

# **K32DY TV**

## **Quarterly Issues Report**

### **1st Quarter**

#### **1/1/2023 – 3/31/2023**

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**

### **If Not Now, When (KOB1 45 spots)**

Opioid and fentanyl abuse prevention program with multiple non-profit and business partners determined to reduce the abuse of drugs.

### **In This Together (KOB1 150 spots / MOB1 178 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, 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.

**Mental Health Minute** (KOB 121 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** (KOB 222 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.

**United in Kindness** (KOB 3 spots)

Promotes being kind to others in partnership with multiple non-profit and business partners.

**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 JANUARY - MARCH**

JAN 12<sup>TH</sup> – CARYN WHEELER CLAY, LONG TERM RECOVERY GROUP

REBUILDING COMMUNITY AFTER ALMEDA FIRE

JAN 13<sup>TH</sup> – KARI MAY – JACKSON CO. LIBRARY SERVICES

JCLS BRINGING DOLLY PARTON IMAGINATION LIBRARY TO THE COUNTY

JAN 18<sup>TH</sup> – ATTORNEY GENERAL ELLEN ROSENBLUM

CHALLENGING JUDGE'S DECISION ON MEASURE 114, OPIOID & MONSANTO SETTLEMENTS

JAN 25<sup>TH</sup> - HEIDI WRIGHT - CHIEF OPERATING OFFICER – EO MEDIA

LAUNCHING NEW NEWSPAPER, RV TRIBUNE, IN MEDFORD

JAN 31<sup>ST</sup> – JUDY FARM - CEO OF 'TRIBAL ONE'... A COQUILLE-TRIBE OWNED COMPANY

NOT A NEW EFFORT, NOT GIVEN FAIR SHAKE PREVIOUSLY, SOME TRIBES HAVE MORE THAN 1 CASINO, EACH TRIBE'S DEAL WITH FED IS DIFFERENT, WE HAVE REPRESENTATION IN JACO, PEOPLE WANT THIS, TEASED FOR WEB ONLY EXTENDED INTERVIEW

FEB 6<sup>TH</sup> – SEN. JEFF MERKLEY – OREGON US SENATOR

JUST HAD TOWN HALLS IN CURRY, COOS, DOCO, JACO & JOCO, PORT OF COOS BAY'S MEGA GRANT & FUTURE, SUSPECTED CHINESE SPY BALLOON, THANKS TO UKRAINE, SHOULD OREGONIANS EXPECT ANYTHING TO BE ACCOMPLISHED IN CONGRESS THIS YEAR IN THESE HYPER-PARTISAN TIMES, HOPE PRESIDENT BIDEN RUNS FOR REELECTION?

FEB 8<sup>TH</sup> – TEDDY ABRAMS – BRITT

ANNOUNCING BRITT FESTIVAL ORCHESTRA'S 2023 SEASON

FEB 9<sup>TH</sup> - OREGON COMMUNITY FOUNDATION CEO LISA MENSAH

NAMED CEO LAST FALL, WHY OCF, CELEBRATING 50 YEARS OF IMPACT IN 2023, PROJECT TURNKEY, HOW PEOPLE CAN HELP

FEB 13<sup>TH</sup> – ANDREW OVER – REGENCE BLUECROSS BLUESHIELD OF OREGON

HEALTH CARE/INSURANCE CHANGES IN 2023

FEB 22<sup>ND</sup> - PATSY SMULLIN - OWNER & PRESIDENT, KOBİ TV NBC5

KOBİ CELEBRATING 70<sup>TH</sup> ANNIVERSARY THIS YEAR, LOCALLY OWNED AND OPERATED, MOST CHALLENGING ASPECT OF BROADCAST TV

FEB 23<sup>RD</sup> – SAM ENGEL – EXEC. DIRECTOR – ROGUE RETREAT

BIGGEST CHALLENGES FACING ROGUE RETREAT, EXPANDING WORK IN MEDFORD, NAVIGATION CENTER, GRANTS PASS HOPES

FEB 24<sup>TH</sup> – US REP. CLIFF BENTZ

WYDEN/MERKLEY'S '*KLAMATH POWER AND FACILITIES AGREEMENT SUPPORT ACT*', COQUILLE TRIBE'S EFFORTS IN MEDFORD, SAYS TRUMP HASN'T ASKED HIM FOR ENDORSEMENT, WHAT WOULD HE BE DOING DIFFERENTLY RE UKRAINE

MAR 15<sup>TH</sup> – DR. DAWN BAILEY – OREGON TECH ABA CLINICAL DIRECTOR

OREGON TECH PROGRAMS

MAR 22<sup>ND</sup> – ANDREW GAST – MT. ASHLAND GM

HUGE SNOW SEASON AT MT ASHLAND, HOW HE CAME TO AREA & BECAME THE GM

MAR 23<sup>RD</sup> – TANYA PHILLIPS (JACO PUBLIC HEALTH) & SHAWN MARTINEZ (JOCO PREVENTION)

DANGERS OF ILLICIT OPIOIDS – LIKE FENTANYL

MAR 31<sup>ST</sup> - SEN. RON WYDEN

TRUMP INDICTMENT, TOWN HALLS NEXT WEEK, DRUG PRICES

#### **4. Non-News Programs**

##### **Regularly Scheduled Syndicated Programs:**

<b>TITLE</b>	<b>SUBJECT</b>	<b>DAY/TIME</b>	<b>DATES</b>
AgDay	Business/Agriculture	Mon – Fri 5-5:30 am	1/1/08 - TFN
Dog Tales	E/I Pets	Sunday 3:30 pm	1/15/23 - TFN
Hiring America	Veterans Employment	Sunday/Monday 1:00 am	1/1/22 - TFN
Hiring America	Veterans Employment	Sunday 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	Saturday 3:00 pm	10/7/17-TFN
US Farm Report	Business / Agriculture	Saturday 5-6:00 am	1/5/08-TFN

## 5. Public Service Announcements

Addictions Recovery Center	Addiction Recover Services	6
Children’s Advocacy Center	Protecting children and encouraging participation in training to recognize and respond to child neglect and abuse 2023 Gala Protecting Children	70
City of Gold Beach	Tourism	8
Grace Point Fellowship	Night to Shine 2023 (Prom-type event for developmentally disabled teens and adults)	106
Grandmas To Go	In home support for parents of young children	46
Great Holiday Meal Drive	Raising Funds for holiday meals where donations are used by food banks in each local community to insure everyone gets hot holiday meals.	86
Habitat for Humanity	Community improvement by helping fund building homes for low-income families through construction supplies store.	88
If Not Now, When?	Opioid/Fentanyl Abuse Prevention Program with multiple nonprofit and business partners determined to reduce the abuse of drugs	45
In This Together	Suicide Prevention program with multiple nonprofit 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.	74
Jackson County Health & Human Services	Public health notice about flu and booster shots, and where to receive them.	43
Jacksonville Presbyterian Church	PSA Advertising their Yard Sale to raise money for mission projects	43
Jo Co Home Show	Sponsored by the nonprofit Builder’s Assoc. Of Oregon, supporting members of the building community – education, advocacy, etc.	30
Josephine County A&D	Promotes the Super Positive Video Contest, which invites teens to create positive messages of encouragement to share with the community	120
Josephine County A&D	Addresses Senior Gambling and services to get help	16
Medford First Christian Church	Artists Show	7

Mental Health Minute	Mental Health awareness and specific actions that can be taken for a healthy life.	121
Mid Rogue Imaging	A non-profit organization that makes imaging services (including MRIs) affordable and accessible.	107
OARN (Oregon Assoc. Of Relief Nurses)	Supports strengthens, and develops Oregon's network of independent Relief Nurseries to maximize family resilience and prevent the abuse and neglect of young children	0
Oregon Community Foundation	The Spirit of Community campaign celebrates 50 years of positive impact in Southern Oregon and throughout the state, created through donations to the Oregon community Foundation.	188
Oregon Dept. of Transportation	ODOT Impaired Driving: The goal of the Impaired Driving Program is to reduce drunk and drugged driving through education, law enforcement and public outreach	0
Oregon Forest Resources Inst	Protecting Oregon's Natural Resources	27
Oregon Health Authority	Campaign encourages people to sign up for health insurance.	43
Oregon Shakespeare Festival	Tourism Promoting this non-profit regional theater, which is an economic driver for the local economy.	35
Pear Blossom Festival	Annual Festival and Run/Walk event raising money for YMCA	24
Raising Resilience	Strengthening Families through messages with specific actions to deal with stress and maintain a healthy balance.	222
Riding Beyond	Nonprofit using horses for therapy for breast cancer patients and survivors	73
Rogue Valley Symphony	Organization dedicated to enriching our community through the live performance of orchestral music.	20
Rogue Valley Transportation District	Promotes public transportation	23
Rogue Workforce Partnership	Promotes employment opportunities including training and resources for careers in southern Oregon.	17
Run with Grace	A memorial run raising scholarship funds for children with a financial need to experience enrichment programs and camps.	55
SOU Foundation	State of the University messages updating the community on news and activities at Southern Oregon University	77

Special Olympics Oregon	Polar Plunge Fund Raiser	12
Transportation Security Administration	Promoting careers with TSA	35
United in Kindness	Promoting being kind to others in partnership with multiple non-profit and business partners	3
United Way of Jackson County	Message about the importance of community and supporting the work of the United Way of Jackson County	53
Youth 71Five Ministries	Youth 715 VoTech offers classes and hands-on training for 18-24-year-olds to help them find a career.	111

## 6. Community Outreach/Tours

- January 26, 2023, NBC5 News Chief Meteorologist led a tour of 40 St. Mary’s 6<sup>th</sup> graders and their teachers and chaperones. They received an overview of the various jobs at a TV station focusing on news and, specifically weather. He showed them the weather office and the equipment used to create the weather forecasts presented on air, and also hosted them on the news set and weather green screen, showing them how the weather is presented for viewers at home. The group was also addressed by COBi President and Owner.
- February 21, 2023, KOBi-TV hosted the Medford Chamber Leadership Class. During their visit, they learned about the TV news business from COBi President and Owner, VP/General Manager, and other department heads. They received a tour of the station, told how the departments interact with each other, and then given basic training on how to conduct themselves in a TV interview. This was followed by a practice interview in the KOBi-TV studios on the NBC5 News set. These were young professionals from various local businesses accompanied by three members of the Chamber staff. There were 25 class members in attendance.
- February 22, 2023, KOBi-TV/KOTI-TV, Director of Human Resources, Kris Gushwa, attended Oregon State University’s, “Coffee Chat: Internships, a mutually beneficial relationship.”
- On Friday, March 3, 2023, KOBi-TVs, VP of Digital Strategies attended a meeting at Southern Oregon University’s Digital Media Center to explore ways to better connect students to jobs and careers in the media. There were 24 people in attendance, including SOU staff and students, K-12 educators, and representatives of the local media. This is intended to be the first of an ongoing effort to move students from primary school to higher education to work in broadcasting and other media entities.



- On Friday, March 3, 2023, KOB-TV's GM hosted representatives from the Siskiyou Media Council at the College of the Siskiyou's Yreka Campus. They learned about the overall station operations and job duties and careers in broadcasting. They were also given a tour of the station and spent time with the VP of Digital Strategies discussing the role of digital media in broadcast operations.

# MOBI

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### 1st Quarter

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#### **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

Addictions Recovery Center	Addiction Recover Services	11
Children's Advocacy Center	Protecting children and encouraging participation in training to recognize and respond to child neglect and abuse 2023 Gala 2023 Gala Protecting Children Protecting Children	96
Grace Point Fellowship	Night to Shine 2023 (Prom-type event for developmentally disabled teens and adults)	300
Grandmas To Go	In home support for parents of young children	97
If Not Now, When?	Opioid/Fentanyl Abuse Prevention Program with multiple nonprofit and business partners determined to reduce the abuse of drugs	0
In This Together	Suicide Prevention program with multiple nonprofit and business partners determined to reduce the incidence of suicide in your communities.	178
Jackson County Health & Human Services	Campaign to recruit and attract people to work as mental health advocates and treatment caregivers.	92
Jackson County Health & Human Services	Public health notice about flu and booster shots, and where to receive them.	47
Jacksonville Presbyterian Church	PSA Advertising their Yard Sale to raise money for mission projects	36
Jo Co Home Show	Sponsored by the nonprofit Builder's Assoc. Of Oregon, supporting members of the building community – education, advocacy, etc.	150
Josephine County A&D	Promotes the Super Positive Video Contest, which invites teens to create positive messages of encouragement to share with the community	77
Medford First Christian Church	Artists Show	45
Mid Rogue Imaging	A non-profit organization that makes imaging services (including MRIs) affordable and accessible.	112
Oregon Community Foundation	The Spirit of Community campaign celebrates 50 years of positive impact in Southern Oregon and throughout the state that has been created through donations to the Oregon community Foundation.	210



***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.