

# **KOTI TV**

## Quarterly Issues Report

### 3rd Quarter 2008

7/1/08-9/30/08

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. Non-news programming devoted to community issues
3. Related public service announcements run during the period
4. In-depth News Interviews

## 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.

### Local Flavors (Economy & Health Care)

Mondays, 6 am news: 3:00 segments

In these segments, our host speaks about healthy food choices and foods of the region that are ready for use from home gardens, local farmers or from the grocery store. This venture appeals to our adult audience across the board. Given the local grower's markets in many of our community this interview segment has an economic component as well.

### 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.

### Tank of Gas (Economy)

Thursdays at 6pm, 11pm and Friday mornings at 5:30 am

July 3- September 5, 2008

The Tank of Gas series focuses on where people can go and what they can do on a tank of gas or less. This local travel show features places of interest both on the beaten path and off.

2- NON-NEWS PROGRAMMING RELATED TO COMMUNITY ISSUES:

<b>TITLE</b>	<b>SUBJECT</b>	<b>DAY/TIME</b>	<b>DATES</b>
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	1/6/08-TFN

3- PUBLIC SERVICE ANNOUNCEMENTS- :30 seconds unless otherwise noted

Name	Number of spots aired during the period
Wine Walk.....	104
CASA All About Bags.....	36
Casa Jimmy Wayne Concert.....	31
Meth Project ID .....	66
Meth Project Sponsor #2 / Health Industry .....	24
Meth Project Sponsor #5 / Sky Lakes.....	30
Meth Project / 9 Friends .....	6
Meth Project / 911 .....	8
Meth Project / Cara “Reverse” .....	24
Meth Project eyebrows .....	47
Meth Project / Faces of Meth.....	92
Meth Project / Jason’s Story .....	25
Meth Project – KF Debbie #1 Dealer .....	24
Meth Project – KF Debbie #2 SOMP .....	26
Meth Project / Nebraska Couple.....	3
Meth Project / Pregnancy.....	13
Meth Project / Recipe .....	1
Meth Project / School .....	9
Meth Project / The Facts (pharmacy) .....	6
Meth Project / What you’ll lose.....	5
Meth Project / would you? Rev 6/26 .....	12
Meth Sponsor Recognition .....	19
CASA KF’s Only.....	170
Foundation for a better life – Biker .....	11
Foundation for a better life – Bus .....	8
Foundation for a better life – Cafeteria.....	6
Foundation for a better life – Classroom .....	4

Foundation for a better life – Crosswalk .....	5
Foundation for a better life – Dance .....	15
Foundation for a better life – Deli .....	5
Foundation for a better life – Everyday Heroes.....	1
Foundation for a better life – good stuff.....	4
Foundation for a better life – hockey.....	3
Foundation for a better life – hope .....	3
Foundation for a better life – Locker.....	7
Foundation for a better life – Power of the Dream.....	3
Foundation for a better life –Reach .....	7
Foundation for a better life –the wall .....	13

#### 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.

- July 1: SENATOR GORDON SMITH
- July 2: KATHARINE FLANAGAN FROM THE ASHLAND CHAMBER OF COMMERCE.
- July 3: OREGON SENATOR RON WYDEN.
- July 4: CONGRESSMAN GREG WALDEN
- July 7: JANELLE WILSON FROM SOUTHERN OREGON UNIVERSITY
- July 8: LUCINDA KAY & BRAD ADAMS FROM "GREAT SHAPE"
- July 9: DAVID HOUSE FROM OREGON'S DMV
- July 10: TROOPER BILL MATSON OF THE OREGON STATE POLICE
- July 11: ANTONIO HARVEY & CHANNING FRYE, PORTLAND TRAILBLAZERS
- July 14: CHRIS BOROVSANSKY, JACKSON COUNTY FAIR
- July 15: ASHLAND'S FIRE CHIEF: MARGUERITTE HICKMAN
- July 16: DEBBIE VOUGHT FROM THE "CITIZENS FOR THE SAFE SCHOOLS" FOUNDATION.
- July 17: JOAN HAUKOM FROM THE AMERICAN CENTER SOCIETY
- July 18: COACH DENNIS MURPHY, SOUTH MEDFORD HIGH SCHOOL
- July 21: VICKI SNITZLER & SUE DENSMORE, SUPERINTENDENT OREGON CAVES NATIONAL MONUMENT
- July 22: MONTE MENDENHALL FROM PACIFIC POWER.
- July 23: JOHN BECKER FROM THE D.E.Q
- July 24: SGT. CHRIS BERRYMAN, U.S.M.C.
- July 25: MIKE MORAN, CHIEF OF POLICE, TALENT
- July 28: BELLE SHEPHERD FROM JOSEPHINE COUNTY PUBLIC HEALTH.
- July 29: CURT BYNUM & STEVE WARE, JOSEPHINE COUNTY
- July 30: MARK WEIST, SUSTAINABLE ENERGY FARMER
- July 31: JILL MACKIE, HIROSHIMA VIGIL
- August 1: BILL SIZEMORE, OREGON POLITICIAN
- August 4: JOHN TAYLOR, ARTISTIC DIRECTOR, CHILDREN'S MUSIC THEATER OF OREGON.
- August 5: BOB VALDEZ FROM THE OREGON PUBLIC UTILITIES COMMISSION

August 6: DAVE BROWNLOW, CONSTITUTION PARTY CANDIDATE FOR U.S. SENATE  
August 7: SID DEBOER, CHAIRMAN, LITHIA MOTORS  
August 8: CANDIDATES JOHN KROGER, ATTY GENERAL & LYNNE HOWE, STATE REP  
August 11: RAMU DAMODARAN, UNITED NATIONS  
August 12: DR. IRA CHASNOFF, HEALTH CARE COALITION OF SOUTHERN OREGON  
August 13: JEFF MERKLEY, CANDIDATE FOR THE U.S.SENATE  
August 14: CONGRESSMAN EARL BLUMENAUER  
August 15: TOM CHESTER, DIR, OREGON RENEWABLE ENERGY COMMISSION  
August 18: JENNIFER RIGGS, YELLOW SUBMARINE SANDWICH SHOP  
August 19: DR. PHIL LONG, SUPERINTENDENT OF MEDFORD SCHOOLS  
August 20: CASEY KLAVITER, NORTHWEST INSURANCE COUNCIL  
August 21: MARYLOU KING, DTV  
August 22: JESSICA REED AND RILEY STARNES, THINK TWICE CAMPAIGN  
August 25: DR. CHRIS MAPLES, PRES., REGON INSTITUTE OF TECHNOLOGY  
August 26: LIEUTENANT TIM DOWNEY FROM THE MEDFORD POLICE DEPT.  
August 27: CHRIS CORCORAN, CANDIDATE, MEDFORD CITY COUNCIL  
August 28: JOHN STATLER, INCUMBENT, MEDFORD CITY COUNCIL  
August 29: JUSTIN HURLEY – DIR.OF REAL ESTATE AT ASANTE HEALTH CARE.  
September 1: ROLANDO CASTILLO, MEXICO POLICE CHIEF  
September 2: BILL RAUCH, OREGON SHAKESPEARE FESTIVAL  
September 3: John Harwood, CNBC'S CHIEF WASHINGTON CORRESPONDENT  
September 8: DR. ROBIN MILLER  
September 9: CHUCK LATORRETTE, SUPPORTING NATIONAL GUARD  
September 10: BUZZ FLORIP, CIVIL AIR PATROL  
September 12: MARK VARGAS, OREGON DEPT. FISH & WILDLIFE  
September 15: STACY BANNERMAN, SANCTUARY ONE  
September 16: UDO REIDER, ERICKSON AIR CRANE  
September 17: TIM BARNACK, CANDIDATE FOR CIRCUIT COURT JUDGE  
September 18: DOUG MCGEARY, CANDIDATE FOR CIRCUIT COURT JUDGE  
September 19: MR. THOM, SALON OWNER  
September 22: BILL BRADBURY OREGON'S SECRETARY OF STATE  
September 23: LARRY KAHN, HELP NOW  
September 24: JOHN HARWOOD, CNBC'S CHIEF WASHINGTON CORRESPONDENT  
September 25: RON WYDEN OREGON'S DEMOCRATIC SENATOR  
September 26: JONATHAN ALTER, SENIOR EDITOR FOR NEWSWEEK  
September 29: BRIAN BALLOU, O.D.F.  
September 30: JOE SCARBOROUGH, HOST OF MSNBC'S MORNING JOE