

KTXA PROGRAM/ISSUES REPORT

January 1-March 31, 2015

Attached are listings of broadcasts that, in the Station's judgment, reflect the Station's most significant programming treatment of ascertained issues during the preceding three months. The Station broadcasts a regularly scheduled local public affairs show, Plugged Into DFW, Saturdays at 6:30am. The Station also runs a number of public service announcements throughout each quarter of the year.

Plugged In for airdate January 3, 2015:

ISSUE – Health/Nutrition

Topic: Healing Yourself through Food

Host: Adrienne Bankert

Guest: Nancy Addison, Nutrition Expert; Dr. Gerald Edelman, Oncologist & Author of "Sugar Rehab"; Chef Deb Cantrell, Certified Personal Chef

Focus:

Segment 1 - Nancy Addison discussed how when you add more plant based foods to your diet, your health is going to benefit.

Segment 2 – Dr. Edelman discussed that to feel healthy, young, and confident, you want to eat mostly low-sugar foods. He brought examples of sugar content, in sugar cube form, to show the viewer just how much sugar is in junk food/soda.

Segment 3 – Chef Cantrell showed examples of high/low glycemic foods and sugar alternatives. She talked about the practical way to make food that is healthier, yet still flavorful.

Plugged In for airdate January 10, 2015:

ISSUE – Health/Fitness

Topic: Health & Fitness in 2015

Host: Jason Allen

Guest: Jaquai Wade, Registered Yoga Teacher; Ashley Wade, NASM Certified Personal Trainer

Focus:

Of the people who make resolutions each year, 50% will be about self-improvement and 40% of all resolutions are weight related. Show discussed starting the day off right with breakfast and the right mindset. Guests demoed Yoga/Sun salutation and making a green smoothie. Guests also demoed circuit training and discussed adding exercise in a daily routine.

Plugged In for airdate January 17, 2015:

ISSUE – Community/Poverty

Topic: Souper Bowl of Caring

Host: Karen Borta

Guest: Alison Beazley, Souper Bowl of Caring National Board Member; Melissa Daigneault, Souper Bowl of Caring Communications and Food Drive Coordinator; Colleen Townsley Brinkmann, CFRE, Chief Philanthropy Officer, North Texas Food Bank; Bo Soderbergh, Executive Director, Tarrant Area Food Bank; Jamie Ratliff, Souper Bowl of Caring North Texas Director; Brianna Houston, Souper Bowl of Caring National Youth Advisory Board member and local high school student; Carol Roberts, Albertsons, Community Relations & Partnership Marketing Manager; Gary Huddleston, Kroger, Director Consumer Affairs; Connie Yates, Tom Thumb, Director of Public Affairs; Robert Bollinger, United Supermarkets/Market Street, Regional Vice President

Focus:

Souper Bowl of Caring deals with items such as poverty, hunger and homelessness. From January 19th to February 1st, young people in the community will be doing a food drive and fundraiser as part of Souper Bowl of Caring. Discussed the history as well as the origin of the campaign. Discussed the issue of hunger in North Texas with Colleen and Bo. 66,000 people are food insecure in North Texas. Brianna Houston shared her experience of fundraising last year and recruiting more young people to help the community.

Representatives of Kroger, Albertsons, Market Street and Tom Thumb shared the process that consumers can help the campaign within their stores. The goal is to raise \$1.5 Million by the Super Bowl.

Plugged In for airdate January 24, 2015:

ISSUE – Science/Medical

Topic: Fertility/Infertility/Genetic Testing

Host: Jason Allen

Guest: Laura T. Lawrence, M.D., Board Certified Reproductive Endocrinologist & Infertility Specialist; Samuel J. Chantilis, M.D., Reproductive Endocrinologist & Infertility Specialist

Focus:

According to the CDC - 1 in 8 couples (or 12% of married women) have trouble getting pregnant or sustaining a pregnancy. Discussed the reasons behind infertility & treatment options available to women and men in DFW. Also discussed the rising trend of freezing eggs to delay motherhood indefinitely. Discussed genetic testing of couples and/or fertilized eggs to test for recessive genetic abnormality to ensure having healthy babies.

Plugged In for airdate January 31, 2015:

ISSUE – Health & Community

Topic: American Heart Association

Host: Karen Borta

Guest: Dr. Sunita Koshy-Nesbitt, Cardiac Electrophysiologist; Jane Geisse, Dallas Go Red For Women Luncheon Co-Chairman; Claire Kinzy, Senior Director, Marketing and Communications - North Texas; Brigitte Johns, Heart Disease Survivor; Alexa Steward, Heart Disease Survivor

Focus:

February 6th is National Wear Red Day and the American Heart Association is encouraging women to wear red to raise awareness of heart disease. Heart disease and stroke kill 1 in 3 women and is 80% preventable. Discussed the campaign and the three DFW luncheons coming up, as well as the Wear Red Day on February 6th.

The doctor explained the warning signs, health risks and treatment for heart disease and our survivors told their personal story of their struggle with heart disease and how they have overcome the disease.

Plugged In for airdate February 7, 2015:

ISSUE – Community/Children

Topic: Sky Ranch

Host: Jason Allen

Guest: Linda Paulk, CEO of Sky Ranch; Darren Woodson, Honorary Celebrity Chair; Rope Myers, Co-Chair of the Cowboys and Cowboys Sky Ranch Gala; Tierney Myers, Sky Ranch Camper

Focus:

On February 21st, Dallas Cowboys and Rodeo Cowboys are joining forces at the Cowboys and Cowboys Sky Ranch Gala to raise scholarships to send underprivileged kids to summer camp at Sky Ranch.

Both celebrity chairs are using their influence to encourage the community to attend the gala and talked about the importance of the camp for kids and especially inner-city kids who might not otherwise experience the outdoors. Tierney Myers, who has attended the camp since the age of 5, talked about the importance of camp in her own life. Linda Paulk discussed how Sky Ranch offers children and families a life-transforming adventure and a fun, safe, Christ-centered environment in which to learn, explore, and grow.

Plugged In for airdate February 14, 2015:

ISSUE - Public Interest

Topic: Valentine's Day Special

Host: Karen Borta

Guest: Jeanine Stevens, Dallas By Chocolate Owner; Mark Kelcher, Co-owner, Delta Charlie's; Mike McMahon, Owner, BigDCats; Kendall Stephenson, Senior Community Manager, Yelp Fort Worth

Focus:

Today's show celebrates fun and unique Valentine's Date ideas in the community:

Jeanine talked about 'Dallas By Chocolate Tours', where North Texans load up on a tour bus, and learn about the history of DFW, all while sampling savory & sweet items from local small businesses.

Mark Kelcher spoke about a couples dinner and flight over Dallas offered by Delta Charlie's. Couples partake in a three course dinner followed by a 30 minute romantic flight over DFW in a Cessna 172.

Mike McMahon talked about a luxury yacht/catamaran boat cruises on Lake Lewisville offered by BigDCats for Valentine's Day.

Kendall Stephenson, from Yelp, a peer review and recommendation online site, gave us a top 5 "Unique Date Ideas" and a top 5 "Intimate Date Night Spots" in DFW.

Plugged In for airdate February 21, 2015:

ISSUE - Parenting Education

Topic: Child Abuse Prevention

Host: Jason Allen

Guests: George W. Holden, Ph.D., SMU Psychology Professor & Parenting Expert; Sugey, Mother of 4, Family Compass Participant; Elizabeth Velarde, Family Compass Community Educator

Focus:

We discussed the reality of child abuse in North Texas – neglect being the most common. Dr. Holden talked about what child abuse does to a child long term and tools parents can use to refrain from hitting their child. Sugey shared her experience taking parenting classes after realizing she couldn't juggle the behavior of her four children. Elizabeth talked about the resources available to parents in Dallas & Collin County at Family Compass. Family Compass' mission is to reduce child abuse and neglect.

Plugged In for airdate February 28, 2015 & March 14, 2015:

ISSUE - Government Public Services

Topic: N11 Code

Host: Jason Allen

Guest: Jacqueline West, 211 Deputy Director; Margaret Wright, 311 Assistant Director; Todd Plesko, VP of Planning & Development; Scott Finley, Manager, Media & Public Relations

Focus:

A N11 number is a three-digit abbreviated dialing telephone number within the North American Numbering Plan (NANP) which allows access to specific local services. On today's show we explored the local/Texas 2-1-1, 3-1-1, 5-1-1 and 8-1-1 services. Each provider talked about the resources available for free when dialing each number.

211 – Connects all of Texas with state and local social services

311 – Is a non-emergency number within the city of Dallas where you can report street nuisance, such as litter, high grass and street lights out

511 – Provides callers with traffic and transit conditions in the DFW area

811 – Call before you dig service to avoid hitting underground utility lines when doing a project

Plugged In for airdate March 7, 2015:

ISSUE – Public Interest

Topic: Edible Dallas Fort Worth

Host: Karen Borta

Guest: Nanci Taylor, Publisher, Edible Dallas & Fort Worth; Terri Taylor, Editor, Edible Dallas & Fort Worth; Robert Lyford, Market Chef, Patina Green; Rusty Allen, Education and Outreach Coordinator-North Haven Garden; Susan & Brandon Pollard, Texas Honey Bee Guild

Focus:

Nanci and Terri discussed how 'Edible Dallas Fort Worth' is a community-based publication that celebrates local and fresh foods in Dallas, Fort Worth and North Texas, season by season. All of today's guests have been featured in the magazine and believe in the same principle – that eating local foods is better.

Robert talked about the benefits of eating season and local foods. He brought in many of the foods growing in North Texas right now as examples and prepared a simple and easy Wheat Berry Salad.

Rusty talked about growing an organic and edible garden. He demonstrated gardening from seed vs. transplant and discussed the best edible plants to put in the ground right now.

Susan & Brandon spoke about the importance of the honeybee to crops and food production in North Texas. We talked about having a bee-friendly garden and honeybee conservation.

Plugged In for airdate March 21, 2015:

ISSUE – Human Rights

Topic: Human Trafficking

Host: Jason Allen

Guest:

From Mosaic Family Services: Bill Bernstein, Deputy Director; Claudia Ospina, Counseling Program Director; Meijken Westenskow, Legal Program Director; Le Ta, Development Director

From New Friends New Life: Katie Pedigo, Executive Director; Bill Morse, Community Engagement Coordinator

Focus:

U.S. Department of State estimates that 14,500 to 17,500 persons are brought into the United States each year for labor or sexual exploitation and Texas has become a hub of sex trafficking. Mosaic Family Services serves all survivors of human trafficking regardless of immigration status, including minors, adults, foreign nationals and domestic survivors. Discussed the resources available to North Texans at Mosaic and the psychological and legal challenges victims of trafficking face. Discussed NFNL's new male awareness initiative and the Wings luncheon coming up on April 10th in Dallas.

Plugged In for airdate March 28, 2015:

ISSUE - Community/Children

Topic: Wipe Out Kids' Cancer

Host: Karen Borta

Guest: Evelyn Costolo, WOKC CEO; Lance Gorton, WOKC Ambassador; Shelley Gorton, Mother of WOKC Ambassador

Focus:

Each day 46 children are diagnosed with cancer in America and each year 500 Dallas families receive the devastating news that their child has cancer. Discussed the prevalence, causes, detection and treatment of childhood cancer on today's show. We talked about the mission of WOKC and how the money they raise is going towards the vital research that will one day find a cure for childhood cancer. Lance was diagnosed with Leukemia at age 8. Lance and Shelley talked about that experience and how they are overcoming the challenges that cancer brings. Discussed the April 7th telethon that CBS11/TXA21 is sponsoring to raise awareness and money to fight cancer in children.