

# **KOTI TV**

## **Quarterly Issues Report**

### **1st Quarter 2009**

**1/1/09-3/31/09**

In accordance with Federal Communications Commission rules and regulations, we have identified alcohol and drugs, education, environment/safety, economy and health care/safety as the community issues most significant to our viewers. We have addressed these issues using the following methods:

1. News Franchises
2. Locally Produced Programming and related Community Partnerships
3. Community Call-In, Instruction and Station Tours
4. In-Depth News Interviews
5. Non-news programming devoted to community issues
6. Related public service announcements run during the period

# 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. Three or four 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.

## Focus on Health (Health Care)

Tuesdays, 6pm, 4:00 package report

Thursdays, 6pm, 2:00 minute reporter package

Doctor Robin Miller joins our anchor team on the news set to take live calls from viewers on medical topics of their choosing. She also takes questions that are emailed in. The Thursday segment is not live and we don't take calls. It is a two-minute medical report.

## Pet Talk (Health Care & Education)

Wednesdays, 6am. 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. People in our viewing area spend more dollars per capita on pets than most television markets across the country. We have a high senior population whose pets often play a significant role in their lives and health.

## Smart Choices – Healthy Lives (Health Care & Education)

Tuesdays and Thursdays: 6:00 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. Two locally produced weekly news segments are produced each week by spokesperson/anchor Audrey Kuchen.

## Teacher of the Week- (Education)

Wednesdays during 5:30-7 morning news

This year's teacher tribute started November 4, 2008 and will continue throughout the 2008-2009 school year. From Jan.-March, three teachers were featured in Klamath Basin schools. Lyle Ahrens visits the classroom, interviews students and their teacher, and creates and airs a video presentation of her visit. Many times the teacher and student are live, on-air for the award presentation.

# 2. Locally produced programming and related community partnerships

**Academic Challenge:** Airing at 9:00pm on Sundays, this year's nine-month season started on October 14, 2008. 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 for college.

**Southern Oregon Meth Project:** Launched on September 1, 2006, the Southern Oregon Meth Project is a 3 year initiative designed to stop people from ever trying Meth. The project includes promotional announcements on NBC5/NBC2, cable channels and radio stations throughout our region. The campaign also includes in-depth news series and quarterly half hour specials addressing the impact Meth is having on our region. Christina Anderson, Chief Correspondent for the campaign, visits area schools with local agencies and law enforcement officials to take the message directly to students (see below). A web site, [www.somp.org](http://www.somp.org), has been established for the project to provide viewers with more information.

1/13/09	Rogue River Elementary - 150 students
1/20/09	North Medford High School Freshman Class - 400 students
1/28/09	City of Medford Parks and Recreation Department - 16 people
2/7/09	Soroptimist International - 60 ladies attended
2/10/09	Rogue River Middle School Community Forum - 200 people
2/23/09	Southern Oregon University Criminology Class - 22 students

### 3. Community call-in show, instruction and station tours

Community Call In for Digital Transition – February 11, 2009

Four station and corporate engineers manned the phones from 5-7 p.m. to take inquiries from callers. This call in show was in process simultaneously with our most watched local news shows. News anchors sent callers to the phone lines throughout the 2 hour period.

Instruction at Southern Oregon University- February 23, 2009

Station Manager, Bob Wise, was the guest lecturer in the CCJ430 class, “Crime Control Theories & Policies” where he gave an interactive presentation about the Southern Oregon Meth Project.

KOTI Station Tour- January 30, 2009

Hosted by: Receptionist, Chief Engineer, News Anchor/Reporter

Nineteen teenagers and 2 chaperones from Klamath Institute visited the station to learn about career opportunities from our Receptionist, Chief Engineer and News Reporter/Anchor.

KOTI Station Tour – February 27, 2009

Hosted by: Receptionist and Chief Engineer

Thirty-three students and nine chaperones from Pelican Elementary came to talk about what goes into forecasting weather and what goes into reporting the news.

KOTI Station Tour – March 11, 2009

Hosted by: News Assistant and Chief Engineer

Eleven adults and children representing a local Cub Scout Troup came to learn what goes on behind the scenes in television news reporting and production.

## KOTI Station Tour – March 13, 2009

Hosted by: News Assistant, Chief Engineer, News Anchor/Reporter

Five church group members, aged 12-17 came to tour the facility to get a better understanding of Production, News, Weather and Sports plus lively Q &A.

## 4. In-Depth News Interviews

News at 5 Weekdays -This news segment features a 7-9 minute in-depth interview with an individual who deals with important community issues.

FEATURE INTERVIEWS	GUEST:	TITLE:
JANUARY 1ST	Phillip Yates	Access Inc.
DESCRIPTION:	Discussed holiday fundraising and Access needs for 2009	
JANUARY 2ND	Gordon Draper	BioMass One
DESCRIPTION:	X-mas tree-cycling / How do you turn wood into energy	
JANUARY 5TH	Sen. Alan Bates	(D) Ashland
DESCRIPTION:	Issues being tackled this legislative session	
JANUARY 6TH	Mike Irwin	T.S.A
DESCRIPTION:	Oregon's Security Director discussed airport safety	
JANUARY 7TH	John Stromberg	Mayor, Ashland
DESCRIPTION:	John beat out a half-dozen candidates in the election	
JANUARY 8TH	Mike Winters	Jackson Co. Sheriff
DESCRIPTION:	Techniques for finding missing children	
JANUARY 9TH	Michael Donovan/John Quinones	RoxyAnn Winery
DESCRIPTION:	John is the new Winemaker at RoxyAnn	
JANUARY 12TH	John Mitchell	Economist
DESCRIPTION:	U.S. Bank financial expert discusses the economy	
JANUARY 13TH	Kristen Campbell	Miss Rogue Valley
DESCRIPTION:	Kristen discusses her new crown	
JANUARY 14TH	Travis Frey & Adam Chizek	Tour De Thailand
DESCRIPTION:	Two local guys participate in a bike fundraiser in Thailand	
JANUARY 15TH	NO INTERVIEW	NO INTERVIEW
DESCRIPTION:	No 5pm News due to Presidential address	
JANUARY 16TH	John Kroger	Oregon Attorney General
DESCRIPTION:	Discussed recent fraud cases in Oregon	
JANUARY 19TH	Mark Murray	NBC News
DESCRIPTION:	Deputy Political Director discusses Obama's first TV address	
JANUARY 20TH	Patsy Smullin	President, COBI
DESCRIPTION:	Discussed up coming DTV transition	
JANUARY 21ST	Rick Riggins	Siskiyou Co. Sheriff
DESCRIPTION:	Discussed recent undercover drug bust in Yreka	

JANUARY 22ND	Trish Regan	NBC News
DESCRIPTION:	Discussed her special focused on marijuana in northern California	
JANUARY 23RD	Congressman Greg Walden	( R ) Oregon
DESCRIPTION:	Upcoming DTV switch / Obama's early plans	
JANUARY 26TH	Marshal Holman	PBA Hall of Famer
DESCRIPTION:	Recent PBA event in Medford plus upcoming Tax Season	
JANUARY 27TH	Alex Pawlowski & Ron Fox	S. Oregon Biz Conference
DESCRIPTION:	S.O.R.E.D.I. Promoting regional businesses	
JANUARY 28TH	Steve Schreiber	Port of Portland
DESCRIPTION:	C.F.O. of Port discusses safety, economy and commerce	
JANUARY 29TH	Paige Townsend	R.V.T.D
DESCRIPTION:	The Drive Less, Save More campaign	
JANUARY 30TH	Mark Murray	NBC News
DESCRIPTION:	Deputy Political Director discusses Obama's first 90 days	
FEBRUARY 2ND	Steve McDaniel	Java Girls Coffee
DESCRIPTION:	Controversial coffee stand opens in Medford	
FEBRUARY 3RD	Thad Mick	ODS
DESCRIPTION:	Clinical Pharmacist talks about economy and medication	
FEBRUARY 4TH	Buzz Thielman	RHT Energy Solutions
DESCRIPTION:	New projects for the energy trust of Oregon	
FEBRUARY 5TH	Trish Regan	NBC News
DESCRIPTION:	Trish covers the Westminster Kennel Club Dog Show	
FEBRUARY 6TH	Anne Jenkins, Sue Stephens	Medford Visitors Bureau
DESCRIPTION:	Economic Impact on Tourism	
FEBRUARY 9TH	NO INTERVIEW	NO INTERVIEW
DESCRIPTION:	No 5pm News due to Presidential address	
FEBRUARY 10TH	Sen. Jeff Merkley	(D) Oregon
DESCRIPTION:	Bailouts, and Oregon's Budget crisis	
FEBRUARY 11TH	Dave Faber	CNBC
DESCRIPTION:	Economic Crisis	
FEBRUARY 12TH	John Harwood	NBC News
DESCRIPTION:	Chief Political Correspondent talks about federal bailouts	
FEBRUARY 13TH	Dr. Phil Long	Medford Schools
DESCRIPTION:	Superintendent talks about cutting days, staff and budget	
FEBRUARY 16TH	Karl Sargent	COBI
DESCRIPTION:	Director of Engineering talks about DTV switch	
FEBRUARY 17TH	Greg Walden	( R ) Oregon
DESCRIPTION:	Congressman talks about green issues	
FEBRUARY 18TH	Dr. Brian Gross	Cardiologist
DESCRIPTION:	American Heart Month	
FEBRUARY 19TH	Sen. Ron Wyden	(D) Oregon
DESCRIPTION:	Federal Bailouts, Oregon schools	
FEBRUARY 20TH	Jim Ford	Premier West Bank
DESCRIPTION:	TARP Investment, and state of business at the bank	

FEBRUARY 23RD	Sue Herrera	CNBC
FEBRUARY 24TH	Dennis Richardson	State Representative
DESCRIPTION:	National Guard Deployment to Afghanistan	
FEBRUARY 25TH	MJ. Cary Miller	Or. National Guard
DESCRIPTION:	Record Guard deployments in 20009	
FEBRUARY 26TH	Lee Hawkins	NBC News
DESCRIPTION:	Lee did a special on young millionaires like LeBron James	
FEBRUARY 27TH	Pete Cislo	Home Builders Assoc.
DESCRIPTION:	Pete has a counseling program to help people during this time	
MARCH 2ND	John Kroger	Oregon Attorney General
DESCRIPTION:	I.D. Theft, fraud cases on rise	
MARCH 3RD	Tom Hanenberg	Providence
DESCRIPTION:	Economic Impact on hospital	
MARCH 4TH	Mark Potter	NBC News
DESCRIPTION:	Financial Scams	
MARCH 5TH	Dr. Phil Long	Medford Schools
DESCRIPTION:	Teachers contract settlement	
MARCH 6TH	Randy Schoen	Medford Police
DESCRIPTION:	Chief talks about dangerous toy weapons, tasers	
MARCH 9TH	Bernie Hartman	S.O.U.
DESCRIPTION:	Million dollar donation for S.O.U	
MARCH 10TH	Sen. Jeff Merkley	(D) Oregon
DESCRIPTION:	Oregon financial crisis	
MARCH 11TH	Ron Coby	Author
DESCRIPTION:	Financial expert discuss "The Upside of Down"	
MARCH 12TH	Dominick Della Sella	Conservationist
DESCRIPTION:	Importance of wilderness protection in southern Oregon	
MARCH 13TH	J.R. Rothenberg	School Nurse
DESCRIPTION:	1 nurse has to serve thousands of students in local schools	
MARCH 16TH	Dr. Robert Hoellrich	Colon & Rectal Surgeon
DESCRIPTION:	March is colon cancer awareness month	
MARCH 17TH	Rep. Ron Maurer	( R ) Grants Pass
DESCRIPTION:	Maurer pushing a bill to control medical marijuana	
MARCH 18TH	Martin Callery	Port of Coos Bay
DESCRIPTION:	Port complete major Railroad purchase	
MARCH 19TH	Laird Funk	A.C.M.M.
DESCRIPTION:	Laird opposes state control on Medical Marijuana	
MARCH 20TH	Chris Hansen	NBC News
DESCRIPTION:	how are Americans struggling in this economy	
MARCH 23RD	Bob Wise	G.M. KOBI
DESCRIPTION:	Bob talks about a recent award for the S.O.M.P.	
MARCH 25TH	Lori Cooper	Soda Mt. Wilderness
DESCRIPTION:	Federal protection for local wildlands approved	

MARCH 26TH	Dr. Jad D'Allura	S.O.U.
DESCRIPTION:	Geology professor talks about earthquakes and volcanoes	
MARCH 27TH	Greg Walden	( R ) Oregon
DESCRIPTION:	Discusses recent wilderness bill	
MARCH 30TH	Peter Greenberg	NBC News
DESCRIPTION:	Travel editor talks about cruise deals	
MARCH 31ST	Ray Davis	Umpqua Bank
DESCRIPTION:	Ray talks about the state of his bank and local small business	

## 5. Non-News Programming related to Community Issues

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	Sat 4-4:30pm	1/5/08-TFN
Missing	Lost Children/Child Safety	Friday/Saturday 4:30-5am	1/4/08-TFN
Wall Street Journal	Business/Economy	Sundays 5-5:30am	1/6/08-TFN
Chris Matthews	Political Commentary	Sundays 5-5:30pm	1/4/09 TFN
Academic Challenge	Educational Game Show	Sundays 6:30pm	1/4/09 TFN
The Doctors	Medical Info	M-F 3-4pm	1/2/09-TFN

## 6. Public Service Announcements

:30 seconds unless otherwise noted

Name	Number of spots aired during the period
ALS Bullet/Baby Boomers (SSA) .....	6
Americorps /Covenant House/ASPCA.....	41
Autism / Men in Gowns.....	8
Booster Seat Ed./Financial Literacy .....	14
Cancer Project/Alzheimer's.....	7
CASA/Alanon/Narcanon .....	23
College./ Red Cross .....	1
Depression / Diabetes .....	2
Diabetes(Restaurant)/College Access.....	12
Diabetes/Safe Boating/Inhalers .....	16
Earth Share/Father Involvement.....	7
Fed Citizen Info/Gun Violence.....	4
Financial Literacy/Hunger Prevention.....	10

Glaucoma/Disaster Depression/Child Safety Seats .....	33
Homework/Influenza/foreclosure .....	19
Hospitalized Vets/World Wildlife .....	4
Kids-Contribute/Food Pyramid .....	1
Kids-Make a Difference/Healthy Balance.....	0
Kids-Serve/Jungle Gym.....	2
Kidsave/Youth Reckless Driving .....	4
Lock & Key/Recovery-Nose & Sight Matters/AARP.....	3
March of Dimes/Care .....	26
Narcanon/Alanon .....	17
Negligent Driving/Advancing Planning/VINE.....	14
ODOT/Americorps .....	4
Red Cross / Collge.gov .....	3
Red Cross/Mult.Scler.....	19
Red Cross/Veggies/Mac. Deg.....	16
S.O. Rotary #1 / USAF Thunderbirds .....	3
S.O. Rotary#2 / IRS EFile . USAG Org Cty Chpprs.....	3
Shriner's/Breast Cancer/ODOT.....	18
Shriners/Negligent Driving.....	16
Think Before U Speak/Primary Immunodeficiency .....	8
United Way/Diabetes .....	13
Veteran Support / Diabetes.....	3
Volunteers/Nature Into Kids.....	36
Water Cons./Food Safety.....	9
Water Use/Veterinarians/Blindness.....	37
Way to Happiness-Be Competent.....	6
Way to Happiness – Good Example.....	1
World Wildlife/AF Reserve.....	29
33 <sup>rd</sup> Annual Pear Blossom Parade .....	337
Doctors Day is March 30 <sup>th</sup> .....	18
Meth Project / Meth Shirt Cheerleaders .....	244
Smart Choices / Healthy Lives #21 Blueberries and Milk .....	9
Smart Choices / Healthy Lives #31 Watching their Kids.....	10
Strike out meth bowl a thon.....	51
Smart Choices / Healthy Lives #23 Jump Rope .....	10
Smart Choices / Healthy Lives #29 \$22.73 .....	9
Smart Choices / Healthy Lives #35 Screen Time/Idle Time .....	7
Drive Less Save More “Video Challenge” PSA.....	15
Drunk Driving / Ambulance New.....	7
Drunk Driving: Drum Solo.....	2
Drunk Driving: House Party :15.....	9
Drunk Driving: Jesselyn Rose .....	2
Drunk Driving: John Elliot .....	2
Foundation for a better life – Biker .....	56
Foundation for a better life – Bus .....	8
Foundation for a better life – Cafeteria.....	38



Foundation for a better life – Classroom .....	28
Foundation for a better life – Dance .....	44
Foundation for a better life – Deli .....	7
Foundation for a better life – Every Day Heroes .....	20
Foundation for a better life – good stuff .....	23
Foundation for a better life – Hockey .....	20
Foundation for a better life – Hope .....	19
Foundation for a better life – Locker .....	8
Foundation for a better life – Power of the Dream .....	31
Foundation for a better life –Reach .....	8
Foundation for a better life –the wall .....	53
Meth Project ID .....	119
Meth Project Sponsor #2/Health Industry .....	6
Meth Project Sponsor #5/Sky Lakes .....	11
Meth Project/9 Friends .....	9
Meth Project /911 .....	6
Meth Project /Cara Reverse .....	17
Meth Project /Eagle Point & Wash Kids .....	8
Meth Project / email #1 .....	42
Meth Project / email #2 .....	57
Meth Project /Eyebrows .....	27
Meth Project /Faces of Meth .....	36
Meth Project /Jason’s Story .....	10
Meth Project /KF Debbie #1 Dealer .....	24
Meth Project /KF Debbie #2 SOMP .....	18
Meth Project / Nebraska Couple .....	5
Meth Project / Pregnancy .....	3
Meth Project /Recipe .....	6
Meth Project /School .....	5
Meth Project / The Facts (Pharmacy) .....	7
Meth Project /What you’ll Lose .....	5
Meth Project / What’s for Dinner .....	1
Meth Project / Would You? –Rev 6/26 .....	19
OPDP Alternatives .....	9
OPDP Expensive .....	12
OPDP Make Do .....	14
Rogue Art Gallery PSA .....	37
Smart Choices/Healthy Lives Vignette #25 Phosphoric Acid .....	7
Smart Choices/Healthy Lives Vignette #27 52-10 .....	7
Smart Choices/Healthy Lives Vignette #30 Stretch & Flex .....	10
Smart Choices/Healthy Lives Vignette #32 Children’s Children .....	5
Smart Choices/Healthy Lives Vignette #33 Whole Family .....	4
Smart Choices/Healthy Lives Vignette #34 Father Knows Best .....	6
Smart Choices/Healthy Lives Vignette #36 We’re Animals .....	13
Smart Choices/Healthy Lives Vignette #37 Generations at Risk .....	5
Wildlife Images Membership Drive PSA .....	112

