how to care for all kinds of creatures in the animal kingdom. The show is aimed at children and their families who want to learn about animal treatment, care and protection.

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 is 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.

Eco Company Teens explores all aspects of being green and understanding how our actions impact the world. Young viewers learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They also learn more about recycling, conservation and organics. The E-Team profiles teenagers and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future.

Missing: Unsolved Cases is a weekly half-hour educational/informational series focusing on actual unsolved cases of missing persons. The series, which is appropriate for family viewing and children ages 13-16 in particular, provides information and descriptions of missing children, including endangered, runaways as well as victims of abductions. The show also presents teenage peer-to-peer advice on safety in public places and in cyber space, including real-world examples

of how to avoid potentially dangerous situations. The program emphasizes taking active responsibility for personal safety and promotes situational awareness, presented in a calm and non-threatening manner suited for teenagers.

4. Regularly Scheduled Programming

Hiring America	Veterans Employment	MOBI (THIS TV) Sundays 11:30am-12pm	7/1/14- TFN
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