

K32DY

Quarterly Issues Report

1st Quarter

1/1/15 – 3/31/15

In accordance with Federal Communications Commission rules and regulations, we have identified the community issues most significant to our viewers by using Stowell Market Data derived from 700 interviewees in our television market in Spring of 2011. 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 Tours/Outreach

1. News Franchises

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 of the month in May prior to Memorial Day.

Focus on Health

(Health Care)

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.

Pet Talk

(Education)

Wednesday or Friday, 6 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

2. Locally produced programming & community partnerships

Southern Oregon Meth Project: Launched by KOB1/KOTI in 2006, the Southern Oregon Meth Project is designed to stop people from ever trying Meth. The project includes promotional announcements on NBC5/NBC2, cable channels and radio stations throughout our region and visits to schools and community groups by the KOB1/KOTI spokesperson for the Meth Project. A web site, www.somp.org, and a Facebook page have been established for the project to provide viewers with more information.

YES (Youth/Education/Success): trips, music, art, sports and after school activities are memorable experiences most of us cherished as students. That is why KOB1-KOTI and our business partners launched YES. Participating businesses donate a portion of their earnings one day a month to fund extracurricular activities, classroom supplies and programs for public schools in our region. Through YES, schools can access a portion of the overall collected funds by applying for YES Grants. This initiative was launched in January of 2012. It received one of the three Community Service prestigious awards given in the country by the National Association of broadcasters in 2014.

3. In-Depth Local News

These stories were explored in detail, in a series of reports as follows:

Coming Out (Roma Villavicencio, Reporter, 1 part) - Many young people are growing up in a world finding acceptance when they come out about their homosexuality, but not all people are so understanding. It aired on 1/29 at 6 and 11 pm, and then again on 1/30 on Sunrise.

Sex Offenders (Taelor Rian, Reporter, 2 parts) - How do police and parole officers keep up with these guys? Budreau tells Taelor they've seen a huge increase in the number of S-O's out of compliance (my word not hers, she could have said skipping parole). It aired on the 6 and 11 pm on 2/19 & 2/20.

Marijuana Business (Christine Pitawanich, 3 parts) – It's a new world for marijuana in Oregon. We talk to local entrepreneurs about how they're trying to get in on the economic opportunity. The 3-part series aired on the 6 and 11 pm on 2/9-11, and on Sunrise 2/10-12.

Sex Trafficking (Kassi Nelson, Reporter, 2 parts) - One local woman's harrowing & inspiring tale. How she's now using her life experience to teach youngsters how to avoid the dangerous world of sex trafficking. It aired on the 6 and 11 pm on 2/24 & 2/25.

Lyme Disease (Kyle Aevertmann, Reporter, 2 parts) - Incredibly difficult to diagnose, Lyme and tick borne illness can be very debilitating. Though uncommon in the NW it's not uncommon in So. Oregon. Kyle part one aired on 2/2 6 and 11 pm, and then on Sunrise on 2/3 & 2/4.

Historic Places (Christine Pitawanich, Reporter, 5 parts) - Hidden gems & common buildings with important history, possibly in your neighborhood. So. Oregon Historical Society may assist. 5-part series aired 2/16-20 on 6 & 11.

In addition to the usual treatment of daily news we host an in depth feature interview segment of 5-8 minutes with usually one or two guests, Monday through Friday, during the 5pm show.

THUR, JAN 1ST – JULIE BARRY & MADELYN KEEPEES – MEDFORD/ALBA SISTER CITY

ASSOCIATION MEMBER & STUDENT FUND RAISING FOR EXCHANGE PROGRAM

MON, JAN 5TH – TAMMI PITZEN – CHILDREN'S ADVOCACY CENTER

SPOTTING CHILD ABUSE, PREVIEW 2-15 WINTER GALA

WED, JAN 7TH – MARK KELLENBECK – R.V. CHAPTER OF 'HEALTH CARE FOR ALL OREGON'

STATEWIDE ORG WORKING TO GET EVERYONE HEALTH CARE

THUR, JAN 8TH – MARK MOSKOWITZ (SO. OREGON EDU. SERVICE DIST.) & LIBBY WATSON (DEAF/HARD OF HEARING TEACHER)

RAISING MONEY TO SEND HARD OF HEARING TO SALEM BRAIN BOWL

FRI, JAN 9TH – AUSTIN DODGE – FORMER SOU QB

INCREDIBLE CHAMPIONSHIP CAREER AT SOU, PREP FOR NFL

MON, JAN 12TH – JOHN MITCHELL – M&H ECONOMIC CONSULTANTS

ECONOMIST ON 2015 OUTLOOK, GAS PRICES, SO. OREGON

TUES, JAN 13TH – CW SMITH & RICO VALENTINO – SHOOTERS, HEELS & HEROES

LOCAL MEN INVOLVED IN NON-FICTION BOOK ABOUT A FORMER PRO WRESTLER WHO WENT UNDERCOVER WITH THE FBI

WED, JAN 14TH – AMY THUREN – CONSUMER CREDIT COUNSELING

GAS PRICES – WHERE TO PUT THAT SAVINGS, BUDGETING

THUR, JAN 15TH – ROB PATRIDGE - OLCC CHAIRMAN

MARIJUANA LEGALIZATION IN OREGON

MON, JAN 19TH – SEN RON WYDEN

TERRORISM, TIMBER PAYMENTS, SPELLING O-H-I-O

TUES, JAN 20TH – SEN JEFF MERKLEY

BIPARTISANSHIP, TERRORISM

WED, JAN 21ST – ROGER HASSENPFUG & LES CRACRAFT – LIVING OPPORTUNITIES

WHAT IS L-O, FRIENDS OF ROGER ENDOWMENT CAMPAIGN

THUR, JAN 22ND – MATTHEW CONDE – AAA MEDFORD

LOW GAS PRICES, HOW LONG WILL THEY LAST?

FRI, JAN 23RD – CAMILA THORNDIKE -

CARBON PRICING, WHAT IS IT? WHAT TO DO ABOUT IT?

MON, JAN 26TH - DR. NANCY GOLDEN – OREGON’S CEO

IS 40/40/20 RIGHT FOR YOU? ARE YOU ATTAINING GOALS? FOCUS ON COLLEGE

TUES, JAN 27TH – NICOLAS PETERSEN – MEDFORD CERT COORDINATOR

WHAT IS CERT, NEW IN MEDFORD, OPPORTUNITIES FOR PUBLIC

WED, JAN 28TH – DR. CHRIS MAPLES – OREGON TECH PRESIDENT

OIT’S NEW BOARD, LEGISLATURE & OIT’S LONG TERM GOALS

THUR, JAN 29TH – AMY RICHARD – OREGON SHAKESPEARE FESTIVAL

PREVIEW NEW OSF SEASON

FRI, JAN 30TH – JON BARTHOLOMEW – AARP OREGON

FAMILY CAREGIVERS IN OREGON

MON, FEB 2ND – BOBBY SEALS – CO-FOUNDER BLACK PANTHER PARTY

HISTORY OF PARTY, ACTIVISM TODAY

TUES, FEB 3RD – JUDY METCALF, CEO – COQUILLE ECON. DEVELOPMENT CORP.

WHY TRIBE HAS A RIGHT TO BUILD MEDFORD CASINO, JOBS, ETC

WED, FEB 4TH – MARTINA MERRILL, PHD. – CHILDREN'S INSTITUTE

EARLY EDUCATION CONVERSATION WITH EXPERT

THUR, FEB 5TH – ANNE BATZER – PRESIDENT - MAKENA CHILDREN'S FOUNDATION

LOCAL WOMAN HEADS UP NATIONAL ORG HELPING EDUCATE KENYAN KIDS

MON, FEB 9TH – HEATHER STAFFORD – SUSTAINABLE VALLEY TECHNOLOGY GROUP

OPPORTUNITY TO INVEST IN LOCAL SOUTHERN OREGON COMPANIES

WED, FEB 11TH – KELLY WESSELS – UNITED COMMUNITY ACTION NETWORK

UCAN TRYING TO GET 20K SOCKS TO SALEM TO RAISE AWARENESS ABOUT HOMELESS YOUTH

THUR, FEB 12TH – JOHN WATT – FORMER OREGON STATE REP.

LIVE INTERVIEW ON WHAT'S NEXT FOR SALEM SHOULD GOVERNOR RESIGN

FRI, FEB 13TH – DR. KENNETH LIGHTHEART – ASANTE CARDIOLOGIST

ALL ABOUT THE HEART

MON, FEB 16TH – T.C. MYERS – ST. VINCENT DE PAUL

NEED HELP WITH PROGRAMS, VOLUNTEERS NEEDED

TUES, FEB 17TH – ROY VINYARD & SCOTT KELLY – ASANTE

BEHAVIORAL HEALTH CHALLENGES, RE-TRAINING THE CULTURE

WED, FEB 18TH – ROB PATRIDGE – OLCC CHAIRMAN

RECREATIONAL MARIJUANA IN OREGON

THUR, FEB 19TH – DR. KERRI HECOX & DOUG LOFDAHL

HEALTHY FOOD FOR HEALTHY FAMILIES PROGRAM

FRI, FEB 20TH – CHIEF TIM GEORGE

CRUNCHING MEDFORD CRIME STATS AFTER NATIONAL STORY ON THEM

MON, FEB 23RD – LAURIE ANNE HUNTER – R.V. CHORALE ASSOC.

ORIGINAL MATERIAL SHOW PREVIEW IN MARCH

TUES, FEB 24TH – DR. JODY WATERS – SOU ASSOCIATE PROVOST

PREVIEW SOU SEXUAL ASSAULT RESPONSE SYMPOSIUM

WED, FEB 25TH – DENISE BARNES – ROGUE DISPOSAL

MASTER RECYCLERS PROGRAM STARTING IN MARCH

THUR, FEB 26TH – DR. BRIAN GROSS – SO. OREGON CARDIOLOGY

ALL ABOUT THE HEART, PREVENTING ATTACKS, DIAGNOSING THEM

FRI, FEB 27TH – DR. SHAWN SILLS – TOUCHSTONE PAIN MANAGEMENT

OPIATES, HEROIN AND DRUG ABUSE IN OUR VALLEY, DEALING WITH PAIN

MON, MARCH 2ND - FIRE CHIEF BRIAN FISH – MEDFORD FIRE & RESCUE

STATEWIDE FIRE FATALITIES, ELECTRICAL FIRE TIPS, DRONES

TUES, MARCH 3RD - SHAUN FRANKS – OREGON STRONG VOICE

FAIR SHOT FORUM, LEGISLATIVE AGENDA FOR COALITION

WED, MARCH 4TH - MITCH DAUGHERTY – BUILT OREGON

EVENT PREVIEW FOR ENTREPRENEURS IN SO. OREGON

THUR, MARCH 5TH – SEN. RON WYDEN

AFFORDABLE CARE ACT, FAST TRACKING TRADE, NETANYAHU SPEECH, FEDERAL MARIJUANA POLICY, CLINTON PRIVATE EMAILS

FRI, MARCH 6TH – TRISH WELCH – THE ARC JACKSON COUNTY

LIVE TO DANCE WITH THE ARC STARS PREVIEW- FUNDRAISER FOR DEVELOPMENTALLY DISABLED.

MON, MARCH 9TH – RAY DINKINS – WOMEN’S CRISIS SUPPORT TEAM

JOSEPHINE CO. BASED NON PROFIT TRYING TO STOP DOMESTIC VIOLENCE

TUES, MARCH 10TH – DAVE KANNER – ASHLAND ADMINISTRATOR

WILDFIRE RISKS, CHIEF SEARCH, MARIJUANA

WED, MARCH 11TH – TERI MANSUR & LAURA O’BRYON – WOMEN’S ENTREPRENEUR SHOWCASE

13TH ANNUAL EVENT, BENEFITTING COMMUNITY WORKS DUNN HOUSE

THUR, MARCH 12TH – JOHNATHAN CHAVEZ BAEZ – SOU MINORITY OUTREACH

PREVIEW 4TH ANNUAL CEZAR CHAVEZ LEADERSHIP CONFERENCE FOR 300 LOCAL
LATINO HIGH SCHOOLERS

FRI, MARCH 13TH – DR. RUDY GREENE – RHEUMATOLOGIST

LOCAL DOCTOR JUST PUBLISHED A BOOK IN JANUARY

MON, MARCH 16TH – JOANNE FEINBERG – ASHLAND INDEP. FILM FESTIVAL

PREVIEW APRIL'S 2015 FESTIVAL (TOURISM RELATED)

TUES, MARCH 17TH – GENNA SOUTHWORTH – ALLIED HEALTH

NUTRITION CONSORTIUM PREVIEW, WHY NUTRITION IS VITAL TO HEALTH

WED, MARCH 18TH – BLAKE BURWELL – LOCAL BASE JUMPER

VIDEO WENT VIRAL OF BURWELL GETTING THROWN OFF CLIFF BASE JUMPING

THUR, MARCH 19TH – JOHN VALLEY – OREGON COLLEGE SAVINGS PLAN

PILOT PROGRAM IN GP ELEMENTARY SCHOOLS, GETTING SAVING STARTED
EARLY

FRI, MARCH 20TH – DOUG STEWART – CEO MERCY FLIGHTS

HOW DOES MEMBERSHIP WORK, FIGHTING FOR TERRITORY IN JOSEPHINE CO.

MON, MARCH 23RD – MARY ANN RAMSDEN – PEAR BLOSSOM BABY CONTEST

PREVIEW OF SOROPTIMIST INTERNATIONAL OF MEDFORD ANNUAL CONTEST

TUES, MARCH 24TH – PAUL MOEN & JACOB YACONELLI – ASHLAND ROBOTICS CLUB

ASHLAND SCHOOL TEAM COMPETING IN NATIONAL COMPETITION

WED, MARCH 25TH – CECILE ENRIGHT – RIVERS EDGE ACADEMY CHARTER SCHOOL

ALL ABOUT CHARTER SCHOOL CALLED REACH

THUR, MARCH 26TH – MATTHEW HAVINEAR – TEAM OVERLAND

LOCAL VET STARTING PROGRAM TO GET VETS OUTSIDE, HELP WITH PTSD

FRI, MARCH 27TH – REP. GREG WALDEN

DROUGHT & FIRE DANGERS IN SO. OREGON

MON, MARCH 30TH – NANCY YONALLY – SECURING OUR SAFETY

JOSEPHINE COUNTY GROUP TRYING TO GET OPIATE ADDICTS TREATMENT

TUES, MARCH 31ST – SEN. JEFF MERKLEY

SENATE BUDGET CUTS, INDIANA RELIGIOUS FREEDOM BILL, FEDS & MARIJUANA

4. Non-News Programming

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 3:30pm	1/5/08-TFN
Missing	Lost Children/Child Safety	Friday/Saturday 4:30-5am Sun 3pm	1/4/08-TFN 9/25/11-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

OTO Programs:

TITLE	DAY/DATE	TIME
Year in Review	Sun 1/4	630-7p
Oregon History Makers	Sun 1/18	630-7p
Governor Kitzhaber Press Conference	Fri 1/30	10:10-10:20am
Special Report: Kitzhaber	Fri 2/13	12-12:59p
Governor Brown Swearing In Ceremony	Wed 2/18	9:40-10:10a

5. Public Service Announcements

Ray's Slice/ Heaven Gift Card Giveaway	199
Roger Launch - Living Opportunities	40
Brava Opera 2015	97
E/I NBC KOBI 5M	26
SO Meth Project - Forest	161
SO Meth Project - Animation	158
SCTV 122251	8
Connecting the Dots	95
Grange Scholarship 2015	277
Pear Blossom-Register Online	8
Friends of Roger_VIC	20
Friends of Roger_RCU	22
Friends of Roger_Peter Sa.	31
Friends of Roger_Bulter	29
Oregon Army National Guard	59
Sleep County USA - Pajama Drive	66
KOBI/KOTI Promotion - Chinese New Year 2015	28
KOBI/KOTI Promotion - Live to Dance	36
KOBI/KOTI Promotion - Mediation Works Imagine	125
KOBI/KOTI Promotion - Butterfly Down Syndrome	69
YES Campaign – Feb. 2015	295
Special Olympics Oregon - Polar Plunge	42

7. Community Tours/Outreach

Tour 1/21/15

Ann Brown hosted ASPIRE, a group of 12 developmentally disabled adults and their two assistants on a tour of the station and news studio including a weather wall presentation.

Tour 1/28/15

Ann Brown and Jeff Heaton hosted 50 students from Kids Unlimited and 8 adults on a station tour.

Tour 2/2/15

Ann Brown hosted 10 first grade Boy Scouts and 6 adults on a station tour.

Tour 2/2/15

Bob Wise hosted 5 students and 2 Eagle Point High School teachers on a full station tour with weather wall demonstration.

Outreach 2/12/15

Scott Gee and Taelor Rian made Career Day presentations at Ashland High School.

Outreach 2/26/15

Adam Colpack, Meteorologist spent part of the afternoon with students at their Invention Convention at Kids Unlimited. He spent time with the student inventors judging their entries. There were 80 students involved.

Outreach 3/7/15

Ben Kintner represented the Southern Oregon Meth Project at the Living Well Community Health Fair in Klamath Falls on Saturday March 7th from 8-4. SOMP had a table at the fair and spoke to people about the dangers of meth and where people can go to receive help. We gave out brochures, t-shirts, and contact information.

MOBI

Quarterly Issues Report 4th Quarter 1/1/15 – 12/31/15

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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

Brava Opera 2015	75
SO Meth Project - Forest	205
SO Meth Project - Animation	205
KOBI/KOTI Promotion - Chinese New Year 2015	23
KOBI/KOTI Promotion - Butterfly Down Syndrome	77
KOBI/KOTI Promotion - Mediation Works Imagine	134
KOBI/KOTI Promotion - ThisTV Announcements	52
Oregon Army National Guard	62
Special Olympics Oregon - Polar Plunge	72
Pear Blossom- Reg Online	9
Ray's Slice/f Heaven Gift Card Giveaway	127

3. Children's Programming

E/I ON THIS TV

Sunday TP	7:00AM	7:30AM	8AM	8:30AM	9AM	930AM
Target Age	13-16	13-16	13-16	13-16	13-16	13-16
Program Name	Animal Atlas	Animal Atlas	Zoo Clues	Zoo Clues	On The Spot	On The Spot

Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom--- including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.

On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational

benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of ‘smart people’ is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star—and is demonstrated by every type of person.

The series **Zoo Clues** will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

4. Regularly Scheduled Programming

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