

**The 33  
KDAF-TV**

**QUARTERLY ISSUES/PROGRAMS LIST**

**2<sup>nd</sup> 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 April 1, 2011 – June 30, 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 April 1 – June 30, 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.

***Dr. Steve*** is a 30-minute health, wellness and lifestyle program for families hosted by Dr. Steven Salvatore, a board certified Emergency Medicine physician who has served as the health expert on *PIX11 Morning News* in New York since 2005. *Dr. Steve* airs Sunday from 10:30 – 11:00am.

***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 nightly, Monday - Friday, 5:30 – 6:00pm, from April 01 through May 07, when it was discontinued, Saturday, 5:30pm – 6pm and Sunday, 5:30pm – 6pm.

## DFW CLOSEUP

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

- a) DFW Closeup** (L-PA) April 10, 2011
- Topic: Fitness Tips from Kelli Calabrese
- Guests: Kelli Calabrese – renowned fitness expert
- Description: Many people want to work out or lose weight, but can never seem to find a way to live that healthy lifestyle. Kelli Calabrese is a fitness expert and teaches boot camps in Argyle and had valuable advice to share on how to “Spring” Shape Up your fitness. She talked about the 4 pillars of fitness: Exercise, Detoxification, Re-nourishing and Rest. She also brought “Isagenix” on set, which is a detox system that she speaks very highly of. In addition, she showed us different items, such as a “portion plate” which shows how big the portions of food we eat should actually be. Her interview was informative and eye-opening; hopefully giving viewers a new outlook on taking care of their bodies.
- b) DFW Closeup** (L-PA) April 17, 2011
- Topic: Indoor Tanning Alternatives
- Guests: Sinead Norenus - Esthetician
- Description: Sinead has 16+ years experience in the beauty and skin care industry. She talked about how risky tanning in an indoor bed can truly be – particularly for teenagers. We discussed the proposed banning teens from tanning bed law, and how this might benefit these teenagers. She also talked about her self-tanning products, “beautisol”, which offer women a way to stay bronze without hitting the beds or tanning in the sun.
- c) DFW Closeup** (L-PA) April 17, 2011
- Topic: Plano Aesthetics
- Guests: Dr. Jeffrey Caruth
- Description: Dr. Jeffrey Caruth is a cosmetic surgeon always looking for the latest and best technology to deliver to his patients, including many procedures that do not include being “put under”. With a recent upsurge in cosmetic procedures, this segment was beneficial because it showed women the types of procedures that do not require them to go under and also offer just 1-2 days to recover. Less dangerous and less painful ways to get the body results they're looking for that they can't seem to battle by going to the gym and healthy eating alone.
- d) DFW Closeup** (L-PA) May 15, 2011
- Topic: Free to Breathe 5K Run/Walk
- Guests: Dr. Joan Schiller – UTSW Oncologist and Charles Florsheim – Cancer survivor
- Description: Charles Florsheim is a lung cancer survivor who was treated under Dr. Joan Schiller's care. He shared his touching story with us and Dr. Schiller explained how lung cancer is often overlooked with less research funding than most other cancers. She explained the signs and symptoms and why it's important to be aware and informed about lung cancer. Dr. Schiller also created the National Lung Cancer Partnership to raise awareness and money for research and treatment. She and Charles created the “Free to Breathe 5K Run/Walk” and we discussed this event and how the community can get involved and participate. All of the money would go to the National Lung Cancer Partnership.

- e) DFW Closeup** (L-PA) May 22, 2011
- Topic: Preventing Bed Bugs
- Guests: Ryan Stroud – Truly Nolan Manager
- Description: Ryan Stroud is from Truly Nolan (pest-control company) and came on to explain to our viewers what bed bugs are and how the spread and infestation of these pests can be prevented Memorial Day was just a week away when this aired, and just beyond that summer travel season starts up. This was a very timely segment to show viewers how to properly protect themselves from bed bugs and ways to research if a hotel they're staying at is infested.
- f) DFW Closeup** (L-PA) May 29, 2011
- Topic: Baby Begin
- Guests: Jennifer Todd-Barnard
- Description: Plagiocephaly, known as a "flat head", is almost an epidemic in infants these days due to the push for parents to avoid Sudden Infant Death Syndrome (SIDS) by encouraging them to lay babies on their backs. Jennifer Todd-Barnard is a pediatric occupational therapist who knows this all too well and came on the show to shed some light on the issues. Many parents do not understand that "tummy time" is vitally important to babies from the day they come from the hospital. Different positions and less "swing and bouncer" time can help parents keep their baby's head well-rounded and normal. Jennifer shared tips on preventing plagiocephaly, which will hopefully guide some parents in the right direction and keep babies out of the helmets that would have to be worn for months at a time to re-shape the head.
- g) DFW Closeup** (L-PA) June 19, 2011
- Topic: Dr. Tattoff
- Guests: Emily Holmes – Dr. Tattoff Medical Director
- Description: Dr. Tattoff is a California-based celebrity owned tattoo removal clinic that just recently opened in Dallas! Celebrity doctor/dermatologist, Dr. Will Kirby, is the founder of it all and wanted to bring the clinic to Dallas because he feels Dallas people are in tune with the trends and professionalism of this city, and believes people here would be receptive and have a desire for tattoo removal. Emily Holmes came on the show to discuss the process of how it works, why it works and what it feels like. I feel this segment likely gave some hope to those who made an "oopsie" tattoo mistake, but now know they have the option of having it successfully removed!
- h) DFW Closeup** (L-PA) June 19, 2011
- Topic: Ear Infection Prevention
- Guests: Dr. Harold Katz - Bacteriologist
- Description: New research shows that ear infections don't start in the ear, but rather in the throat and spread to the ear. Dr. Harold Katz is a dentist and bacteriologist that came on to share this important information. He explained what an ear infection is and tips on how to prevent them altogether. He also has some unique pro-biotic products that can help both kids and their parents beat sore throats, bad breath and ear infections.

- i) DFW Closeup** (L-PA) June 19, 2011
- Topic: My Private Chef
- Guests: Holly Muller – MPC Founder
- Description: Holly is a chef that was inspired to create healthy, nutrient-rich meals because of her family members that suffered from heart disease, diabetes and allergies. She focuses on creating flavorful, easy-to-make recipes that will also help people lose weight. Holly shares her recipes and also makes dishes in bulk, freezes them and then sends them to customers that cannot cook or wish to have cooking assistance. She now offers cooking classes to help people eat right, one recipe at a time! She also did a demo on set to show how easy it can be to eat right.

**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) April 10, 2011
- Topic: Spring Cleaning Your Garage
- Guest: Paige Northen – Closets by Design
- Description: Paige Northen joined us on the show to explain how to tackle garage “spring cleaning” fast and efficiently, as this can sometimes be a daunting task. She brought different items on-air to show viewers how they can easily organize items by using space in a smart way. She also offered advice on how to be safe (keep cleaning products and other hazards out of children's reach) and keep on top of staying organized so that spring cleaning isn't such a pain each and every year.
- b) DFW Closeup** (L-PA) April 17, 2011
- Topic: “Stop Looking for a Husband”
- Guest: Marina Sbrochi - Author
- Description: Marina's first marriage ended in divorce, so she thought about how she contributed to the failed relationship. This inspired her to write her latest book, “Stop Looking for a Husband – Find the Love of Your Life”. The book encourages women to be confident, be themselves, and to not look for the ideal “man”, but rather the ideal man for each individual woman. On set she shared some great advice before tying the knot with just anyone.
- c) DFW Closeup** (L-PA) April 24, 2011
- Topic: Defeating Autism
- Guest: Dr. Amber Brooks, Portia Hopkins
- Description: Autism is becoming an increasingly common disease and usually it is thought of as an “incurable” disorder. But a local Defeat Autism Now! Doctor, Amber Brooks, strongly disagrees with this. She works with children on the Autistic spectrum each and every day and has seen them make progress and even overcome the disease. She says that while there is no known cause of Autism, she feels it can happen from a variety of factors like environmental surroundings, foods we eat, and also genetics. One of her patient's mothers also came on to tell us about her son and when he was diagnosed and symptoms he was showing. She explained the wonderful progress he is making with Dr. Brooks. Dr. Brooks believes autistic children shouldn't just be treated with drugs, but rather dig down deep into each child's specific problems and make lifestyle changes according to their needs.

**d) DFW Closeup** (L-PA) May 15, 2011

Topic: Dallas Lighthouse for the Blind

Guest: Blake Lindsay – Director of Communications for the Dallas Lighthouse

Description: Blake Lindsay has been blind since he was an infant, but that hasn't stopped him from living life to the fullest. He still works and communicates with others through the technology and offerings at the Dallas Lighthouse for the Blind. This is the oldest organization of its kind in Texas and Lindsay discussed its rich history with us as well as the opportunities it gives the visually impaired. He highlighted an upcoming open house in which everyone in the community was invited to.

**e) DFW Closeup** (L-PA) May 22, 2011

Topic: Abby Rike - Author

Guest: Abby Rike – Author and former Biggest Loser contestant

Description: Abby Rike lost her entire family in a car accident back in 2006. Her life turned completely upside-down knowing she would have to continue living her life without her husband, 5-year-old little girl, and 2 ½ week old baby. She had a rough road and gained a lot of weight after they died; eventually hitting rock bottom. That's when she decided to audition for the Biggest Loser. She thought, "If I feel better physically, maybe it can impact me emotionally". And it did: it helped turn her life around and find a new purpose. Her story has attracted millions of fans and supporters, and her new book "Working it Out: A Journey of Love, Loss and Hope" is helping others "see the light" in life's tragedies. Her story is identifiable with almost everyone and hopefully it impacted DFW Closeup viewers in the same inspirational way.

**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) May 29, 2011

Topic: Fair Hill School in Dallas

Guest: Lissa Dallas, Sam Wieland and Andrew Bitterman

Description: Fair Hill School in Dallas caters to children with learning disabilities to help them overcome difficulties in life. Lissa Dallas is a Spanish teacher at the school who came up with a very unique program to help kids speak better. With the mixture of Spanish and Shakespeare, high students like Sam Wieland and Andrew Bitterman, who are both dyslexic, have become more confident and better speakers using acting in these plays. The opportunity to mix Spanish and Shakespeare makes learning a foreign language much less embarrassing and in fact helps them excel. That's what this school is all about.

**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) April 17, 2011

Topic: Carino's Autism Fundraiser

Guest: Cade Hall – Carino's Chef & Jamie Roddy – Autism Speaks rep

Description: Carino's Italian is hosting an Autism fundraiser throughout the month of April, as it is Autism awareness month. Each person that dines in to eat their Pasta Harvest \$8.99 all you can eat pasta bowls, \$1.00 will go to two Autism organizations – Autism Speaks and Autism Society. Their goal is to raise \$50,000 to donate \$25,000 to each organization. This gives the community a way to enjoy some delicious food and help others at the same time.

**b) DFW Closeup** (L-PA) May 15, 2011

Topic: East Lake Pet Orphanage

Guest: Dr. Brittney Barton and two lab/terrier puppies

Description: ELPO brings on 2 adoptable puppies (Ike and Tina – brother and sister) during this show. She explained what families they would mesh well with and what their personalities are like. This segment will become a monthly feature, to hopefully showcase some wonderful potential pets and find them new, loving homes. A win-win for the animals and our viewers!

**ISSUE DESCRIPTION:** **Arts and 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. Occasionally, we share with our audience various arts and entertainment activities including, music, film, dance, theater, museum and visual arts venues, and festivals taking place in the Dallas/Fort Worth area.

**a) DFW Closeup** (L-PA) April 03, 2011

Topic: Dallas Blooms

Guest: Cris Emrich, VP of Marketing for Dallas Arboretum

Description: Cris and I talked about all of the family-friendly great events that the Dallas Arboretum is currently offering. We also discussed "Dallas Blooms", which is their biggest showing of flowers during the springtime. A beautiful sight to see, named by MSN as one of the top 14 places in the world to see flowers! We talk about the process of planting bulbs and how long it takes for them to grow from there. It was very informative and interesting.

**b) DFW Closeup** (L-PA) April 03, 2011

Topic: Easter Party Ideas

Guest: Sarabeth Quattlebaum, Founder Sarabeth Events and Amanda Taylor, Co-Founder

Description: Sarabeth and Amanda from Sarabeth Events came on our show to talk about easy, cheaper than store bought ways to throw a festive Easter party. They shared how to create a beautiful flower bouquet from home, and also what craft stores you can find and make festive decorations. They also shared healthy alternative activities for kids to do instead of just eating candy and junk. Lastly, Amanda shared with viewers where to find her great grandma's carrot cake recipe for something extra special.

- c) DFW Closeup** (L-PA) April 03, 2011
- Topic: bolarti Bags
- Guest: Wendi McGowan – Founder of bolarti
- Description: Wendi McGowan created a very unique line of handbags called “bolarti” bags. She hand paints each and every purse on an artist canvas and has a seamstress turn it into a purse. It takes hours of time and gives each bolarti creation her own personal touch. She plans to start making bolarti accessories and male items, too. Wendi can sell purses on the spot via an iPhone application and unique device. Best part of all, she donates 10% of all of her proceeds to Booker T. Washington High School because she believes very strongly in education.
- d) DFW Closeup** (L-PA) April 03, 2011
- Topic: National “Cheese” Fondue Day
- Guest: Jeff Raines, Melting Pot Addison Owner and Bryan Kegley, Melting Pot Addison Server/Cook
- Description: Jeff and Bryan are from the Melting Pot in Addison and came on to talk about the second annual “National Cheese Fondue Day”. They shared their delicious cheddar cheese fondue recipe with us and even did a demonstration on set. We talked about The Melting Pot cook book and what type of recipes there are to choose from to make from the comfort of your own home on April 11 – National Cheese Fondue Day.
- e) DFW Closeup** (L-PA) April 10, 2011
- Topic: Philanthropist Fashion Designer
- Guest: Shirin Askari – Fashion designer/former project runway contestant
- Description: Shirin Askari is local designer who was on Season 6 of Project Runway. The 26-year-old is an inspiration to many young women wanting to make a career in the world of fashion. She talked about her journey on Project Runway and the hard work she put in to making her dreams come true. She was also one of the “Fresh Faces” of Fashion for 2011 and helped to raise money for The North Texas Suicide and Crisis Center, which we also talked about on the show. Askari is very philanthropic and we discussed various ways the community can help her raise money for charities (via fashion shows, luncheons, etc.).
- f) DFW Closeup** (L-PA) April 10, 2011
- Topic: Bieb Bags
- Guest: Ellissa Wiseman, Founder of Bieb Bags, Ava & mom Jill Steinbach, beneficiaries of Bieb Bags and Val Warner, The Village Church
- Description: Ellissa Wiseman is a young teen set out to make a difference in the world. Through her mom’s friend who makes purses, she came up with the idea to partner with her to make “Bieb Bags”. These are Justin Bieber purses made out of vinyl records; a very unique item that also benefits the community. Ellissa and her mom chose various charities to donate a portion of their proceeds to. Young Ava Steinbach and her mother, Jill, also came on the show to talk about how the Bieb Bag idea has helped them out. Ava has a rare disease and the money they’ve received through Ellissa’s donations has made a world of difference to them. We explained how the viewers could purchase a “Bieb Bag” to help “pay back” to their community, while also sporting a heart throb fashion item.

- g) DFW Closeup** (L-PA) May 01, 2011
- Topic: Seafood Cooking
- Guest: Rick Oruch – Sea Breeze Fish Market and Grill
- Description: Rick came on to show viewers how simple and easy it is to make a delicious and healthy seafood dish. Many people think this can be daunting, when in reality; it is a very time effective meal. Rick took us through the process of how to actually select the right good-quality seafood, prepare, and serve it up. Sea Breeze Fish Market and Grill is also one of the rare fish market locations in the DFW area that offers some of the freshest, best quality fish around, so this informed North Texans of a great option to shop and eat at!
- h) DFW Closeup** (L-PA) May 15, 2011
- Topic: Taste Addison
- Guest: Barbara Kovacevich – Special Events Planner for Town of Addison
- Description: Taste Addison is an annual extravaganza showcasing more than 80 restaurants in the Addison area. The three day event has food and drinks that suit anyone and everyone's taste buds, but it is also a family friendly environment with cooking shows to see, contest to watch, and music to listen to. Barbara helps plan Taste Addison and she gave viewers an in-depth rundown of what they can expect this year!
- i) DFW Closeup** (L-PA) May 22, 2011
- Topic: Bella Rose Jewelry
- Guest: Tami Morris – jewelry designer and Katy Palermo – jewelry designer
- Description: Tami and Katy are a sister jewelry design team who created “Bella Rose Jewelry”, offering one-of-a-kind necklaces and bracelets in the Dallas-Fort Worth area. The inspiration behind these pieces comes from their late mother who they lost to breast cancer. Because of that, they donate a portion of their proceeds to breast cancer research. They hand-make and can custom create jewelry pieces made out of rosary beads and holy medals of European descent that are up to 50-150 years old. On a recent Mother's Day, the sisters found a hidden box full of loose holy medals giving them inspiration to start this business. Their jewelry can be found at SWAG in North Park and Maverick in Fort Worth.
- j) DFW Closeup** (L-PA) May 29, 2011
- Topic: Memorial Day Documentary
- Guest: Jarod O'Flaherty
- Description: At the request of his late grandmother, Jarod O'Flaherty decided to put his film-making and documentary skills to the test: creating an hour and a half movie with stories of men and women who are World War II veterans. This was a very timely documentary in that he came on the show during Memorial Day weekend. He filmed more than 3 hours worth of interview from 20 different veterans. He heard stories that these veterans could give vivid details of, although many are in poor health. Honoring our fallen soldiers is what Memorial Day is all about and this segment was hopefully a great reminder of that; giving viewers an opportunity to check this film out over the weekend.

- k) DFW Closeup** (L-PA) May 29, 2011
- Topic: Lone Star Park
- Guest: G.W. Hail
- Description: Lone Star Park at Grand Prairie is a family friendly horse-racing park with many fun-filled events to check out! The VP who came on our show says Memorial Day weekend is THE time to come out and check out horse racing. He gave a detailed run-down of what people could expect and the many exciting events going on. It was a fun, informative segment, giving North Texans a great option to check out for the special holiday.
- l) DFW Closeup** (L-PA) June 12, 2011
- Topic: Planet Burrito
- Guest: Dante Ramirez – VP of Planet Burrito and Jeff Pedigo – Hope for the Hungry rep
- Description: Planet Burrito is a casual Mexican Cuisine restaurant located in Southlake that donates a portion of its proceeds for a week every month to a local charity. Dante came on air to showcase some new flavor combinations and how what they offer – the food is pretty authentic and delicious! Jeff Pedigo, with Hope for the Hungry, also came on and talked about what their organization is all about and what it means to get assistance in raising money for their charity.
- m) DFW Closeup** (L-PA) June 19, 2011
- Topic: 8 Murders a Day
- Guest: Charlie Minn - Filmmaker
- Description: Charlie Minn traveled to Juarez, Chihuahua in Mexico to find out first-hand what's really going on there. The city is reportedly in an all-out drug war. Minn didn't get a whole lot of answers, but what he did learn is that this is a city filled with violence, corruption and families losing beloved members for no apparent reason and no justice or repercussions following these murders. Minn questions whether or not this even is a drug war. He is on a mission to bring light to this war that has been going on for more than 4 years and has lost more lives than 9/11 and all of the wars in the Middle East. Minn feels not many people know these statistics, so he created this documentary, 8 Murders a Day, and is now traveling the U.S. to enlighten Americans about this issue and hopefully get more people talking and get U.S. Troops involved before it spills over even further north in America.
- n) DFW Closeup** (L-PA) June 23, 2011
- Topic: Hillsboro, TX Vacation
- Guest: Greg Solomon – Chamber of Commerce Executive Director
- Description: People in Hillsboro, Texas know their town as a “hidden treasure”. Greg Solomon came on to talk about its rich history, founded back in 1881, and all of the unique museums and landmarks to check out. This segment gave viewers an opportunity to learn more about a possible vacation destination that's only about an hour away. The town also has two lakes, fine dining – lots to see and do for the entire family without having to jump on a plane to a far away destination.

**o) DFW Closeup** (L-PA) June 23, 2011

Topic: Kaboom Town

Guest: Barbara Kovacevich – Addison Special Events Planner

Description: Kaboom Town is highly recognized and rated as one of the best fireworks displays in the United States. Barbara Kovacevich plans most of the events in the town of Addison, where the show takes place, and gave us a detailed rundown of what’s happening this year. In addition, she also talked about how the community can give back to our troops by participating in “Silver for Service” and of course attend the 25 minute song-fireworks choreographed show and also enjoy and “After Party” to beat the traffic following the show.

**p) DFW Closeup** (L-PA) June 23, 2011

Topic: 4<sup>th</sup> Party Planning

Guest: Erin Zopolsky – Zevents President

Description: Many couples just tied the knot during the spring and early summer months, so what better time to kick off your marriage right by hosting a party? Erin is a special events planner and gave some great tips on how couples can share duties and host a fantastic July 4<sup>th</sup> party just in time for Independence Day! Her tips included how to incorporate wedding gifts into the party, how to get the husband involved, how to save money and tips on throwing a safe pool party.

**ISSUE DESCRIPTION:** **Crime & Safety.** A key concern is how to educate the public on crime prevention, as well as safety issues.

**a) DFW Closeup** (L-PA) April 24, 2011

Topic: Home Safety / Emergency Preparedness

Guest: Cassandra Wallace – City of Dallas Office of Emergency Management

Description: Cassandra Wallace joined us from the City of Dallas Emergency Management team to explain the importance of being prepared in an emergency situation. This was very relevant with all of the natural disasters going on worldwide, here in the U.S. and even in the North Texas area. Severe storm season is also now upon us so this gave viewers a great overview of how they should be prepared. This advice included preparing an emergency kit for both home and your car. Cassandra showed the viewers what to pack in these bags (i.e. flashlights, batteries, first-aid material) and talked in depth about the various weather radios, like the Eton Corp Weather Radio that can alert people of severe weather during the night if they are asleep. Planning an emergency game plan with your family is also very critical.

**b) DFW Closeup** (L-PA) April 24, 2011

Topic: TXDOT Motorcycle Campaign

Guest: Sgt. Michael Cagle – Ft. Worth Police Department

Description: “Seeing Them is Saving Them” is the name of this year’s TXDOT motorcycle campaign. During the time that this segment aired, these public service announcements were playing on TV to bring awareness to the community on how to be aware of motorcyclists. Sgt. Cagle is a motorcycle cop who gave us astounding statistics like 66% of motorcycle crashes result in death or injury and usually it’s because a vehicle simply does not see them on the roads. Sgt. Cagle offered tips like doing a double take at stop lights and stop

signs, being respectful by realizing motorcyclists have the same rights and privileges as other vehicles, give them space, and anticipate “next steps” by being aware of what’s going on all around them.

- c) DFW Closeup** (L-PA) June 12, 2011
- Topic: Love is Louder
- Guest: Cameron Ernst – Singer/Songwriter
- Description: Cameron is on a mission to stop bullying by joining a nationwide movement called “Love is Louder”. He travels around the country to various high schools to spread love by singing a song he’s personally written (which he also named Love is Louder) and talks to high school students. He aims to uplift them and encourages them to be themselves. He came on the show to sing his song and spread the word against bullying on the show, which hopefully inspired some of our viewers!
- d) DFW Closeup** (L-PA) June 12, 2011
- Topic: Firelce
- Guest: Peter Cordani – Chief Technology Director of Firelce
- Description: Nowadays, wildfires seem to be ripping across Texas and the U.S. at a rapid and more frequent rate! Firelce is a new product on the market intended to PREVENT fires from even starting. At the time of this taping, the Arizona wildfires were in full force and the Firelce team was heading out right after the segment to lend a helping hand. They did an on-air in-studio demonstration of how the product works – even dipping his hand in it, which when mixed with water turns to gel, and torched his hand with a 2,000 degree flame! It protected him! The product can be sprayed on the outside of a home or building to protect it from fires. It is eco-friendly and easily washes off with water. Hopefully this gave North Texans an option to feel at ease, especially during the hot, dry summer months which can spark a fire and destroy homes at any time.
- e) DFW Closeup** (L-PA) June 23, 2011
- Topic: Run On!
- Guest: Jennifer Kimble – Class Training Coordinator
- Description: With summer in full force here in Texas, temperatures have skyrocketed to above 100 degrees. This can cause heat advisories and often making it uncomfortable to workout outside. Jennifer Kimble is a class coordinator for Run On!, which is both a store and running class that the community can check out. She’s an expert on knowing how to “beat the heat” and stay safe while working out outdoors. She brought various items to show viewers ways that they can stay cool and hydrated during these hot summer months.

**ISSUE DESCRIPTION:** **Economy/Finance.** 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) DFW Closeup** (L-PA) May 01, 2011

Topic: Goodwill Apparel

Guest: Kristen Bostick – Goodwill Ft. Worth, David Cox – Senior VP of Retail Sales, Kate Adams – model and Shay Johnson - model

Description: Kristen Bostick vowed to wear Goodwill clothing throughout the entire month of April. She came on to tell us about her journey and how she saved tons of money. She explained how shopping at Goodwill doesn't mean you're sacrificing your fashion, and by spending money there, you are actually helping those in need. Two models also showed off two different outfits, wearing name-brand, in-season, fashionable clothing and how much they were originally priced out, and how much money the outfit actually costs through Goodwill.

**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.

**a) DFW Closeup** (L-PA) April 24, 2011

Topic: Prescription Drug Take Back Day

Guest: Dr. Harold Urschel – Addiction Specialist

Description: Dr. Harold Urschel explained to us the dangers of keeping unused or expired prescription drugs in a household. Pill addiction is more prevalent than ever before and can be just as lethal as being addicted to illegal drugs. He told us about the "DEA Take Back Day" where residents can confidentially toss unused pills for free at various North Texas locations. He also talked about his rehab center, which gives hope to those who are suffering from any sort of substance abuse, as addiction affects not only the person addicted, but his or her family and friends, as well.

**b) DFW Closeup** (L-PA) May 01, 2011

Topic: Treat Texas Campaign

Guest: Jennifer Gilley – Treat Texas Campaign and Stevie Hansen – Treat Texas Campaign; also in recovery

Description: The 82<sup>nd</sup> Texas Legislature is in full force and it's been proposed to cut millions of dollars in state funding for drug and alcohol addiction programs. The "Treat Texas Campaign" is a coalition of people and groups hoping to put a stop to this and in fact, get more money for state funding. They say this affects everyone – including people who do not have drug and addiction problems. 1 out of every 10 people is struggling with chemical dependency and this could impact their family, friends and people they come across every single day. Additionally, Jennifer Gilley says this will actually save tax payer money in the long run. Stevie Hansen told her story about struggling with drugs and alcohol, and explained how she would be dead if it wasn't for the state-funded programs that kept her alive.

**ISSUE DESCRIPTION:**        **Environment.** It is important that we equip our community with information about environmental concerns.

- a)        *DFW Closeup***        (L-PA) May 01, 2011
- Topic:                            Defeating Mold – House Doctors
- Guest:                            Bill Farley – House Doctors
- Description:                    Texas has one of the highest flood rates in the United States, and that means water can be seeping into cracks and crevices of our homes. This is especially relevant because it's rainy season. Bill explained what mold is, why it thrives and how fast it can grow, and the detrimental effects it can have on our health. He also told us the steps we can take to kill it effectively (using a bleach mixture), while protecting our health at the same time (by wearing latex gloves and a mask).
- b)        *DFW Closeup***        (L-PA) May 22, 2011
- Topic:                            Protecting Your Home from the Heat
- Guest:                            David Scott – Mr. Handyman Owner
- Description:                    David came on to explain how homeowners and even renters can fix or repair their home, so that it will save them up to 20% on their electric bills, all while being more energy efficient. With temperatures slowly but surely rising as Texas summer weather creeps up on us, the tips and advice David offered informed our viewers of how they can be proactive and fixing their home before the heat wave hits.
- c)        *DFW Closeup***        (L-PA) June 12, 2011
- Topic:                            Green Beauty
- Guest:                            Suki Kramer – Skincare Expert
- Description:                    There are hundreds of thousands of beauty and cosmetic products out on the market, which can sometimes be overwhelming. Suki Kramer is a skincare expert who came on the show to share her advice about what products to avoid and which ones are preferable. The segment was about turning yourself into a "Green Beauty" expert to make daily eco-friendly decisions by purchasing products that will be good to your body and the environment.

## **Dr. Steve**

05/01/2011        "Hidden Dangers":

- Dr. Steve meets with Suzanne Simpson, a registered dietician for the Celiac Disease Center at Columbia University, who discusses gluten sensitivities and celiac disease;
- In the "Reboot Your Spouse" segment, couple #2, Sal and his wife Nancy, meet Dr. Louis Aronne and discuss a wellness program to help Sal stop smoking;
- Reporter Mary Murphy visits Jonathan and Vicki Dienst whose son Jared suffered a pediatric stroke at age 7; Mary discusses the symptoms with Dr. Kosofsky and shares information from the Pediatric Stroke Foundation.
- And an interview with Dr. Emily Splichal (aka "Dr. Legs") the founder of Catwalk Confidence, who offers tips to help women avoid injury when wearing high heel shoes.
- An interview with Roger Sencer, a tai chi counselor who unknowingly had a brain tumor, and neurosurgeon Dr. Ramin Rak, of Neurological Surgery, PC in Long Island, who performed the life-saving surgery on Roger.

05/08/2011 "Feel Better":

- Dr. Steve and Dr. Cliff Bassett, the Director of Allergy and Asthma Care of New York, discuss ways to combat seasonal allergies, and detail food triggers;
- In the "Reboot Your Spouse" segment, couple #3, Jim and his wife Christina, meet Dr. Louis Aronne and discuss a wellness program for Jim;
- In "Momsense" Dr. Steve and a roundtable of parents (Melissa Gerstein and Denise Albert from "Moms and the City") discuss topical family issues;
- On a weekend when we honor mothers, reporter Mary Murphy salutes Marion Lorio, a grandmother from Queens, who stays young by teaching Zumba, one of the hottest fitness trends.

05/15/2011 "Does It Work?"

- Dr. Steve takes a look at a number of hot health trends, from energy drinks and exercise fads to extreme diets. Dr. Steve is joined by Board Certified Internist Dr. Keri Peterson, Nutritionist Tanya Zuckerbrot, *Shape Magazine's* Ellen Miller and New York Sports Club's personal trainer Eric Salvador who lend their expertise and help Dr. Steve debunk the health fads. Plus Devin Alexander, chef and author of the *Biggest Loser Cookbook*, shows Dr. Steve which foods can actually help boost energy.

06/05/2011 "Magic Foods"

- Dr. Steve and nutritionist/bestselling author Dr. Oz Garcia discuss the benefits of super foods;
- Neuro-Oncologist Dr. Jai Grewal from NSPC, Long Island, NY's premiere neurological group, discusses the World Health Organization's new study that says radio emissions from cell phones may pose a risk of brain cancer;
- Sean Hyson, the Group Training Director of Men's Fitness Magazine explains the dos and don'ts of buying workout equipment for a home gym;
- Plus an update on our "Reboot Your Spouse" husbands.

06/12/2011 "Oh My Aching Feet"

- Pains you deal with on a daily basis, plus reflexology to help all your body pains.
- Smart dining, what you should order when eating out.

06/19/2011

- Secrets to a Good Night's Sleep – Snoring treatments, things to remove from your bedroom, sleep disorder treatments and natural solutions.
- Cooking Channel star Ben Sargent talks fish with Dr. Steve including his famous lobster roll.

06/26/2011

- Dr. Steve and Internist Dr. Keri Peterson are tackling viewers' most embarrassing questions...including erectile dysfunction, passing gas during sex, excessive sweating, bad breath and a stool color chart! Dr. Steve explains why your health must come before your pride;
- A first-hand account of why breakfast is the most important meal of the day, when the decision to skip breakfast almost landed one guest in the ER (while filming an episode of Dr. Steve!)
- Plus, how to spice up your diet.

**The 33 News** addressed the following issues on its newscasts during the April 1, 2011 – June 30, 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: 9pm – April 06, 2011

Segment length (min:sec) 2:25

Description: A vaccine shows promise for relieving symptoms for people with cat allergies.

Issue: Health/Medical

Program: The 33 News

Date and Time: 5pm – April 07, 2011

Segment length (min:sec) :20

Description: Researchers say long-term use of the drug Ecstasy causes brain damage.

Issue: Health/Medical

Program: The 33 News

Date and Time: 9pm – April 11, 2011

Segment length (min:sec) 2:05

Description: Yoga and acupuncture can help couples who are having trouble conceiving.

Issue: Health/Medical

Program: The 33 News

Date and Time: 5pm – April 12, 2011

Segment length (min:sec) :20

Description: Tight hair weaves and braids may lead to baldness among African American women.

Issue: Health/Medical

Program: The 33 News

Date and Time: 5pm – April 13, 2011

Segment length (min:sec) :20

Description: 2% of people who take the popular diet drugs Alli and Xenical suffer kidney damage.

Issue: Health/Medical

Program: The 33 News

Date and Time: 5pm, 9pm – April 15, 2011

Segment length (min:sec) 3:05

Description: Hair treatment known as Brazilian Blowout can be dangerous because of high levels of formaldehyde.

Issue: Health/Medical

Program: The 33 News

Date and Time: 9pm – April 15, 2011

Segment length (min:sec) 1:55

Description: University of Texas Southwestern Medical Center is taking part in a nationwide HIV vaccine trial.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm – April 25, 2011  
Segment length (min:sec) :25  
Description: Two studies find that newer birth control pills Yasmin, Yaz and Ocella can increase a woman's risk of having a blood clot.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 9pm – April 28, 2011  
Segment length (min:sec) 2:10  
Description: The Federal Trade Commission proposes a ban on ads for children's cereal that are high in sugar, fat or salt.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm, 9pm – April 29, 2011  
Segment length (min:sec) 2:10  
Description: HPV, the virus that causes cervical cancer in women, also appears to cause oral cancer in men who do not smoke.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 9pm – May 03, 2011  
Segment length (min:sec) 2:20  
Description: Most people think they're living healthy lifestyles, but are actually eating unhealthy food and not getting enough exercise.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm – May 04, 2011  
Segment length (min:sec) :25  
Description: The FDA warns parents not to treat teething babies with medicines including benzocaine, which can cause a rare but deadly condition for young children.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm – May 04, 2011  
Segment length (min:sec) :20  
Description: A study finds people on low-salt diets are more likely to die of heart attacks or strokes.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 9pm – May 09, 2011  
Segment length (min:sec) 1:55  
Description: A study finds babies who are breastfed are better behaved than bottle-fed babies.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm – May 25, 2011  
Segment length (min:sec) :25  
Description: Measles are making a comeback in the U.S., thanks in part to travelers who pick up the disease overseas, then spread it when they return home.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm, 9pm – June 03, 2011  
Segment length (min:sec) 2:20  
Description: A study finds many runners can continue despite pain without causing further injury, but most doctors still recommend stopping at the first sign of pain.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm, 9pm – June 06, 2011  
Segment length (min:sec) :40  
Description: A study finds yo-yo dieting, continually losing weight and gaining it back, is preferable to never losing weight, contrary to previous studies.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 9pm – June 06, 2011  
Segment length (min:sec) 2:10  
Description: Melanoma cases have jumped 3% among young white women.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm – June 13, 2011  
Segment length (min:sec) :20  
Description: A study from the Environmental Working Group finds apples, strawberries, peaches, celery and spinach are the most-likely produce items to be contaminated with pesticides. The group encourages Americans to eat organic versions of those products.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 9pm – June 16, 2011  
Segment length (min:sec) 2:20  
Description: The e. Coli outbreak in Europe has affected 2 girls from Dallas who were traveling in the region.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm, 9pm – June 21, 2011  
Segment length (min:sec) 2:40  
Description: The Food and Drug Administration releases 9 graphic warning labels to be placed on cigarette packages starting in September 2012.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm, 9pm – June 23, 2011  
Segment length (min:sec) 2:20  
Description: The Food and Drug Administration says silicone breast implants are mostly safe, but many will need to be repaired or replaced at some point.

Issue: Health/Medical  
Program: The 33 News  
Date and Time: 5pm, 9pm – June 30, 2011  
Segment length (min:sec) 3:05  
Description: The Food and Drug Administration rejects calls to keep the breast cancer drug Avastin on the market.

## **ARTS & ENTERTAINMENT:**

Issue: Arts & Entertainment  
Program: The 33 News  
Date and Time: 5pm - April 02, 2010, 9pm - April 03, 2011  
Segment length (min:sec) 4:00  
Description: Top movies for Easter weekend.

Issue: Arts & Entertainment  
Program: The 33 News  
Date and Time: 5pm, 9pm - May 13, 2011  
Segment length (min:sec) 3:45  
Description: An elite group of American troops was charged with recovering thousands of pieces of art that were stolen by the Nazis and returning them to their rightful owners.

Issue: Arts & Entertainment

Program: The 33 News

Date and Time: 5pm, 9pm – June 20, 2011

Segment length (min:sec) 2:50

Description: The Nasher Sculpture Center in Dallas features an exhibit of balloon art. The exhibits aim to redefine art and sculpture.

## **EDUCATION:**

Issue: Education

Program: The 33 News

Date and Time: 9pm April 06, 2011

Segment length (min:sec) 2:00

Description: Students at Dallas' Booker T. Washington School for the Performing Arts and their parents are concerned that state budget cuts will drastically reduce arts programs.

Issue: Education

Program: The 33 News

Date and Time: 5pm, 9pm June 17, 2011

Segment length (min:sec) 3:15

Description: A bill in the Texas legislature would give school districts more flexibility to cut teacher pay.

## **CRIME & SAFETY:**

Issue: Crime/Safety

Program: The 33 News

Date and Time: 5pm, 9pm – April 01, 2011

Segment length (min:sec) 3:15

Description: A new state law allows rape victims to go through with a rape kit at a hospital before deciding whether to contact police.

Issue: Crime/Safety

Program: The 33 News

Date and Time: 5pm, 9pm – April 08, 2011

Segment length (min:sec) 2:55

Description: The Texas house passes a ban on sending text messages or emails while driving.

Issue: Crime/Safety

Program: The 33 News

Date and Time: 5pm – May 09, 2011

Segment length (min:sec) :35

Description: Texas Department of Transportation kicks off a campaign to vigorously enforce seat belt laws.

Issue: Crime/Safety

Program: The 33 News

Date and Time: 5pm, 9pm – June 22, 2011

Segment length (min:sec) 2:55

Description: Police are reporting at least one major copper theft a week. One thief was electrocuted while trying to steal live copper wire.

Issue: Crime/Safety

Program: The 33 News

Date and Time: 5pm, 9pm – June 24, 2011

Segment length (min:sec) 3:05

Description: Dallas police issue a crime alert for the "Knox-Henderson" entertainment area, after a series of violent crimes.

Issue: Crime/Safety

Program: The 33 News

Date and Time: 9pm – June 27, 2011

Segment length (min:sec) 2:40

Description: Many North Texas communities have burn bans in effect because of hot, dry conditions, potentially putting a damper on families planning fireworks for Independence Day.

## **DRUGS & ALCOHOL:**

Issue: Drugs & Alcohol

Program: The 33 News

Date and Time: 9pm – April 02, 2011

Segment length (min:sec) 2:30

Description: A Montana lawmaker fights drunk driving laws, claiming they threaten a way of life for residents of his state.

Issue: Drugs & Alcohol

Program: The 33 News

Date and Time: 9pm – April 05, 2011

Segment length (min:sec) 2:25

Description: Doctors are warning about so-called “relaxation” drinks that contain valerian root, the herb used to create valium.

Issue: Drugs & Alcohol

Program: The 33 News

Date and Time: 5pm, 9pm – April 06, 2011

Segment length (min:sec) 2:30

Description: A new survey finds many teenagers have unhealthy attitudes about drinking, including the belief that there’s no risk in drinking 5 or more alcoholic drinks per day on a regular basis.

Issue: Drugs & Alcohol

Program: The 33 News

Date and Time: 9pm – April 07, 2011

Segment length (min:sec) 2:05

Description: Southlake residents fight plans to allow alcohol sales near their homes.

Issue: Drugs & Alcohol

Program: The 33 News

Date and Time: 9pm – April 11, 2011

Segment length (min:sec) 2:10

Description: Automakers are working on devices for cars that could determine if the driver had been drinking.

Issue: Drugs & Alcohol

Program: The 33 News

Date and Time: 5pm, 9pm – April 14, 2011

Segment length (min:sec) 2:35

Description: Students at the University of North Texas will vote on a proposal to reduce punishment for being caught with marijuana in a dorm.

Issue: Drugs & Alcohol

Program: The 33 News

Date and Time: 5pm, 9pm – April 29, 2011

Segment length (min:sec) 3:15

Description: Texas lawmakers have not passed any of the proposed laws to crack down on drunk drivers.

Issue: Drugs & Alcohol

Program: The 33 News

Date and Time: 5pm, 9pm – May 07, 2011

Segment length (min:sec) 3:10

Description: A bill in the Texas legislature would require people convicted of drunk driving to have their cars equipped with an interlock device that would prevent the vehicle from moving if the driver has been drinking.

Issue: Drugs & Alcohol  
Program: The 33 News  
Date and Time: 9pm – May 09, 2011  
Segment length (min:sec) 2:05  
Description: Police say they're seeing more drivers who are impaired by over-the-counter and prescription drugs.

Issue: Drugs & Alcohol  
Program: The 33 News  
Date and Time: 5pm, 9pm – May 10, 2011  
Segment length (min:sec) 2:55  
Description: Texas senate passes a bill that would allow college students to carry concealed weapons on campus.

Issue: Drugs & Alcohol  
Program: The 33 News  
Date and Time: 5pm, 9pm – May 10, 2011  
Segment length (min:sec) 3:15  
Description: Doctors are warning that so-called "relaxation cakes" that contain melanin can be dangerous for kids, and dangerous for anyone if combined with alcohol.

Issue: Drugs & Alcohol  
Program: The 33 News  
Date and Time: 9pm – June 23, 2011  
Segment length (min:sec) 2:15  
Description: Congressman and Presidential candidate Ron Paul introduces a bill to legalize marijuana.

#### **ENVIRONMENT:**

Issue: Environment  
Program: The 33 News  
Date and Time: 5pm – April 27, 2011  
Segment length (min:sec) :20  
Description: Exide Technologies agrees to invest \$20 million in its battery recycling plant in Frisco to reduce its lead emissions output.

Issue: Environment  
Program: The 33 News  
Date and Time: 9pm – June 15, 2011  
Segment length (min:sec) 2:10  
Description: The EPA finds toxic air outside thousands of schools across the country.

#### **FAMILY:**

Issue: Family  
Program: The 33 News  
Date and Time: 9 pm – April 02, 2011  
Segment length (min:sec) 2:15  
Description: Stupid fads can be deadly. A warning from a mother who wished she paid more attention to the "choking game".

Issue: Family  
Program: The 33 News  
Date and Time: 5pm, 9 pm – May 10, 2011  
Segment length (min:sec) 2:20  
Description: Many children join Facebook even though they are under the age 13 requirement. Experts say this could put them at risk for cyber bullying and online predators.

Issue: Family  
Program: The 33 News  
Date and Time: 9 pm – June 14, 2011  
Segment length (min:sec) 2:10  
Description: Playground equipment can quickly reach 130 degrees in the Texas sun, causing a burn danger for children.

Issue: Family  
Program: The 33 News  
Date and Time: 9 pm – June 30, 2011  
Segment length (min:sec) 2:25  
Description: A Southern Methodist University psychology professor says spanking can be an effective method of disciplining children, if parents follow specific guidelines and later explain to children why they did it.

## **VOLUNTEERISM:**

Issue: Volunteerism  
Program: The 33 News  
Date and Time: 5pm – April 12, 2011  
Segment length (min:sec) :15  
Description: Navy sailors in town for Navy Week volunteer to help build a home for Habitat for Humanity.

Issue: Volunteerism  
Program: The 33 News  
Date and Time: 5pm, 9pm – April 28, 2011  
Segment length (min:sec) 2:05  
Description: Volunteers from North Texas in the Red Cross, Salvation Army and Texas Baptist Men helped victims of wildfires in Texas and are now headed to tornado-ravaged areas of Alabama.

## **ECONOMY:**

Issue: Economy  
Program: The 33 News  
Date and Time: 5pm, 9pm – April 01, 2011  
Segment length (min:sec) – 3:05  
Description: Many North Texas businesses say the economy is improving and they plan to start hiring employees right away.

Issue: Economy  
Program: The 33 News  
Date and Time: 5pm, 9pm – April 29, 2011  
Segment length (min:sec) – 2:20  
Description: Gas prices are approaching \$4 per gallon.

Issue: Economy  
Program: The 33 News  
Date and Time: 5pm, 9pm – May 01, 2011  
Segment length (min:sec) – 3:15  
Description: Prices for food are rising because gas prices are making it more expensive to get food to stores.

Issue: Economy  
Program: The 33 News  
Date and Time: 5pm, 9pm – May 04, 2011  
Segment length (min:sec) – 2:55  
Description: Texas lawmakers are considering suspending the annual sales tax-free weekend to help close a budget gap.

Issue: Economy  
Program: The 33 News  
Date and Time: 5pm, 9pm – May 05, 2011  
Segment length (min:sec) – 3:00  
Description: A drop in oil prices gives drivers hope that gasoline prices will drop soon.

Issue: Economy  
Program: The 33 News  
Date and Time: 5pm, 9pm – May 26, 2011  
Segment length (min:sec) – 2:40  
Description: General Motors announces an expansion at its assembly plant in Arlington which will bring more than 100 new jobs.

Issue: Economy  
Program: The 33 News  
Date and Time: 9pm – May 03, 2011  
Segment length (min:sec) – 2:05  
Description: Governor Perry calls for colleges and universities to create and develop bachelor's degrees that cost no more than \$10,000, including textbooks. That's about a third of the current cost.

Issue: Economy  
Program: The 33 News  
Date and Time: 9pm – June 14, 2011  
Segment length (min:sec) – 2:15  
Description: The Dallas Mavericks' victory in the NBA finals puts a spotlight on plans to bring more high-profile sporting events to North Texas.

Issue: Economy  
Program: The 33 News  
Date and Time: 5pm, 9pm – June 29, 2011  
Segment length (min:sec) – 2:45  
Description: North Texas leads the nation in the number of new apartment rentals this year.

The local **Public Service Announcements** and the issues they address that aired on KDAF The 33 during the April 1, 2011 – June 30, 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.

April 2011 PSA LIST

HOUSE #	ADVERTISER	TITLE	LGTH	AIRDATE(S)
9065	EEO PSA (CW)	EEO PSA	: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>			
9032	West Glen	<i>Solar Energy/Welcome to Solar Energy</i>	:30	4/1-4/30
	<i>Environment: Join the Solar energy generation</i>			
9042	TX Assoc. of Broadcasters	<i>Room To Breathe</i>	:30	4/1-4/30
	<i>Health: Reminds parents that babies can suffocate in their crib if there is too much stuff in with them</i>			
9046	US Dept of Vet Affairs	<i>Perspective/Suicide Prevention</i>	:30	4/1-4/30
	<i>Health: How soldiers can get help for PTSD and other related issues</i>			
9051	Dept of Health/Human Services	<i>Stop Healthcare Fraud</i>	:30	4/1-4/30
	<i>Financial: Make sure Seniors don't get taken advantage of when it comes to Medicare benefits</i>			
9056	Ad Council/Hunger Prevention	<i>Taye/Reggie</i>	:30	4/1-4/30
	<i>Family: Reminds us all that everyone is struggling to feed their families in these tough economic times</i>			
9062	Am. Academy of Ortho.Surgeons	<i>Froggy/Car Crash</i>	:30	4/1-4/30
	<i>Safety: Reminds drivers that even a small distraction while driving can cause a fatal crash</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>			
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>			
<b>9130</b>	<b>Dept of Health/Human Services</b>	<b><i>Symptoms of Heart Attack for Women</i></b>	<b><i>:30</i></b>	<b><i>4/1-4/30</i></b>
	<i>Health: Gives viewers some of the many symptoms of a heart attack in women, don't ignore the signs</i>			
<b>9153</b>	<b>Partnership for DrugFree.org</b>	<b><i>Time to Talk/Flip Book</i></b>	<b><i>:30</i></b>	<b><i>10/1-12/31</i></b>
	<i>Health: Reminds parents to talk to their kids about drugs...and make it simple</i>			
<b>9168</b>	<b>American Red Cross</b>	<b><i>Heartbreak to Hope</i></b>	<b><i>:30</i></b>	<b><i>3/1-4/30</i></b>
	<i>Volunteer: Reminds viewers about the importance of American Red Cross and all they do</i>			
<b>9172</b>	<b>Am Diabetes Assoc.</b>	<b><i>Tour de Cure</i></b>	<b><i>:10</i></b>	<b><i>4/1-4/30</i></b>
	<i>Health: Join a Tour de Cure in your community to help raise money for Diabetes research</i>			
<b>9250</b>	<b>National Kidney Foundation</b>	<b><i>PER CORPORATE - "Bomb"</i></b>	<b><i>:30</i></b>	<b><i>3/22-12/31/2011</i></b>
	<i>Health: Get info from the National Kidney Foundation</i>			
<b>9288</b>	<b>Alcoholics Anonymous</b>	<b><i>"I Thought"</i></b>	<b><i>:20</i></b>	<b><i>6/1-TFN</i></b>
	<i>Health: Informs viewers about how to seek help for Alcohol addiction.</i>			
<b>9290</b>	<b>USO</b>	<b><i>Good to Be Back</i></b>	<b><i>:10</i></b>	<b><i>1/1-TFN</i></b>
	<i>Volunteer: Reminds the public how important the United Services Org. is to our soldiers when they return</i>			

May 2011 PSA List

<b>HOUSE #</b>	<b>ADVERTISER</b>	<b>TITLE</b>	<b>LGTH</b>	<b>AIRDATE(S)</b>
<b>9065</b>	<b>EEO PSA (CW)</b>	<b>EEO PSA</b>	<b><i>:20</i></b>	<b>TFN</b>
<b>9026</b>	<b>Marines</b>	<b><i>For Us All</i></b>	<b><i>:30</i></b>	<b><i>12/1-TFN</i></b>
	<i>Volunteer: Join the Marines...be a part of something great</i>			
<b>9024</b>	<b>Ad Council</b>	<b><i>Michelle Obama/Let's Move/Texas Rangers</i></b>	<b><i>:30</i></b>	<b><i>5/1-5/31</i></b>
	<i>Health: Reminds everyone to exercise and get moving for at least an hour a day.</i>			
<b>9034</b>	<b>Ad Council</b>	<b><i>National Stroke Awareness/Internet</i></b>	<b><i>:30</i></b>	<b><i>5/1-5/31</i></b>
	<i>Health: Reminders viewers to pay attention to signs that might be a stroke, remember every second counts.</i>			
<b>9059</b>	<b>Boystown National Hotline</b>	<b><i>The Door/Internet Posting</i></b>	<b><i>:30</i></b>	<b><i>5/1-5/31</i></b>
	<i>Family: Reminds viewers that what you post online can be seen by everyone...be careful what you post.</i>			
<b>9063</b>	<b>TAB/TX Dept of Health</b>	<b><i>Organ Donation</i></b>	<b><i>:10</i></b>	<b><i>5/1-6/26</i></b>
	<i>Health: Reminders viewers about being an organ donor.</i>			
<b>9067</b>	<b>North Texas Food Bank</b>	<b><i>Faces of Hunger</i></b>	<b><i>:30</i></b>	<b>TFN</b>

	<i>Donate: Donate to help feed the hungry in the Dallas/Fort Worth area</i>			
9071	<b>US Consumer Product Safety</b>	<b>Pool Safety</b>	:30	5/1-7/31
	<i>Safety: Reminder us to learn CPR or pool safety tips for this summer to keep children safe.</i>			
9075	<b>TAB/Dept of Health</b>	<b>Emergency Plan</b>	:30	5/1-5/31
	<i>Family: Reminds us to have a plan for family in case of natural disaster or environmental emergency.</i>			
9123	<b>Ad Council/Hunger Prev.</b>	<b>1 in 8 - Const. Worker</b>	:15	1/1-TFN
	<i>Family: Reminds viewers about those going hungry in our neighborhood</i>			
9132	<b>Nat'l Alliance of Charter Schools</b>	<b>Public Charter School</b>	:30	5/1-5/31
	<i>Education: Informs viewers that Charter Schools are free public schools.</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>			
9169	<b>TAB/Dept of Agriculture</b>	<b>Local Florists and Plants</b>	:30	5/1-5/31
	<i>Environment: Reminds viewers to buy local when it comes to flowers and plants...support our local farmers/growers</i>			
9250	<b>National Kidney Foundation</b>	<b>PER CORPORATE - "Bomb"</b>	:30	3/22-12/31/2011
	<i>Health: Get info from the National Kidney Foundation</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>			

June 2011 PSA List

HOUSE #	ADVERTISER	TITLE	LGTH	AIRDATE(S)
9065	EEO PSA (CW)	EEO PSA	:20	TFN
9025	<b>Bladder Cancer</b>	<b>PER CORPORATE - "We Can"</b>	:15	5/21/12/31
	<i>Health: Information about Bladder Cancer</i>			
9026	<b>Marines</b>	<b>For Us All</b>	:30	12/1-TFN
	<i>Volunteer: Join the Marines...be a part of something great</i>			
9030	<b>American Diabetes Assoc.</b>	<b>A Toast To Health/Missing Mom</b>	:30	6/1-6/30
	<i>Health: Reminds viewers to get regular checkups if you have diabetes</i>			
9060	<b>Heroic Media</b>	<b>AMANDA/THERESA's CLIENT - "Teen Pregnancy"</b>	:30	4/6-TFN

	<i>Health/Family: Where to get help for pregnant Teens</i>			
9063	TAB/TX Dept of Health	<b>Organ Donation</b>	<i>:10</i>	5/1-6/30
	<i>Health: Reminders viewers about being an organ donor.</i>			
9067	North Texas Food Bank	<b>Faces of Hunger</b>	<i>:30</i>	TFN
	<i>Donate: Donate to help feed the hungry in the Dallas/Fort Worth area</i>			
9071	US Consumer Product Safety	<b>Pool Safety</b>	<i>:30</i>	5/1-7/31
	<i>Safety: Reminder us to learn CPR or pool safety tips for this summer to keep children safe.</i>			
9074	US Dept of Treasury	<b>I'm Home/Home Ownership</b>	<i>:30</i>	6/1-6/30
	<i>Financial: How to get financial assistance if you fall behind on your mortgage</i>			
9086	National Runaway Hotline	<b>Ludacris/Texting/Chat Online</b>	<i>:30</i>	6/1-6/30
	<i>Family: How to get help if you are a runaway...chat online with support counselors</i>			
9090	Ad Council/Big Bro/Big Sisters	<b>Mentoring</b>	<i>:30</i>	6/1-6/30
	<i>Volunteer: Reminds viewers how important it is to volunteer as a mentor</i>			
9119	American Cancer Society	<b>ChooseYou.com</b>	<i>:30</i>	6/1-6/30
	<i>Health: Choose to exercise for your health</i>			
9123	Ad Council/Hunger Prev.	<b>1 in 8 - Const. Worker</b>	<i>:15</i>	1/1-TFN
	<i>Family: Reminds viewers about those going hungry in our neighborhood</i>			
9153	Partnership for DrugFree.org	<b>KYLE BRAWNER 's CLIENT - Time to Talk/Flip Book</b>	<i>:30</i>	10/1-12/31
	<i>Health: Reminds parents to talk to their kids about drugs...and make it simple</i>			
9161	PETA	<b>Puppy Mill Cruelty</b>	<i>:30</i>	6/1-6/30
	<i>Volunteer: Inform viewers about the cruelty of puppy mills.</i>			
9250	National Kidney Foundation	<b>PER CORPORATE - "Bomb"</b>	<i>:30</i>	3/22-12/31/2011
	<i>Health: Get info from the National Kidney Foundation</i>			
9288	Alcoholics Anonymous	<b>"I Thought"</b>	<i>:20</i>	6/1-TFN
	<i>Health: Informs viewers about how to seek help for Alcohol addiction.</i>			
9290	USO	<b>Good to Be Back</b>	<i>:10</i>	1/1-TFN
	<i>Volunteer: Reminds the public how important the United Services Org. is to our soldiers when they return</i>			