

KOTI TV

Quarterly Issues Report

2nd Quarter 2011

04/01/11 – 06/30/11

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 2010. Listed in the order of importance the top five issues are: Employment/Jobs/Job Security; Economy/Inflation/Stock Market; Health/ Health of Family; Health Care Costs/Availability/Medicare; Finances/Financial Security.

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 (Sept. – May) 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 2010-2011 season began on September 13th, 2010 and ended on May 23rd, 2011.

Focus on Health

(Health Care)

Tuesdays, 6 PM, 2 minute reporter package

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

(Health Care & Education)

Wednesdays and Fridays, 6 AM

On Wednesdays we feature current pets up for adoption in Jackson County by welcoming a pet and Bill Templeman 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. The Friday segment features follow up on pets formerly featured.

Smart Choices – Healthy Lives

(Health Care & Education)

Tuesdays and Thursday, 6 PM

Obesity has skyrocketed in Oregon. This program is aimed at educating viewers to the personal hazards of obesity and the activities, food choices and other things that contribute to a healthy lifestyle. Anchor/Reporter and SCHL spokesman, Craig Smullin, produces two segments a week.

The New Normal

(Economy)

Monday-Friday at 6PM.

These segments are hosted by one of our nightly news anchors, Dan Joseph and Laura Cavanaugh. The "New Normal" news stories speak to the new economic reality and how each one of us copes within it. In a climate where it is common to be underwater or upside down on home loans, where people are without work and trying to survive off their credit cards with interest rates rising, where people cannot afford health care and where employers are forced to lay off employees in order to stay in business people need practical answers. They need to know how to survive this crisis and even flourish. The "New Normal" provides those answers. Stories feature everything from couponing to growing your own food, from bargain hunting to learning how to cut your credit card debt and improve your credit score. We talk to our viewers and feature those who have embraced the economic change and found ways to thrive by starting their own home

business, going back to school or being reminded of their core values by sustainable practices such as buying consignment and preparing their own meals with conscious thought.

2. Locally produced programming & community partnerships

Southern Oregon Meth Project: Launched by KOB/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 continues through this quarter. A web site, www.somp.org, has been established for the project to provide viewers with more information.

Academic Challenge: Airing on Sunday evenings, the 2010-2011 season started on October 31, 2010 and continue through this quarter. A half hour show, Academic Challenge features student teams from 20 Southern Oregon and Northern California High Schools. Teams are asked history, math, English, geography and other academic questions. This is a double elimination tournament and the final two teams will play not only for the championship, but the winners will also be awarded scholarship money.

Stop The Hurt: Established in 2010, Stop the Hurt is an ongoing project to bring awareness to the community about child abuse. The Klamath County Stop The Hurt Coalition leads a community-wide collaboration to prevent child abuse and neglect through awareness, advocacy and education. The group collaboratively agrees on messaging through various television ads & publications and plans community awareness events. KOTI NBC 2 and the Klamath Falls Herald and News also provide relevant coverage regarding local child abuse issues.

On June 21st, 2011, it was announced that the Stop The Hurt campaign, through CARES, received the runner-up award for a contest sponsored by the parent organization back in Washington, DC called the National Children's Alliance.

3. Local News Programming

April 2011

INTERVIEWS	GUEST:	TITLE:
1-Apr	Susan Reed	GM/VP of Century Link
DESCRIPTION:	New acquisition (buying Qwest), plans for Oregon, etc.	
4-Apr	Tom Olbrich	Ashland Indp. Film Festival
DESCRIPTION:	What's happening, celebrity cameos, and ticket availability	
6-Apr	Don Hildebrand	Rogue Valley Manor
DESCRIPTION:	Oversaw elections in Haiti, shared his experience	
7-Apr	Jim Fredericks	President of Britt Festivals

June 2011

INTERVIEWS	GUEST:	TITLE:
2-Jun	Sen. Ron Wyden	Sen. – State of Oregon
DESCRIPTION:	Strengths and weaknesses of congress, cancer, medicare	
3-Jun	David West	R.V. Veterans Pow Wow
DESCRIPTION:	Previewing 14 th annual event at VA in White City	
6-Jun	Kerry Tymchuck	Oregon Historical Society
DESCRIPTION:	What is OHS, purpose, artifacts, etc.	
7-Jun	Paige Townsend	RVTD
DESCRIPTION:	Boundary changes, open house, ridership in our economy	
8-Jun	Norm Smith	Ford Family Foundation
DESCRIPTION:	Foundation basics, where does money go, etc.	
9-Jun	Don Louis	R.V. Manor
DESCRIPTION:	Manor sale at Medford Armory	
14-Jun	Sabrina McNeil & Nick Palmer	Dylan McNeil Foundation
DESCRIPTION:	Fundraiser for foundation at Yogurt Hut	
16-Jun	Tim George	Medford Police Department
DESCRIPTION:	Sworn in as chief today, thoughts on ceremony, future plans	
17-Jun	Danny Wells	Ashland Grad / Mathematician
DESCRIPTION:	Working in bio-engineering	
20-Jun	Tim Avery	Scott Valley Bank
DESCRIPTION:	Expansion into Medford, small business loan advance	
21-Jun	Stan Anderson	U.S. Chamber of Commerce
DESCRIPTION:	Campaign for free enterprise	
23-Jun	Pim Solof & Bob Perlson	RVMC Lymphedema Program
DESCRIPTION:	Volunteers in the South, Eastern Oregon	
24-Jun	Doug & Christine Brown	Klamath Veterans
DESCRIPTION:	Festival around July 4 th Weekend	
27-Jun	Amy Richard	Oregon Shakespeare Festival
DESCRIPTION:	Bowmer Theater update, Lithia Park plans	
28-Jun	Doug Lafeve & Steven Gillen	Med. Kiwanis / U.S. Cellular
DESCRIPTION:	June 29 th 's Beat of the Rogue event preview	
29-Jun	Katherine Flanagan	Ashland Chamber of Commerce
DESCRIPTION:	4 th of July Celebrations in Ashland	

4. Non News Programming

Regularly Scheduled Programs

TITLE	SUBJECT	DAY/TIME	DATES
AgDay:	Business/Agriculture	M-F 5-5:30 AM	01/01/08 - TFN
US Farm Rpt	Business/Agriculture	Sat. 5-6 AM	01/05/08 - TFN
Dog Tales	E/I Pets	Sat. 4-4:30 PM	01/05/08 - TFN
Missing	Lost Children/Child Safety	Fri./Sat. 4:30-5 AM Sun. 4:00 PM	01/04/08 - TFN 01/09/11 - TFN
Wall Street Journal	Business/Economy	Sun. 5-5:30 AM	01/06/08 - TFN
Chris Matthews	Political Commentary	Sun. 5-5:30 AM	TFN
Academic Challenge	Educational Game Show	Sun. 6:30-7 AM	New Season 10/31/10 – 07/03/11
The Green Economy	Environment/Business	Sun. 4:30 PM	01/09/11 - TFN

OTO Programs:

TITLE	DAY	TIME
Child Hunger Ends Here*	Sat. 06/11/2011	5:30 PM

***Syndicated Program:** Al Roker and Natalie Morales (NBC Today Show hosts) take an in depth look at Child Hunger in America in this half hour special designed to answer questions and raise awareness about an issue that is on the rise in every community across America.

5. Public Service Announcements

***PSA – Cystic Fibrosis Walk	61
**PSA – Dog Walk June 4 2011.....	63
PSA – Autism Awareness	7
PSA – Mobility Unlimited	114
Smart Choices / Healthy Lives Vig. #54 REVISED Tough/Caring.....	4
Air Force/Macular Deg./Teen Suicide.....	1
Alcoholics Anon/Comm. Engagement/Air Force	17
Americorps	4
Arbor Day/Comm Svc	1
Boys Town/Amer. Vet Dogs	2
Boys Town/Glaucoma	1
College/Make A Wish/United Nations	14
Diabetes/Nat’l Comm. Srvc.	15
Diabetes/PeaceCorps.....	1

Disability/Arbor Day/Comm. Srvc	1
Foundation For A Better Life – Basketball	2
Foundation For A Better Life – Everyday Heroes.....	1
Foundation For A Better Life – The Race	1
Foundation For A Better Life – You Raise Me Up	1
GED/Stop Sports Injuries	1
Gyn. Cancer/YMCA	2
Jcksn Cty Animal Shelter/ODOT	31
KIDS/Let’s Move	3
KIDS/Let’s Move/Amer Dental Asse	3
KIDS/Nutrition/Energy Efficiency	5
Lead Poisoning/Education/Wildfire	1
Making Home Affordable/Pet Adoption.....	1
March of Dimes / Fed Citizen Info	2
Marine Safety / Nat’l Runaway / Save The Children	2
Men’s Preventative/Mental Health	2
Mentoring/Alzheimers.....	25
Nat’l Comm Svc/IRS.....	5
Unicef/Wounded/Pediatrics	13
United Way/Alcoholics Anon.....	1
USO/Girl Scouts	1
USO/ODOT	2
Way To Happiness	3
Way To Happiness/Health-Disability Adv/Pool Safety	19

6. Community Tours/Outreach

David Dunn conducted a full station tour for Doyle Parsley, a former D.J. and broadcasting professional. Mr. Parsley was updated on current broadcasting standards in Klamath Falls and was given information on receiving his television signal via DTV box. The tour took place on April 4th, 2011.

David Dunn, Lyle Ahrens, Scott McMahon, and Karol Peters conducted a full station tour for Ralph Keller, a citizen of Klamath Falls. Mr. Keller and his wife stopped in to inquire about a broadcast of the Oprah Winfrey Show on CNBC. The tour took place on June 1st, 2011.

MOBI

also known as Weather Now

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1. Weather Reports
2. Weather Related Community Information
3. Public Service Announcements
4. Children's Programming
5. National News

1. Weather Reports

Weather Now has eight local weather segments each hour, 24 hours a day, 7 days a week. The exception is on Saturday mornings when children's programming airs. During the week, staff meteorologists provide local forecast cut-ins. Forecast information also runs 24/7 in the L-Bar portion of the screen which would include all weather warnings in our area.

2. Weather Related Community Information

Local weather cut ins on Friday and Saturday, from Midnight to 5 P.M. the next day, are local forecasts or are locally produced informational segments tailored to the season (Fire Safety, UV Index, Flood Safety, Lightning Development, etc).

3. Public Service Announcements

***PSA – Cystic Fibrosis Walk	30
**PSA – Dog Walk June 4 2011.....	19
**PSA – Maternal Depression	26
PSA – Autism Awareness	1
PSA – Mobility Unlimited	35
Smart Choices / Healthy Lives Vig. #54 REVISED Tough/Caring.....	4
Smart Choices / Healthy Lives Vig. #56 REVISED Take a Walk.....	1
Boys Town/Glaucoma	1
Found for a Better Life - Basketball	3
Found for a Better Life – Purse	3
Found for a Better Life – We Shall Be Free	2
Found for a Better Life – You Can Let Go.....	5
Foundation for a Better Life – Break-Away.....	4
Foundation For A Better Life – Classroom	6
Foundation For A Better Life – Everyday Heroes.....	2
Foundation For A Better Life – Homecoming Queen	4
Foundation For A Better Life – The Race	10
KIDS/Let's Move	14
KIDS/Let's Move/Amer Dental Assc	18
KIDS/Literacy/Nutrition	5
KIDS/Nutrition/Energy Efficiency	8
Marines/Medicare	3
Meals on Wheels/Mental Health.....	2
Nat'l Runaway Switchboard	2
Teen Suicide.....	2
TEENS/Pet Adoption/Teen Suicide Prevention	1
Unicef/Wounded/Unicef	2
Way To Happiness	1

5. Children's Programming

1st Qtr 2011 E/I ON NBC5 WX NOW

Saturday TP	9-9:30am	9:30-10am	11-11:30am	11:30a-12p	1-1:30pm	1:30-2pm
Target Age	13-16	14-16	13-16	13-16	13-16	13-16
Program Name	Dog Tales	Dragonfly TV	Real Life 101	9 th Period	Aqua Kids	Missing
1/1	157	117	4	6R	5R	631
1/8	158	118	5	7R	6R	632
1/15	159	119	6	8R	7R	633
1/22	160	120	7	9R	8R	634
1/29	147	121	8	10R	9R	635
2/5	138	122	9	11R	13 1:27pm**	636 1:57pm**
2/12	139	123	10	1R	14	637
2/19	140	124	11	3R	15	638
2/26	137	125	12	3R	16	639
3/5	136	126	13	12	17	640
3/12	161	105	1	4R	10R	641
3/19	162	106	2	5R	11R	642
3/26	163	107	3	6R	12R	643

****Slid due to technical problem**

Dog Tales showcases dogs and dog lovers of all types, providing valuable information about canine health, training, grooming and overall dog care Series is E/I rated and is suitable for family viewing.

Dragonfly TV features real kids doing real science. Series demonstrates practical applications of math and science with enjoyable, hands-on projects, promoting critical thinking and problem-solving skills. Young viewers see kids like themselves investigating, dreaming and doing!

Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational.

Aqua Kids motivates young people to take an active role in preserving aquatic environments and wildlife, by showing how other kids just like them can do the same. Whether it's saving sea turtles or participating in a beach cleanup, the Aqua Kids demonstrate the real and lasting contribution children can make in protecting the future of their community and the world.

Missing is a weekly half-hour reality series featuring actual cases of missing individuals, both adult and juvenile, from across the United States. Assisted by local, state and federal law enforcement agencies, as well as The National Center for Missing and Exploited Children, each episode includes interviews with friends, family and investigators involved with the case. We visit the missing individual's last known whereabouts and provide viewers with all the relevant facts to increase public awareness in hopes of locating the missing person.

9th Period is a weekly half-hour drama series for teens that teaches positive consequences of thought and action when combined with friendship's effective influences. Three friends, amateur sleuths, meet every day after school to discuss the day's events. Each show presents a mystery that the children solve by the end of that show. Problem solving, working together toward a common goal, ethics, and morals are conveyed through the thoughts, words, and actions of these three characters. Peyton, Connor, and Meg share their daily trials and triumphs as they face the following together: bullies-both cyberspace and in your face- thievery, learning difficulties, family conflicts, adversity in and out of the classroom, homelessness, hidden agendas in places as small as the schoolyard to their favorite restaurant, and as large as the town itself.

5. National News

A national news ticker runs 24/7.