

**The 33  
KDAF-TV**

**QUARTERLY ISSUES/PROGRAMS LIST**

**1st Quarter 2011**

KDAF The 33 provides its viewers treatment of community issues through its airing of programs and public service announcements that address these issues and through participation in community service events.

**\*\*Ascertainment\*\***

The issues selected for treatment are the result of a quarterly ascertainment taken by the media. The station reviews the concerns of community organizations and the personal concerns of those representing the organizations, and schedules public service announcements and program segments that respond to those concerns.

The issues that were given significant treatment during January 1, 2011 – March 31, 2011:

- Health/Medical
- Family Issues
- Education
- Volunteerism
- Arts and Entertainment
- Crime/Safety
- Economy/Finance
- Drugs/Alcohol
- Environment

The **Full-Length Programs** and the issues they addressed, which aired on The 33, during the January 1 – March 31, 2011 are listed below.

**D/FW Closeup** is a locally produced Community Affairs Program focusing on issues of concern to the KDAF The 33 community. The weekly program is typically composed of one to three distinct topics. **D/FW Closeup** airs Sunday from 7:00 - 7:30 a.m.

**The 33 News at Nine** is a comprehensive locally produced newscast with local, national and world news plus sports and weather. Newscasts contain regular segments on finance and health addressing issues important to the The 33 community. The 33 News at Nine airs nightly, Monday - Friday, 9:00 –10:00pm, Saturday, 9pm – 10pm and Sunday, 9:00-9:30pm.

**The 33 News at 5:00** is a comprehensive locally produced newscast with local, national and world news plus sports and weather. Newscasts contain regular segments on finance and health addressing issues important to the The 33 community. The 33 News at 5:00 airs nightly, Monday - Friday, 5:00 – 5:30pm.

**The 33 News at 5:30** is a comprehensive locally produced newscast with local, national and world news plus sports and weather. Newscasts contain regular segments on finance and health addressing issues important to the The 33 community. The 33 News at 5:30 aired Saturdays, 5:30pm – 6pm and Sundays, 5:30pm – 6pm.

## DFW CLOSEUP

<b>ISSUE DESCRIPTION:</b>		<b>Health and Medical.</b> Due to continuous research and studies being conducted, public education on recent health concerns are at the forefront of our community's needs.
a)	<b>DFW Closeup</b>	(L-PA) January 02, 2011
	Topic:	Prevent Bed Bugs
	Guests:	Bryan Johnson, Bed Bug Expert
	Description:	Many times home infestations originate from hotels, so we focused on what you can do when traveling to look for and prevent bed bugs. We talked about the signs – brown spots on mattresses and pillows. A thorough 15-minute inspection of a hotel room – the bed, mattress, luggage holder, furniture – is all it takes. And the importance of using hard luggage (as opposed to cloth).
b)	<b>DFW Closeup</b>	(L-PA) January 02, 2011
	Topic:	Rate the Diets: What Works?
	Guests:	Carol Ireton-Jones, R.D., Ph.D, Professional Nutrition Therapists
	Description:	Most people make a new year's resolution that has something to do with losing weight, getting in shape, being healthy and the like. We talked about how to change your lifestyle and keep the weight off. Some of the key points we covered: 1) Set realistic goals – for weight and exercise and set smaller goals rather than larger goals. 2) If it sounds too good to be true, it probably is. 3) Pat yourself on the back as you meet your goals. 4) If you fall off the wagon – climb back up – tomorrow is another day.
c)	<b>DFW Closeup</b>	(L-PA) January 09, 2011
	Topic:	Prostate Cancer
	Guests:	Robert Hill, Author and Survivor
	Description:	Robert Hill, author of the book Dead Men Don't Have Sex, came on DFW Closeup to talk about prostate cancer, the second leading cause of cancer death among men. Even though we think of it as a man's disease, it affects female family members and friends in a big way, too. Hill discussed the Five Things Every Woman Should Know about Prostate Cancer: 1. He isn't going to die in the next 15 minutes. 2. He'll be depressed. 3. He doesn't know nearly as much as you think. 4. He'll fight the disease and probably you along with it. 5. He'll recover faster with an attitude of gratitude.
d)	<b>DFW Closeup</b>	(L-PA) January 23, 2011
	Topic:	Growth Hormone Deficiency
	Guests:	Dr. Heidi Shea, Clinical Endocrinologist
	Description:	Dr. Shea discussed what parents need to know about children's growth, symptoms of growth hormone deficiency, the importance of talking to their children's doctor, and treatments that can address these issues whereby helping move children out of the front row of class pictures.

- e) **DFW Closeup** (L-PA) January 30, 2011
- Topic: Go Red for Women
- Guests: Michelle Marlow, Co-Chairman for the Go Red for Women Luncheon; Susan Nix, Heart Survivor
- Description: Go Red for Women is the American Heart Association's call to action for women to take charge of their own health. It is about educating women on what they can do to live stronger, longer lives; along with raising funds to support vital research specifically targeting women and cardiovascular diseases. The cornerstone of this movement is the Go Red for Women Luncheon Event. Marlow discussed the details of the event, Nix shared her story, and both explained why they "Go Red".
- f) **DFW Closeup** (L-PA) February 06, 2011
- Topic: JuggleFit
- Guests: Heather Wolf, Certified trainer & JuggleFit Founder
- Description: Wolf has developed juggling training videos that break down the motions for even the most uncoordinated. She says juggling can be fun and a great exercise. We talked about how she decided to start her business, and of course, we jugged! Just handkerchief-like objects for me, but she demonstrated ball juggling.
- g) **DFW Closeup** (L-PA) February 20, 2011
- Topic: Body Shape Diet
- Guests: Dr. Cass Ingram, Author: Body Shape Diet
- Description: According to Dr. Ingram, one's body shape says more about the best diet for them than a blood test does. He has narrowed down body shapes into three main categories: apple, pear and carrot. Each has its own correlating hormonal "weak spot" and foods to eat and avoid. He explained the different types and how each can go about losing weight.
- h) **DFW Closeup** (L-PA) February 20, 2011
- Topic: Heart Rate Training
- Guests: Ben Williams, Fitness Professional
- Description: Williams talked about how heart rate training is the most telling way to exercise. While heart rate monitors are expensive, he believes we can't afford not to have one. We talked about the different training "zones" and products on the market.
- i) **DFW Closeup** (L-PA) February 27, 2011
- Topic: Fighting Childhood Obesity
- Guests: Erin Baker, Erin Baker's Wholesome Baked Goods
- Description: Erin Baker, an activist and founder of Erin Baker's Wholesome Baked Goods, supplies charities like the Boys and Girls Clubs with healthy baked goods that combine the appeal of goodies with nutritional benefits to help fight obesity. Baker discussed a few easy steps for people who want to help reverse the trend toward obesity in their families' lives.

- j) **DFW Closeup** (L-PA) February 27, 2011
- Topic: Fighting 4 Fitness
- Guests: Steve Hess, Fighting 4 Fitness
- Description: This segment was all about getting in shape for a good cause. Steve Hess is a personal trainer and MMA fighter who leads a boot camp regularly to raise money for a local animal shelter, Paws in the City. We talked about what makes his boot camp different from the others – strong kickboxing influence – and how he started his company.
- k) **DFW Closeup** (L-PA) March 06, 2011
- Topic: Hot Flash Havoc
- Guests: Heidi Houston, Executive Producer
- Description: Hot Flash Havoc is a documentary about menopause that's touring the US. Houston and I spoke candidly about the different stages of menopause, the symptoms, the myths and the truths. While it's an important film for women to see, men benefit from it, too.
- l) **DFW Closeup** (L-PA) March 06, 2011
- Topic: Resting Metabolic Rate
- Guests: Carol Ireton-Jones, Professional Nutrition Therapists
- Description: First of all, we discussed what your resting metabolic rate is, and what it means. In short, it's the amount of energy your body uses for basic functioning, also the calories your body needs at rest to keep itself alive. This number can help a person to understand how much his/her body necessitates, and therefore how many calories need to be consumed to lose weight, gain weight or maintain a healthy weight. Ireton-Jones explained the different techniques/tools they use to measure patients' RMR.
- m) **DFW Closeup** (L-PA) March 06, 2011
- Topic: Fit Brides
- Guests: Doug Rice, Bridalicious Boot Camp; Sarabeth Quattlebaum and Amanda Taylor, Sarabeth Events
- Description: Let's face it: most women (and men) care to look good on their wedding day. This segment was all about slimming down for your gown! We went over some basic boot camp moves, specifically exercises targeted at areas that really show on your wedding day: arms, back, shoulders.
- n) **DFW Closeup** (L-PA) March 13, 2011
- Topic: Sleep Apnea Therapy
- Guests: Dr. Andrew O. Jameson, M.D., Research Director from Sleep Medicine Associates
- Description: Sleep Medicine Associates of Dallas was chosen out of various clinics across the U.S./Europe to participate in a unique sleep apnea therapy trial (The STAR Trial: Stimulation Therapy for Apnea Reduction). Obstructive sleep apnea can interfere with both the person suffering and his/her partner like depression, weight gain and drowsiness the next day. This clinic will choose 10 candidates with OSA who meet certain requirements to be implanted with a new, breakthrough device called the Inspire™ Upper Airway Stimulation (UAS) therapy. We discussed how this treatment works, how people can become a part of it, and the way it could impact OSA sufferers.

- a) DFW Closeup** (L-PA) March 13, 2011
- Topic: Multiple Sclerosis
- Guests: Frank Timmons, National MS Society: Lone Star affiliate VP b. Mandy Hornbuckle – MS fundraiser participant
- Description: The day after this aired, National MS Awareness Week kicked off. It was a timely segment that brought to light what Multiple Sclerosis is including symptoms and severity levels. We discussed the Lone Star affiliate, which is a local MS organization that can offer help to those with the disease. We also talked to Mandy Hornbuckle, who has a mother with MS. We discussed how MS has affected her and her family's life and the Bike MS: Sam's Club fundraiser that she participates in every year.
- ISSUE DESCRIPTION:** **Family Issues.** The aspects of family unity of have changed over the years. The importance of unity in today's family is more important now than ever.
- a) DFW Closeup** (L-PA) January 02, 2011
- Topic: Dive into Your Goals in 2011
- Guest: Blake Lindsay, Dallas Lighthouse for the Blind
- Description: This segment centered around the idea of goal setting for 2011. Lindsay is blind, but he doesn't let that stop him from participating in activities and adventures that he wants. Recently Lindsay went skydiving. He encouraged viewers to face their fears and dive into their goals this coming year. He lost his sight at nine months, and he loves that he can inspire people simply because of his "disability", which he doesn't consider a disability at all.
- b) DFW Closeup** (L-PA) January 09, 2011
- Topic: New Year's Pet Resolutions
- Guest: Diane Pomerance, Pet Expert
- Description: Pomerance, the owner of 22 dogs, discussed the 10 things to do to insure you have a happy and healthy pet going into the new year. Examples: 1. Bring your pet for an annual physical, 2. Pet insurance, 3. Assess their diet and make changes according to their weight and level of activity etc., 4. Ensure pets have quality exercise and human interaction.
- c) DFW Closeup** (L-PA) January 16, 2011
- Topic: Autism
- Guest: Antoinette van Heughton, Author & Mother of two autistic children
- Description: Antoinette van Heughton is the author of Saving Max, a suspense thriller based on her personal experience raising two children with autism in a time when the disorder was not widely accepted or understood. We talked about what it's like being a parent with an autistic child, how she juggled life as a lawyer and mother of autistic children, and she gave advice to parents whose children were recently diagnosed with autism.

**d) DFW Closeup** (L-PA) February 06, 2011  
Topic: Do's and Don'ts of Proposing  
Guest: Sarabeth Quattlebaum & Amanda Taylor, Sarabeth Events  
Description: First we covered what kind of planning the guy (or girl) should do for the proposal: Decide when and where, and make it meaningful for your significant other. Talk to her parents, plan an after party and hire a photographer. Taylor suggested against hiding the ring in food, proposing at a sporting event, or popping the question in front of the family. Quattlebaum touched on the five most romantic spots to propose which include: Wolfgang Puck 560@Reunion Tower, The French Room @The Adolphus, Lee Park @The Mansion on Turtle Creek, White Rock Lake and Hotel St. Germain.

**e) DFW Closeup** (L-PA) March 20, 2011  
Topic: Pet Hospice  
Guest: Kate Moore and Terry Branson, Founders of Beyond the Rainbow Pet Hospice  
Description: Kate Moore and Terry Branson are founders of Beyond the Rainbow Pet Hospice, the first-ever pet hospice in Texas. This segment gave viewers an opportunity to hear about a different way to say goodbye to their beloved family members, which often affects pet lovers drastically. This organization offers an alternative to vet euthanasia as well as support and help to get through their loss.

**ISSUE DESCRIPTION:** **Education.** A key concern of the DFW Community is to educate our children and viewing audiences on various topics. Encouraging children to stay in school and the opportunities available are also important.

**a) DFW Closeup** (L-PA) January 23, 2011  
Topic: MLK Oratory Competition  
Guest: Elijah English, Competition Winner; Steve Good, Managing Partner, Gardere Wynne Sewell LLP  
Description: Presented in the spirit of learning and celebration, the Annual Gardere MLK Jr. Oratory Competition is designed to highlight the cultural diversity of the community while recognizing and encouraging the writing and presentation skills of elementary school students. Students present original speeches, not to exceed five minutes, addressing the question: *"How will you carry forward the Legacy of Dr. King in your personal and professional life?"* Students are judged on their delivery, stage presence and decorum, content interpretation and memorization. The competition, held in Houston and Dallas, is presented, hosted and sponsored by Gardere Wynne Sewell LLP. English won the competition this year, so he came on the show to talk about his experience. He presented his speech, and blew everyone away!

**ISSUE DESCRIPTION:** **Volunteerism.** An important facet of our community is to volunteer. The non-profit world is in need of volunteers to carry out its missions.

**a) DFW Closeup** (L-PA), January 02, 2011  
Topic: East Lake Pet Orphanage  
Guest: Nicole Connors and Ashley Ratley, ELPO  
Description: Right now animal shelters are full, full, full. To add to that, people are taking back animals after Christmas. ELSO brought three Australian Shepherd Beagle mixes that are up for adoption.

- b) **DFW Closeup** (L-PA), January 16, 2011
- Topic: Legends for Charity
- Guest: Pat Summerall, Legendary Sports Broadcaster
- Description: Legends for Charity (which benefits St. Jude Children's Research Hospital) is an annual dinner where Pat Summerall presents his namesake award to a sports related personality during a program and auction at the NFL headquarters hotel (Hilton Anatole this year). Summerall gave us the details about the event and he shared why St. Jude's is so important to him. I asked him about his favorite Super Bowl memory and his Super Bowl predictions.
- c) **DFW Closeup** (L-PA), January 23, 2011
- Topic: East Lake Pet Orphanage
- Guest: Nicole Connors and Ashley Ratley, ELPO
- Description: ELPO brought two beagle mixes up for adoption.
- d) **DFW Closeup** (L-PA), January 30, 2011
- Topic: Off the Field NFL Players' Wives Fashion Show
- Guest: **Sherice Brown:** Event Co-chair and wife of Heisman Trophy recipient, Tim Brown; **Romonda Jordan:** Event Co-chair and wife of former Raider Team Captain, Randy Jordan; **Abi Ferrin:** Local Fashion Designer and winner of Texas' Next Top Designer
- Description: Off the Field was established on February 16, 2006, in Washington D.C., as a national non-profit organization. The organization is comprised solely of the spouses of active and retired NFL players. This was the 10<sup>th</sup> Annual Off the Field Players' Wives Award Banquet and Fashion Show featuring Abi Ferrin, benefitting St. Jude Children's Research Hospital. Brown and Jordan, both co-chairs of the event, talked about what people can expect. Ferrin, a local designer, spoke about what this event means to her to be involved in it.
- e) **DFW Closeup** (L-PA), February 13, 2011
- Topic: AidMatrix
- Guest: Gov. Scott McCallum, CEO and President of AidMatrix
- Description: The Texas Aid Network, powered by the 501(c) (3) organization NPower Texas, is a program connecting Texas nonprofits, such as food banks, disaster response organizations, medical aid organizations and other Texas based nonprofits with unaffiliated donors who have products to give and trucking providers who can ship those goods to their needed destinations. McCallum came on the show to talk about AidMatrix/Texas Aid Network's impact on the community and different volunteer opportunities with the organization.
- f) **DFW Closeup** (L-PA), February 27, 2011
- Topic: Salvation Army Luncheon
- Guest: Maj. Ward Matthews and Michelle Reynolds, Salvation Army
- Description: The event was a fundraiser for Salvation Army services in Fort Worth. Reynolds spoke about the luncheon itself. One of the most exciting elements: Blake Mycoskie, Founder and Chief Shoe Giver of TOMS Shoes, was the keynote speaker. Another: Fort Worth Mayor, Mike Moncrief, participated in the program. Major Matthews covered the mission of The Salvation Army, its programs and services in Fort Worth.

- g) DFW Closeup** (L-PA), March 06, 2011
- Topic: HELPS International
- Guest: Michelle Hollaender, HELPS
- Description: HELPS International is a non-profit corporation based in DFW that partners with individuals, businesses, corporations, local and national governments to alleviate poverty in Latin America. Hollaender works for HELPS. She explained how the organization has helped improve the lives of people living in Guatemala by providing medical care, education, community and economic development, and agricultural innovations. We focused on the stoves HELPS installs that eradicate the problems caused by wood-fired stoves. We also talked about the volunteer opportunities that exist for our viewers.
- h) DFW Closeup** (L-PA), March 13, 2011
- Topic: Irving Animal Care Campus – “IACC”
- Guest: Natalia Maravi – Senior Animal Care Technician
- Description: The Irving Animal Care Campus had its Grand Opening in March of 2010, so we talked about the shelter’s progress over the past year and its unique partnership: Irving Animal Services and DFW Humane Society working together to help save animals. Natalia brought on two potential pets that we talked about, which hopefully helped find both of them a new home.
- i) DFW Closeup** (L-PA), March 27, 2011
- Topic: Walk Like MADD
- Guest: Mary Kardell, Executive Director of MADD North Texas and Jim Bar, MADD Advisory Council Member/victim survivor
- Description: Walk Like MADD is a nationwide event put on by MADD organizations all over the country. I brought on MADD North Texas Executive Director, Mary Kardell, and an advisory council member, Jim Bar, who is also a victim survivor. Jim told his story of getting hit by a drunk driver and how MADD has helped him out. This year’s goal is \$170,000 for the Dallas Walk Like MADD and \$50,000 for the Fort Worth location. MADD offers services to people affected by drunk driving for free. This segment was intended to get the word out to many people about these fundraisers and how MADD can assist those who are affected, while also being an eye-opener to those with risky behavior.
- ISSUE DESCRIPTION:**
- a) DFW Closeup** (L-PA) January 09, 2011
- Topic: New Year, Improved Jewelry
- Guests: Eric Olschwanger, Olschwanger Designs
- Description: Eric Olschwanger owns a local jewelry business, Olschwanger Designs. He came on the show to talk about how to turn your old/unattractive jewelry you got for Christmas into something you really want. Or how to turn any jewelry from your 2010 jewelry box into something new and better. And all for less cost than buying new. Olschwanger showed the audience how to identify jewelry items that can be easily transformed and how those pieces can be efficiently redesigned into something fresh.

- b) DFW Closeup** (L-PA) January 09, 2011
- Topic: MLK Concert
- Guests: Nora Wilson, The Black Academy of Arts and Letters
- Description: Wilson talked about the 28<sup>th</sup> Annual Black Music and Civil Rights Movement Concert "A Tribute to Martin Luther King, Jr.", the institution's biggest event of the season. The tribute reflects on Dr. King's life, legacy and the Civil Rights movement and includes film footage, accompanied by narration, music and dance and features Grammy winners Chrisette Michele and Ledisi.
- c) DFW Closeup** (L-PA) January 16, 2011
- Topic: Ft. Worth Home and Garden Show
- Guests: Michael Graves, Master Faux Finisher
- Description: The Home and Garden shows give consumers the opportunity to learn about and view new and existing products and services in the home and garden marketplace. Graves will be an exhibitor at this year's Ft. Worth show, and he gave viewers demos that anyone can use at home to easily update their room/wall and make it look fresh for pennies.
- d) DFW Closeup** (L-PA) January 23, 2011
- Topic: Super Bowl Festivities
- Guests: Jason Hutchins, XLV Party
- Description: Everyone is gearing up for the Super Bowl...not just for the game, but for the whole experience of having the big game in our backyard. There are hundreds of parties taking place in the DFW are over the weekend. We rolled a package in which Walt Maciborski gave us the highlights, and Hutchins enlightened us about one major 3-night, affordable party, the XLV Party.
- e) DFW Closeup** (L-PA) January 30, 2011
- Topic: Aromatherapy
- Guests: Suzi Batiz, Poo~Pourri
- Description: Aromatherapy: we talked about what it is and how it can affect one's mood. Batiz discussed the key essential oils and which areas they target. For example: *Lavender and chamomile* for relaxation; *Citrus, Mandarin and Grapefruit* to liven and give energy; *Bergamot and Lemongrass* to refresh and uplift. She also talked about how one can alter each room in the home with different scents.

- f) **DFW Closeup** (L-PA) January 30, 2011
- Topic: 2011 Wedding Trends
- Guests: Sarabeth Quattlebaum & Amanda Taylor, Sarabeth Events
- Description: We went over the wedding trends for the new year. We covered everything! The color of the year, wedding dress styles, flower arrangements, table seating and more. Viewers planning weddings or interested in weddings surely got some good ideas, whether they want to go with the trends or steer away from them.
- g) **DFW Closeup** (L-PA) February 06, 2011
- Topic: Valentine's Day at Home
- Guests: Elena Arsova, Astoria Caffe
- Description: Astoria Caffe is a European restaurant located in Addison. While many couples do enjoy eating out for Valentine's, others prefer to go the more economical route (or they simply wait too long to get a table!) So we focused on foods viewers can prepare at home for the day of love. Lots of finger foods...bruchetta, cheese and meat plate, dessert and wine.
- h) **DFW Closeup** (L-PA) February 13, 2011
- Topic: Ovo Cirque du Soleil
- Guests: Sebastien Savard, Show Violinist
- Description: Ovo is touring the country, and now it's in Dallas! Savard is the violinist...he explained the "behind-the-scenes" of Cirque: his story about how he got into it in the first place, what goes on backstage during the show, etc. He also explained Ovo's plot (without giving anything away!)
- i) **DFW Closeup** (L-PA) February 13, 2011
- Topic: Valentine's Tech Gifts
- Guests: Sean Kershaw, Geek Squad
- Description: Many couples are in long-distance relationships or relationships where one has to travel frequently. Kershaw explained different technologies that can make these couples feel closer, even enjoy a Valentine's Day meal "together".
- j) **DFW Closeup** (L-PA) February 13, 2011
- Topic: Couples Exercises
- Guests: Krys and Sam Davis, Co-Owners and Head Trainers
- Description: For Valentine's Day, we decided to do a segment on couple's exercises. The Davis' own a boot camp company in the DFW metroplex, and they showed our audience how they can get in shape with their sweetheart.

- k) DFW Closeup** (L-PA) February 20, 2011
- Topic: Reptiles for Pets
- Guests: Lisa Cockrell, PetSmart
- Description: When you think reptile, you probably think fangs and dirty. But as Cockrell showed us, reptiles can make great pets. Cockrell brought three reptiles to the studio to try to debunk common myths about reptiles. I even held a sweet bearded dragon.
- l) DFW Closeup** (L-PA) March 13, 2011
- Topic: Savor Dallas
- Guests: Jim White, Savor Dallas Founder
- Description: This segment highlighted the 7<sup>th</sup> Annual Savor Dallas fine dining event. It is three days long and takes place at various venues in the Dallas area. The event showcases various artists including singers, live painters, and chefs in an event that also tantalizes one's taste buds!
- m) DFW Closeup** (L-PA) March 20, 2011
- Topic: Three Dog Bakery
- Guests: Christy Howard, Three Dog Bakery and her three dogs
- Description: Christy talked about how to throw your doggy a festive birthday bash. So often now people incorporate their pets into human celebrations and this showed them how to do it in style. She also touched on what their specific bakery offers, which includes healthy snacks and treats for dogs. A good topic to touch on as pet obesity is more prevalent than ever.
- n) DFW Closeup** (L-PA) March 20, 2011
- Topic: Dallas Kids Expo
- Guests: Ebony Smith, Dallas Kids Expo – Founder/Director, Becky Brooks, Parent attending Dallas Kids Expo and Reagan Brooks, Becky's 6 month old daughter
- Description: The Dallas Kids Expo is an event in its third year. Founder Ebony Smith came on to talk about what it offers families and children. Not only is it a day of fun filled activities, but it showcases a variety of exhibitors and activities that can inform and enrich a family's lifestyle and choices. Becky Brooks and Reagan came on to talk about how they will be visiting a booth that will give them more information about using cloth diapers.

- o) DFW Closeup** (L-PA) March 20, 2011
- Topic: Makeup Tips
- Guests: Penny Sadler – Professional Makeup Artist
- Description: Penny Sadler is a very knowledgeable celebrity makeup artist. She can show girls and women how to apply makeup in such a way that will get them “camera-ready”. With social media outlets like Facebook and Twitter, she explained that it’s important to look fresh and beautiful all the time because it can certainly affect your professional lifestyle.
- p) DFW Closeup** (L-PA) March 27, 2011
- Topic: “Women on the Verge of a Nervous Breakthrough”
- Guests: Ruth Pennebaker, Author
- Description: Ruth is a former Dallas Morning News writer and radio reporter, and is now an acclaimed author. We talked about her most recent book, “Women on the Verge of a Nervous Breakthrough”, which is a fictional book that makes light of the economic recession. We talked about the characters in her book and hopefully gave the audience a good laugh in a time that’s not so funny for those unemployed and struggling.
- q) DFW Closeup** (L-PA) March 27, 2011
- Topic: Painting with a Twist
- Guests: Colleen Grant, Owner of Painting with a Twist - Grapevine
- Description: Painting with a Twist is a franchise art class that’s offered all over the US. Local Grapevine owner, Colleen Grant, came on the show to talk about this unique class where people can learn how to paint while enjoying a glass of wine and snacks. She talked about the benefits of painting and becoming more in touch with your artistic side. But what’s more fascinating is once a month, all of the proceeds from one of the art classes is donated to a local non-profit organization. This month the money will be sent to “Holton’s Drive”, a fund created to raise money for sudden infant death syndrome, after 5 month old Holton suddenly stopped breathing and died. It seems there are many benefits to checking out this art class.
- r) DFW Closeup** (L-PA) March 27, 2011
- Topic: Beauty Live 2011
- Guests: Steve Kemble, Celebrity Beauty Expert and Jennifer Lehmann, Junior League of Plano Director
- Description: This annual weekend (April 1-3, 2011) is the largest beauty event of the year. It takes place at the Galleria in Dallas and is filled with beauty experts, tips, celebrity appearances, hair advice, makeup product displays and much more...all for FREE! “PiNK’D” is a fundraising event that kicks off the entire weekend on Friday night. It is the only event that you need a ticket to and all proceeds go to support the Junior League of Plano. The JL is an organization that helps women achieve their very best while promoting volunteerism.

<b>ISSUE DESCRIPTION:</b>	<b>Crime &amp; Safety.</b> A key concern is how to educate the public on crime prevention, as well as safety issues.
<b>ISSUE DESCRIPTION:</b>	<b>Economy/Finance.</b> A key concern in the Dallas Fort Worth area is its economy and to educate consumers more about finance. Through local programming, KDAF provides information on how the economy is improving, special events taking place to boost the economy and educating consumers about finances.
a) <b><i>DFW Closeup</i></b>	(L-PA) January 16, 2011
Topic:	2011 Economic Predictions
Guest:	Jeremy Louder, QuadWealth
Description:	Louder discussed his economic predictions for 2011. Judging by the “writing on the wall”, he believes we will experience another crash this year. He gave advice to viewers about the best places to invest, discouraging the stock market.
<b>ISSUE DESCRIPTION:</b>	<b>Drugs and Alcohol.</b> A key concern in the community is drug and alcohol abuse. Education and prevention at an early age can prevent a lifetime of trouble.
<b>ISSUE DESCRIPTION:</b>	<b>Environment.</b> It is important that we equip our community with information about environmental concerns.
a) <b><i>DFW Closeup</i></b>	(L-PA) February 20, 2011
Topic:	Green Home Improvements
Guest:	Carlos Ruiz, Mr. Handyman
Description:	Ruiz came on DFW Closeup to explain multiple ways we can save money (and the environment) with simple home improvements.
b) <b><i>DFW Closeup</i></b>	(L-PA) February 27, 2011
Topic:	Crumbzz
Guest:	J Stephen Sadler, Crumbzz
Description:	Local crumb cake baker came on the show to talk about his business, how he got started, where his recipe comes from and his company's green efforts.

**The 33 News** addressed the following issues on its newscasts during the January 1, 2011 – March 31, 2011 period.

Issues addressed were:

- Health/Medical
- Education
- Arts & Entertainment
- Crime & Safety
- Economy/Finance
- Drugs & Alcohol
- Volunteerism
- Environment
- Family

## **HEALTH/MEDICAL:**

Issue: Health/Medical

Program: The 33 News

Date and Time: 5pm – January 01, 2011

Segment length (min:sec) :20

Description: Researchers find people with pre-diabetes who add almonds to their diet are less likely to develop full-blown diabetes.

Issue: Health/Medical

Program: The 33 News

Date and Time: 5pm, 9pm – January 04, 2011

Segment length (min:sec) 2:45

Description: A new blood test appears to detect single cancer cells among healthy cells.

Issue: Health/Medical

Program: The 33 News

Date and Time: 9pm – January 04, 2011

Segment length (min:sec) 2:00

Description: Many premature babies are born allergic to milk, including their mothers' milk.

Issue: Health/Medical

Program: The 33 News

Date and Time: 5pm – January 10, 2011

Segment length (min:sec) :20

Description: Several studies find organic produce has no more nutrients than conventionally-grown fruits and vegetables.

Issue: Health/Medical

Program: The 33 News

Date and Time: 5:30pm, 9pm – January 10, 2011

Segment length (min:sec) :40

Description: A doctor's bedside manner may actually help patients get better.

Issue: Health/Medical

Program: The 33 News

Date and Time: 5pm – January 14, 2011

Segment length (min:sec) :20

Description: The American Heart Association says Americans get about twice as much salt as they need, which could lead to high blood pressure.

Issue: Health/Medical

Program: The 33 News

Date and Time: 5pm – January 14, 2011

Segment length (min:sec) :20

Description: People who walk 10,000 steps a day have a higher response to insulin than other people, reducing their risk of developing diabetes.

Issue: Health/Medical

Program: The 33 News

Date and Time: 5pm – January 17, 2011

Segment length (min:sec) :25

Description: Researchers say splitting pills is dangerous because patients may not split them evenly and not get the needed dose.

Issue: Health/Medical

Program: The 33 News

Date and Time: 5pm, 9pm – January 17, 2011

Segment length (min:sec) 2:15

Description: Researchers say teens that are addicted to video games are more likely to be depressed and have bad grades.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 9pm – January 18, 2011  
Segment length (min:sec) 2:15  
Description: Doctors are using heat therapy to destroy tumors.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm, 9pm – January 20, 2011  
Segment length (min:sec) 1:00  
Description: The U.S. Surgeon General starts a campaign to encourage support for mothers who breastfeed.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm – January 21, 2011  
Segment length (min:sec) :15  
Description: Researchers believe doctors' ties can spread germs from one patient to another.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 9pm – January 24, 2011  
Segment length (min:sec) 2:05  
Description: Some cold remedies are safe for pregnant women to take.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 9pm – January 25, 2011  
Segment length (min:sec) 2:30  
Description: Studies show sleeping with pets or letting them lick you can pass along serious infections, including some that can be life threatening.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm, 9pm – February 01, 2011  
Segment length (min:sec) :20  
Description: Researchers find people with pre-diabetes who add almonds to their diet are less likely to develop full-blown diabetes.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm, 9pm – February 09, 2011  
Segment length (min:sec) :40  
Description: A study finds removing lymph nodes from breast cancer patients does not affect their rates of survival or recurrence.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 9pm – February 09, 2011  
Segment length (min:sec) 2:05  
Description: One North Texas hospital treated 179 people last week for injuries following slips on ice.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm – February 11, 2011  
Segment length (min:sec) :15  
Description: The company that makes the pregnancy-prevention pill "Plan B" asks the FDA for permission to see it to women of any age without a doctor's approval.

**Issue:** Health/Medical  
**Program:** The 33 News  
**Date and Time:** 5pm – February 14, 2011  
**Segment length (min:sec) :**35  
**Description:** The journal “Pediatrics” reports energy drinks can be dangerous for children and teenagers, especially those with diabetes or who have seizures or mood disorders.

**Issue:** Health/Medical  
**Program:** The 33 News  
**Date and Time:** 5pm – February 15, 2011  
**Segment length (min:sec) :**25  
**Description:** Researchers say obesity drastically increases the risk of a fatal heart attack, even if no other risk factors are present.

**Issue:** Health/Medical  
**Program:** The 33 News  
**Date and Time:** 9pm – February 16, 2011  
**Segment length (min:sec) :**2:10  
**Description:** Strokes are now a top 10 killer of children and young adults.

**Issue:** Health/Medical  
**Program:** The 33 News  
**Date and Time:** 5pm – February 23, 2011  
**Segment length (min:sec) :**25  
**Description:** Researchers find that playing violent video games does not desensitize children to violence.

**Issue:** Health/Medical  
**Program:** The 33 News  
**Date and Time:** 5pm, 9pm – February 28, 2011  
**Segment length (min:sec) :**1:00  
**Description:** Pediatricians say parents should often let a child’s fever run its course. Treatments that lower fever may extend the illness.

**Issue:** Health/Medical  
**Program:** The 33 News  
**Date and Time:** 5pm – March 03, 2011  
**Segment length (min:sec) :**20  
**Description:** People who take daily medicine for heartburn for long periods may be at risk for low levels of magnesium, which can lead to seizures, irregular heartbeat and muscle spasms.

**Issue:** Health/Medical  
**Program:** The 33 News  
**Date and Time:** 9pm – March 03, 2011  
**Segment length (min:sec) :**2:10  
**Description:** Researchers find a genetic link to sleepwalking, which could lead to new treatments.

**Issue:** Health/Medical  
**Program:** The 33 News  
**Date and Time:** 5pm – March 08, 2011  
**Segment length (min:sec) :**25  
**Description:** Texas is one of 15 states in the “diabetes belt”, a region identified by the Centers for Disease Control where more than 11% of people have diabetes, compared to 8.5% in the rest of the country.

**Issue:** Health/Medical  
**Program:** The 33 News  
**Date and Time:** 5pm, 9pm – March 09, 2011  
**Segment length (min:sec) :**40  
**Description:** The “Plan B” pill currently used to prevent pregnancy after unprotected sex also appears to work as traditional birth control.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm, 9pm – March 14, 2011  
Segment length (min:sec) :40  
Description: Women who drink 2-3 cups of coffee a day are 25% less likely to die of heart disease.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm – March 17, 2011  
Segment length (min:sec) :30  
Description: The adult asthma drug Xolair shows promise as a treatment for children with asthma.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 9pm – March 21, 2011  
Segment length (min:sec) 2:30  
Description: A study finds wealthy white women are at the greatest risk for skin cancer.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm, 9pm – March 23, 2011  
Segment length (min:sec) 3:20  
Description: A new study finds people who sleep only 4 hours a night eat an average of 320 more calories every day.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm, 9pm – March 26, 2011  
Segment length (min:sec) 3:05  
Description: Spring weather has many north Texans suffering from allergies.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm, 9pm – March 28, 2011  
Segment length (min:sec) 3:00  
Description: Researchers say for children and teens that are prone to depression, overuse of Facebook can push them over the edge.

## **ARTS & ENTERTAINMENT:**

## **EDUCATION:**

Issue: Education  
Program: The 33 News  
Date and Time: 9pm – January 26, 2011  
Segment length (min:sec) 1:50  
Description: The Dallas school district is facing larger class sizes because of budget cuts.

Issue: Education  
Program: The 33 News  
Date and Time: 5pm, 9pm – February 10, 2011  
Segment length (min:sec) 3:00  
Description: State budget cuts could force the Dallas school district to lay off 3,000 teachers and put as many as 60 students in some classes.

Issue: Education  
Program: The 33 News  
Date and Time: 5pm, 9pm – February 15, 2011  
Segment length (min:sec) 3:10  
Description: Some residents of Allen think it's a bad time to spend \$60 million on a new football stadium when state budget cuts could force teacher layoffs.

**Issue:** Education  
**Program:** The 33 News  
**Date and Time:** 5pm, 9pm – February 26, 2011  
**Segment length (min:sec)** 3:00  
**Description:** Hundreds of Dallas teachers turn out to sign up for a cash incentive in return for their resignation or retirement. The district is asking for volunteers to leave in an attempt to avoid layoffs.

**Issue:** Education  
**Program:** The 33 News  
**Date and Time:** 5pm, 9pm – February 28, 2011  
**Segment length (min:sec)** 2:55  
**Description:** The Little Elm school district, north of Dallas, plans to close 2 of its 10 campuses because of state budget cuts.

**Issue:** Education  
**Program:** The 33 News  
**Date and Time:** 9pm – March 02, 2011  
**Segment length (min:sec)** 1:55  
**Description:** North Texas parents plan a trip to Austin to encourage state law makers to make education a priority while looking for budget cuts.

**Issue:** Education  
**Program:** The 33 News  
**Date and Time:** 5pm, 9pm – March 15, 2011  
**Segment length (min:sec)** 2:50  
**Description:** Governor Perry and house leaders agree to tap the state's rainy day fund to close a budget shortfall. Demonstrators in north Texas are calling for that money to be used to avoid teacher layoffs and other cuts to education.

**CRIME & SAFETY:**

**Issue:** Crime/Safety  
**Program:** The 33 News  
**Date and Time:** 5pm, 9pm – February 14, 2011  
**Segment length (min:sec)** 1:05  
**Description:** Dallas city leaders hope increased police presence and new warning signs will improve safety along the Katy trail.

**Issue:** Crime/Safety  
**Program:** The 33 News  
**Date and Time:** 5pm, 9pm – March 08, 2011  
**Segment length (min:sec)** 3:05  
**Description:** Police in two north Texas cities are the first to get high definition dash cameras in their patrol cars. The enhanced video lets investigators see more clearly what happened in an incident, and read license plates from a greater distance.

**Issue:** Crime/Safety  
**Program:** The 33 News  
**Date and Time:** 9pm – March 15, 2011  
**Segment length (min:sec)** 2:25  
**Description:** Texas Health Presbyterian Hospital in Dallas opens a sexual assault victim's unit to help combat the growing number of rapes in the city.

**Issue:** Crime/Safety  
**Program:** The 33 News  
**Date and Time:** 5pm, 9pm – March 30, 2011  
**Segment length (min:sec)** 2:55  
**Description:** High tech tracking devices are making it harder for women to escape abusive relationships.

## **DRUGS & ALCOHOL:**

Issue: Drugs & Alcohol

Program: The 33 News

Date and Time: 5:30pm, 9pm – January 01, 2011

Segment length (min:sec) 1:40

Description: Police and sheriff's deputies arrest several people for drunk driving on New Year's Eve.

Issue: Drugs & Alcohol

Program: The 33 News

Date and Time: 9pm – February 28, 2011

Segment length (min:sec) 1:50

Description: A Texas legislator proposes making it a felony for a woman to use drugs while pregnant.

Issue: Drugs & Alcohol

Program: The 33 News

Date and Time: 9pm – January 07, 2011

Segment length (min:sec) 2:35

Description: Louisiana's governor bans the use of certain bath salts that some people are using to get high.

Issue: Drugs & Alcohol

Program: The 33 News

Date and Time: 5pm, 9pm – January 12, 2011

Segment length (min:sec) :40

Description: Texas legislators propose a statewide ban on the marijuana-like substance known as K2.

Issue: Drugs & Alcohol

Program: The 33 News

Date and Time: 9pm – January 18, 2011

Segment length (min:sec) 2:05

Description: Texas legislators consider a proposal to let first time drunk drivers avoid jail time.

Issue: Drugs & Alcohol

Program: The 33 News

Date and Time: 9pm – March 21, 2011

Segment length (min:sec) 2:35

Description: A Dallas Cowboys player is arrested for public intoxication, but because no blood alcohol sample was taken, the burden of proof lies with police.

## **ENVIRONMENT:**

Issue: Environment

Program: The 33 News

Date and Time: 9pm – January 22, 2011

Segment length (min:sec) 1:50

Description: Some Arlington school buses are now running on liquid propane.

Issue: Environment

Program: The 33 News

Date and Time: 9pm – January 29, 2011

Segment length (min:sec) 1:55

Description: A local hotel is popular with customers who want to go green because of its commitment to reduce trash and the amount of water used.

Issue: Environment

Program: The 33 News

Date and Time: 9pm – March 15, 2011

Segment length (min:sec) 2:40

Description: Texas lawmakers consider a proposal to require drilling companies to reveal all of the chemicals used in the "fracking" process used to retrieve natural gas.

Issue: Environment  
Program: The 33 News  
Date and Time: 9pm – March 25, 2011  
Segment length (min:sec) 1:55  
Description: Common household products can be used to kill weeds without using chemicals.

## **FAMILY:**

Issue: Family  
Program: The 33 News  
Date and Time: 9 pm – February 15, 2011  
Segment length (min:sec) 2:30  
Description: An app for mobile phones allows parents to know where their kids are at all times.

Issue: Family  
Program: The 33 News  
Date and Time: 9 pm – February 17, 2011  
Segment length (min:sec) 1:55  
Description: Experts say distraction by smart phones and social media is a leading cause of marital trouble and divorce.

Issue: Family  
Program: The 33 News  
Date and Time: 5pm, 9 pm – February 20, 2011  
Segment length (min:sec) 3:05  
Description: Dallas Cowboys quarterback Joe Kitna speaks at a North Texas church, where he encourages men to be leaders of their families.

Issue: Family  
Program: The 33 News  
Date and Time: 5pm, 9 pm – February 22, 2011  
Segment length (min:sec) 3:10  
Description: Researchers say viewing online videos of teenagers cutting themselves and committing other acts of self-injury could lead other teenagers to mimic the activity.

## **VOLUNTEERISM:**

## **ECONOMY:**

Issue: Economy  
Program: The 33 News  
Date and Time: 5pm, 9pm – January 12, 2011  
Segment length (min:sec) – 1:10  
Description: Gas prices have topped \$3 per gallon at some stations in North Texas.

Issue: Economy  
Program: The 33 News  
Date and Time: 5pm, 9pm – January 15, 2011  
Segment length (min:sec) – 3:05  
Description: Thousands of people, adults and teenagers, showed up to apply for 800 jobs at Six Flags Over Texas.

Issue: Economy  
Program: The 33 News  
Date and Time: 9pm – March 30, 2011  
Segment length (min:sec) – :40  
Description: President Obama calls for America to reduce dependence on foreign oil.

The local **Public Service Announcements** and the issues they address that aired on KDAF The 33 during the January 1, 2011 – March 31, 2011, period are listed below. The airdates and times of these PSAs are located in The 33's public file, exhibit A.

Issues addressed were:

- Environment
- Education
- Drugs and Alcohol
- Crime and Safety
- Arts and Entertainment
- Health/Medical
- Family
- Volunteerism
- Economy

**ISSUE DESCRIPTION:**

**Environment.** An important facet of our community is to keep Texas clean. Texas' slogan is "Don't Mess with Texas."

**ISSUE DESCRIPTION:**

**Education.** A key concern of the DFW community is the education of our children. Encouraging children to stay in school and the opportunities available are also important.

**ISSUE DESCRIPTION:**

**Drugs and Alcohol.** A key concern in the community is drug and alcohol abuse. Education and prevention at an early age can prevent a lifetime of trouble.

**ISSUE DESCRIPTION:**

**Crime and Safety.** A key concern is how to educate the public on Crime Prevention, as well as Safety Issues.

**ISSUE DESCRIPTION:**

**Arts/Entertainment.** Dallas offers an array of artistic and cultural events. However, many people are not aware of these events or of the diversity of our community.

**ISSUE DESCRIPTION:**

**Health/Medical.** Due to the continuous research and studies being conducted, public education on recent health concerns is at the forefront of our community's needs.

**ISSUE DESCRIPTION:**

**Family.** The aspects of the family unit have changed over the years. The importance of family is a key concern to the community.

**ISSUE DESCRIPTION:**

**Volunteerism.** An important facet of our community is to volunteer. The non-profit world is in need of volunteers to carry out their mission.

**ISSUE DESCRIPTION:**

**Economy/Finance.** A key concern in the Dallas Fort Worth area is its economy. Through local programming, KDAF provides information on how the economy is improving and special events taking place to boost the economy.

## January 2011 PSA LIST

HOUSE #	ADVERTISER	TITLE	LGTH	AIRDATE(S)
9065	EEO PSA (CW)	<b>EEO PSA</b>	:20	TFN
9026	Marines	<i>For Us All</i>	:30	12/1-TFN
		<i>Volunteer: Join the Marines...be a part of something great</i>		
9029	Ad Council/Hunger	<i>Matt/Steve</i>	:30	1/1-2/28
		<i>Family: Help feed the hunger by giving to a local food bank</i>		
9041	Nat'l Assoc. Broadcasters	<i>The Future of TV</i>	:30	1/1-1/31
		<i>Education: The future of television is HD, 3D and Mobile</i>		
9067	North Texas Food Bank	<i>Faces of Hunger</i>	:30	TFN
		<i>Donate: Donate to help feed the hungry in the Dallas/Fort Worth area</i>		
9070	Wounded Warrior Project	<i>Hand Warrior</i>	:30	1/1-1/31
		<i>Volunteer: Lets Vets know there is help out there when they return from War</i>		
9073	Ad Council/Boost	<i>US Army/HS Dropout</i>	:30	12/1-1/31
		<i>Education: Reminds parents how important it is..to help your kids stay in school</i>		
9123	Ad Council/Hunger Prev.	<i>1 in 8 - Const. Worker</i>	:15	1/1-TFN
		<i>Health: Reminds viewers about donating to local Food Banks</i>		
9153	Partnership for DrugFree.org	<i>Time to Talk/Flip Book</i>	:30	10/1-12/31
		<i>Health: Reminds parents to talk to their kids about drugs...and make it simple</i>		
9160	Nat'l Pest Mgmt. Assoc	<i>Least Wanted/Bed Bugs, Roaches, Mice</i>	:30	1/1-1/31
		<i>Health: Reminds viewers that house pests are dangerous to your health</i>		
9173	Harvard School of Public Health	<i>Mentor Program</i>	:30	1/1-1/31
		<i>Education: Informs viewers about the importance of being a mentor to child in need</i>		
9176	Drivers Edge	<i>Tales from the Junkyard</i>	:30	12/1-12/31
		<i>Safety: Reminds kids not to drive and text..it can kill</i>		
9179	TX Assoc of Broadcasters	<i>Regulated Childcare/Blindfolded Mom</i>	:30	1/1-1/31
		<i>Family: Reminds parents to make sure their childcare provider is state licensed</i>		
9255	TX Assoc of Broadcasters	<i>Court Appt. Special Advocate/Michael</i>	:30	1/1-1/31
		<i>Volunteer: Volunteer to help a child in need in the public court system</i>		
9288	Alcoholics Anonymous	<i>"I Thought"</i>	:20	6/1-TFN

	<i>Health: Informs viewers about how to seek help for Alcohol addiction.</i>			
9290	USO	<i>Good to Be Back</i>	:10	1/1-TFN
	<i>Volunteer: Reminds the public how important the United Services Org. is to our soldiers when they return</i>			

February 2011 PSA List

HOUSE #	ADVERTISER	TITLE	LGTH	AIRDATE(S)
9065	EEO PSA (CW)	<i>EEO PSA</i>	:20	TFN
9026	Marines	<i>For Us All</i>	:30	12/1-TFN
	<i>Volunteer: Join the Marines...be a part of something great</i>			
9029	Ad Council/Hunger	<i>Matt/Steve</i>	:30	1/1-2/28
	<i>Family: Help feed the hunger by giving to a local food bank</i>			
9031	General Mills/Program Exchange	<i>Suze Orman/401k</i>	:30	2/1-2/28
	<i>Finances: Reminds viewers to invest in a company matched 401K</i>			
9050	Surgeon General/CDC	<i>Stop Smoking</i>	:30	2/1-2/28
	<i>Health: Reminds viewers how important it is to get help to quit smoking</i>			
9052	Share Our Strength	<i>No Kid Hungry</i>	:30	2/1-2/28
	<i>Family: Reminds viewers about kids who might need food and we don't even know about it</i>			
9067	North Texas Food Bank	<i>Faces of Hunger</i>	:30	TFN
	<i>Donate: Donate to help feed the hungry in the Dallas/Fort Worth area</i>			
9075	Gynecological Association	<i>Cervical Cancer</i>	:30	2/1-2/28
	<i>Health: Reminds to get pap smears and test for cervical cancer</i>			
9101	Boys Town Hotline	<i>Dad follows Teen</i>	:30	2/1-2/28
	<i>Family: Reminders parents about keeping up with their teens</i>			
9182	Peace Corp	<i>Conversation..Do you Have what it takes?</i>	:30	2/1-2/28
	<i>Volunteer: Reminders viewers about what a life changing decision the Peace Corp can be</i>			
9123	Ad Council/Hunger Prev.	<i>1 in 8 - Const. Worker</i>	:15	1/1-TFN
	<i>Family: Reminds viewers about those going hungry in our neighborhood</i>			
9153	Partnership for DrugFree.org	<i>Time to Talk/Flip Book</i>	:30	10/1-12/31
	<i>Health: Reminds parents to talk to their kids about drugs...and make it simple</i>			
9175	Traffic911	<i>Human Trafficking/Kevin Thornton</i>	:30	1/3-1/31
	<i>Education/Family: Informs viewers about human sex trafficking</i>			

9176	TX. Assoc of Broadcasters	<i>Regulated Childcare/Blindfolded Mom</i>	:30	2/1-2/28
	<i>Family: Reminds parents to make sure their childcare provider is state licensed</i>			
9230	College.gov	<i>Charlie</i>	:30	2/1-2/28
	<i>Education: How to log on and find money for college</i>			
9288	Alcoholics Anonymous	<i>"I Thought"</i>	:20	6/1-TFN
	<i>Health: Informs viewers about how to seek help for Alcohol addiction.</i>			
9290	USO	<i>Good to Be Back</i>	:10	1/1-TFN
	<i>Volunteer: Reminds the public how important the United Services Org. is to our soldiers when they return</i>			

March 2011 PSA List

HOUSE #	ADVERTISER	TITLE	LGTH	AIRDATE(S)
9065	EEO PSA (CW)	<i>EEO PSA</i>	:20	TFN
9026	Marines	<i>For Us All</i>	:30	12/1-TFN
	<i>Volunteer: Join the Marines...be a part of something great</i>			
9030	PETA	<i>Anti-Chaining</i>	:30	3/1-3/31
	<i>Volunteer: Reminding viewers about how inhumane it is to chain a dog up in the yard</i>			
9044	Texas Neurofibromatosis	<i>Dining Out in Dallas Fundraiser</i>	:10	3/1-3/31
	<i>Health: Lets viewers know about a special event raising money for Neurofibromatosis</i>			
9057	Teachers Count	<i>Landon Donovan</i>	:30	3/1-3/31
	<i>Education: Reminds viewers about how important teachers and coaches are in our children's lives</i>			
9067	North Texas Food Bank	<i>Faces of Hunger</i>	:30	TFN
	<i>Donate: Donate to help feed the hungry in the Dallas/Fort Worth area</i>			
9082	Rotary Club	<i>Put An End To Polio</i>	:30	3/1-3/31
	<i>Health: Reminds viewers about research being performed to help put an end to polio</i>			
9091	COPD	<i>Billy Ray Cyrus</i>	:30	3/1-3/31
	<i>Health: Let viewers know about COPD symptoms and how to get help for it</i>			
9110	Girls Scouts	<i>Park Girls</i>	:30	3/1-3/31
	<i>Volunteer: Reminds viewers how important the Girl Scouts are and all the things they are involved in</i>			
9123	Ad Council/Hunger Prev.	<i>1 in 8 - Const. Worker</i>	:15	1/1-TFN
	<i>Family: Reminds viewers about those going hungry in our neighborhood</i>			
9136	Texas Land Office	<i>Save Texas Land</i>	:30	3/1-3/31
	<i>Environment: Reminds viewers how important Texas landmarks are and how to help preserve them</i>			

9153	<b>Partnership for DrugFree.org</b>	<b>Time to Talk/Flip Book</b>	:30	10/1-12/31
	<i>Health: Reminds parents to talk to their kids about drugs...and make it simple</i>			
9168	<b>American Red Cross</b>	<b>Heartbreak to Hope</b>	:30	3/1-3/31
	<i>Volunteer: Reminds viewers about the importance of American Red Cross and all they do</i>			
9187	<b>Ad Council/Substance Abuse</b>	<b>Dude Got Back</b>	:30	3/1-3/31
	<i>Health: Reminds viewers about how important friendship is..and how to help friends with abuse or mental issues</i>			
9198	<b>Ad Council/Arthritis Foundation</b>	<b>James/Dancing</b>	:30	3/1-3/31
	<i>Health: How to get help or info about Arthritis</i>			
9288	<b>Alcoholics Anonymous</b>	<b>"I Thought"</b>	:20	6/1-TFN
	<i>Health: Informs viewers about how to seek help for Alcohol addiction.</i>			
9290	<b>USO</b>	<b>Good to Be Back</b>	:10	1/1-TFN
	<i>Volunteer: Reminds the public how important the United Services Org. is to our soldiers when they return</i>			