

KTXA PROGRAM/ISSUES REPORT  
October 1-December 31, 2013

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 Into DFW**

**Plugged In for airdate October 5, 2013**

**Topic:** Autism Speaks

**Host:** Adrienne Bankert

**Guest:** Thomas Freeman- Autism Speaks Volunteer, Walk Team Captain; Jessie Clark- 2013 Walk Chair, Volunteer, Pat Robbins- Texas Area Director, Autism Speaks

**Issue:** Autism Awareness & the Walk Now For Autism Speaks Walk

**Focus:**

To inform viewers about growing prevalence of autism spectrum disorder diagnosis within children. Autism now affects 1 in 88 children and 1 in 54 boys which is a 78% increase in the last 6 years. The first segment consists of a 7 minute package, produced by TXA21, of the Alba Family in Richardson Texas. Vandi Alba is the mother of three children, including twins, Jacqueline and Lorenzo, both diagnosed with autism and PDD-NOS, respectively, at age 2 in 1998. She immediately quit her job in the brokerage industry and attended autism conferences across Texas for 3 years. Her family moved to the best public school autism program available at the time, and she worked diligently to support their education in Plano, TX. Through therapy, Lorenzo grew out of his diagnosis but Jackie is severe on the Autism Spectrum. Vandi co-chaired the first Walk for Autism in Texas, led by the National Alliance for Autism Research in 2004, now part of Autism Speaks and continues to advocate for those with autism. The rest of the show focuses on Autism Speaks and the annual walk. Autism Speaks is the premier organization that has worked diligently to further research to find the cause(s) of autism, educate families, teachers, & doctors to increase awareness, and provide grants to local organizations doing work in our area to support families. We spoke with the Texas Area Director of Autism Speaks about the current research of autism and resources available for families and we spoke with volunteers and family members of those with autism. We included website addresses for autismspeaks.org and walknowforautismspeaks.org, pictures of the walk and events, info on how to volunteer and how to donate. We also directed viewers to TXA21CARES.COM for links and numbers which is new this week

**Plugged In for airdate October 12, 2013**

**Topic:** Breast Cancer Awareness Month

**Host:** Tracy Kornet

**Guest:** Jennifer Legere, Komen Dallas County Exec. Director; DeLese Hill-Range, a breast and cervical cancer survivor; and Jennifer Ware, CEO of YWCA Metropolitan Dallas

**Issue:** Komen Race for the Cure, Komen 3-day, YWCA Free Mammogram program

**Focus:**

The National Cancer Institute estimates that this year alone there will be 232,340 new cases of breast cancer in women and 2,240 new cases of breast cancer in men. The focus of the show was to share with the viewer what women need to know about breast cancer and the events around DFW in which you can participate to help raise money for research into the causes and prevention of breast cancer. The Komen Race for the Cure is on Saturday, October 19<sup>th</sup> and the Komen 3-day is Nov 1-3<sup>rd</sup>. Ms. Legere told how to get involved, the importance of breast examinations, mammograms, diagnosis and getting treatment quickly. We used a network package: a new study from the American Cancer Society finds postmenopausal women whose exercise is walking an hour a day reduce their chances of getting breast cancer 14 percent. Women who engage in more vigorous exercise lower their risk even more - 25 percent.

We then interviewed DeLese Hill-Range who shared her story of courage and strength.

**DeLese Hill-Range is both an ovarian and breast cancer survivor and is currently battling lung and lymph node cancer.** It was after beating breast cancer that DeLese decided she wanted to embark on a healthy lifestyle. Although her breast cancer had gone into remission, all of the chemotherapy and steroid treatments (from 2001-2008) took a toll on her body. In May of 2009, she participated in her first 5K. Since then, DeLese has participated in more than 30 events, including six full marathons and the Komen Dallas Race for the Cure and Komen 3-Day. She has even turned her lifestyle into a profession by becoming a personal trainer.

Finally we interviewed Jennifer Ware who informed us about their Women's Health services for low income women who don't have insurance or are underinsured. They offer transportation, a mobile mammogram program, bilingual advocates, and free or discounted mammograms to women in Dallas, Collin and Denton Counties. We included website addresses for [komen-dallas.org](http://komen-dallas.org), [The3Day.org](http://The3Day.org) and [ywcadallas.org](http://ywcadallas.org) in order to sign up for the Race, donate time or money, learn more about breast cancer or volunteer. Over the interview we showed pictures of the walk and 3-day event and info on how to volunteer at the YWCA's women's health program. In addition, we have launched a Plugged In section in [TXA21CARES.com](http://TXA21CARES.com) with links to the organizations we feature each week on Plugged Into DFW.

#### **Plugged In for airdate October 19, 2013**

**Topic:** Bully Prevention Month

**Host:** Brendan Higgins

**Guest:** Melissa Sherrill, Director of Development, The Family Place and  
Liz Ferrigno, "Be" Project Program Director

**Issue:** In-depth look at Bullying, how to prevent it and what to do to empower children.

#### **Focus:**

Bullying through the eyes of a child- Olivia Bolwell shared her story with TXA21 on her experience of being bullied and the documentary she created to share her story with other students. We created a package out of this interview, including parts of her documentary. The Family Place is trying to make the public aware that bullying many times is a precursor to domestic violence. In the interview portion, we discuss the relation to family violence and bullying and how parents can see the signs and prevent bullying with their own children. We spoke in length about cyberbullying vs. face to face bullying and how children can be affected negatively. We used a package about the affect bullying can have on a child's health. CBS11 reporter Jennifer Lindgren took an in-depth look at a UT Arlington study that is seeing kids who have been bullied having more health problems later in life than those who have not. In another interview portion, we discussed The "Be" Project, which is a resource created by The Family Place to empower youth to be part of the solution to end relationship violence... including bullying, sexual and teen dating violence and building healthy relationships. Experts say aggressive behavior in children can begin at 18 months. CBS11 reporter Arezow Doost explores how a North Texas preschool is taking that idea and teaching toddlers what it means to be mad and giving them a positive outlet for their anger. We put up website info over interview for The Family Place.

#### **Plugged In for airdate October 26, 2013**

**Topic:** Halloween Special

**Host:** Brendan Higgins

**Guest:** Senior Corporal DeMarquis Black, Dallas Police Media Relations

**Issue:** Keeping Kids Safe on Trick or Treat night, Halloween Charity Events around DFW

#### **Focus:**

We spoke with Senior Corporal DeMarquis Black who highlighted the following safety tips.

- Children should trick-or-treat during daylight hours.
- An adult should escort children, and carry a flashlight if trick-or-treating at night.
- All fruit should be cut and closely examined before eating.
- Advise children that they should never enter a strangers' home.
- Children should never accept rides from strangers.
- Children should never take shortcuts through backyards or alleys.
- Instruct children not to stray from their group.
- Children should walk, not run, during their trick-or-treat activities.
- Parents should know what route their children will be taking.
- Realistic replica firearms should never be used.
- Masks should not be worn if they impair vision.
- Children should walk on sidewalks, not the street.
- Set a specific time limit for your children to be out on Halloween.

We also discussed AAA's safety tips for adults and Smartphone APPS parents can download for sex offender searches within their neighborhood. We also listed several charity walks/runs coming up in DFW that viewers can participate in.



**Plugged In for airdate November 2, 2013**

**Topic:** JFK Special - Community Events going on in DFW to honor JFK's legacy

**Host:** Adrienne Bankert

**Guest:** Chart Westcott - #JFKDAY Founder, Lindsey Williams - #JFKDAY Executive Director, Karen Blessen- Executive Director of the Love Project

**Issue:** JFK Day of Service (Twitter hashtag: #JFKDAY) and The Dallas Love Project

**Focus:**

The President John Fitzgerald Kennedy Day of Service (#JFKDAY), founded by Chart Westcott, will commemorate the 50<sup>th</sup> anniversary of President Kennedy's assassination and honor his legacy through a citywide day of service on Saturday, Nov. 23, 2013.

- Dallas residents will have the opportunity to participate in community service projects across the county, filling more than 2,500 volunteer slots for Dallas civic organizations, sending a strong message about the generosity of the city's citizens and their commitment to honoring President Kennedy's service legacy.
- Dream Projects: #JFKDAY has facilitated partnerships between local companies and charitable organizations to sponsor dream projects, where each company has paired with an organization to provide time and resources to make their "dream" service project come true. Current dream projects underway for #JFKDAY are:
  - Bank of America/Merrill Lynch/U.S. Trust's DISD John F. Kennedy Learning Center Library Renovation
  - Kroger's North Texas Food Bank Turkey Donation
  - Boys & Girls Club East Dallas: Professional Closet
  - Goodwill Industries of Dallas: Donation Processing
  - Boys & Girls Club East Dallas: Exterior Renovation
  - The Salvation Army Carr P. Collins Social Service Center: Veteran's Wing Renovation

The Dallas Love Project- Dallas has been transformed into one giant art gallery with 30,000 pieces of art inspired by the words of great peacemakers, poets, artists, and musicians. Created by the people of Dallas, this remarkable project will redefine the city through a genuine outpouring of love – a true reflection of the character and courage of a remarkable city. The art will be displayed along the JFK motorcade route and all across Dallas through the anniversary of John F. Kennedy's assassination, November 22, 2013. Web addresses for both organizations were displayed through the show as well as volunteer opportunities. Show supported by one CBS 11 package about the Oswald Museum Opening and JFK archive and letters exhibit video and #JFKDAY PSA.

**Plugged In for airdate November 9, 2013**

**Topic:** C.O.B.R.A. Self Defense

**Host:** Tracy Kornet

**Guest:** Alex Giles, COBRA Self-Defense Instructor; Dawn Johnston, Cobra Academy Graduate; and Patrick Eberhart, COBRA Self-Defense Instructor

**Issue:** Victim account of shooting and how Self-Defense lessons can save your life

**Focus:**

Our guest, Dawn Johnston, recounted the day, Oct.25, 2012, in Keller, TX, when she was at Kohl's where she and her daughter witnessed a violent police involved shooting, after which she took self-defense classes to feel better about her safety. Dawn shared the importance of knowing where exits are and the principles of self-defense that she now realizes she was implementing to get away without harm to her or her daughter. Alex Giles, a self-defense instructor, discussed the 10-week Self Defense Program, including everyday weapons, false hope people put in mace & guns, the reality of Self-defense, Action vs. Reaction and the importance of scenario training. Alex Giles and Patrick Eberhart demonstrated some basic self-defense moves to get out of different holds. Anchor, Tracy Kornet participated in neck hold and pin release holds to demonstrate for the viewer. Show supported by archive Kohl's shooting video, COBRA self-defense class video, and COBRA self-defense pictures.

**Plugged In for airdate November 16, 2013****Topic:** North Texas Poison Center**Host:** Adrienne Bankert**Guest:** Mike Yudzky, Public Health Education Manager, North Texas Poison Center**Issue:** Poison Proofing for the Holidays**Focus:**

The National Poison Data System (NPDS) reports that each day 10,830 calls are made to poison centers. And just last year between Christmas Eve and New Year's Day, 5416 calls were made to the Texas Poison Help Line. 3415 of those calls were actual poison exposures and the rest were calls for more information. The North Texas Poison Center brought in a display of every day poisons around your home and explained the "look-a-like" reality of children being poisoned by things that look like other things. An example is children eating pills or poisonous berries because they think they are eating candy. The Poison Help Line info was put up throughout the show directing the viewer to call 1-800-222-1222 in the event of a poison. We discussed holiday poisons, poisonous plants, poisonous insects & snakes, carbon monoxide poisonings and the fact that you can call the poison help line for information too. And we directed the viewer to check the US Consumer Product Safety Commission's website at CPSC.gov for toy recalls if concerned about toy safety. Show supported by generic medication, carbon monoxide detector and poisonous critter video, as well as many props in studio, including poisonous insects.

**Plugged In for airdate November 23, 2013****Topic:** Cowboy Santa's & Jingle Bell Run/Walk**Host:** Brendan Higgins**Guest:** Carol Kirby Brown, Operations Liaison and Co-Founder of Cowboy; Martha Earngey, Community Development Manager, Arthritis Foundation, S. Central Region and Dr. Thad Dean, UNT Health Bone & Joint Institute**Issue:** Cowboy Santa's gift donation for Tarrant County children & the Jingle Bell Run/Walk for the Arthritis awareness**Focus:**

Since 1980, volunteers along with the City of Fort Worth employees have gathered, sorted and helped distribute toys throughout Fort Worth and Tarrant County to children 12 years and younger. The program began through the leadership of Carol K. Brown and Leona T. Johnson at several Fort Worth Community Centers along with community volunteers committed to providing area families with toys for the holidays. Through the support of city and community partners, the program has grown to cover all of Tarrant County. Cowboy Santa's is administered in partnership with the Fort Worth Parks and Community Services Department's Community Action Partners Program which certifies households for services. TXA 21, CBS 11 and The Texas Rangers are proud sponsors of the Cowboy Santa's program and will be hosting a toy drive at the Rangers Ballpark in Arlington on Tuesday, December 17<sup>th</sup> from 4:30pm to 7:30pm. Show supported by video of last year's toy collection at the ballpark and graphics with the Cowboy Santa's website and kick-off event info. 50 million Americans are affected by arthritis and it is often misunderstood because it consists of more than 100 different diseases or conditions that affect people of all ages, races and gender. In fact, two-thirds of people living with arthritis are under the age of 65, including 300,000 children. And, arthritis is the leading cause of disability in the United States. By 2030, it's projected that 67 million Americans will be living with arthritis. We talked about the Jingle Bell Run/Walk - a fun, festive event for the whole family to raise money for the Arthritis Foundation. The Arthritis Foundation provides public health education, pursues public policy and legislation and conducts evidence-based programs to improve the quality of life for those living with arthritis. Dr. Dean explained what arthritis is and how it affects the community.



**Plugged In for airdate November 30, 2013**

**Topic:** Parkinson Voice Project

**Host:** Brendan Higgins

**Guest:** Samantha Elandary, CEO and Founder Parkinson Voice Project

**Issue:** Voice Therapy for Parkinson's Patients

**Focus:**

The Parkinson's Disease Foundation reports some 90 percent of people with Parkinson's experience changes in their speech. They tend to speak softly, even though to them it feels as if they are speaking at a normal volume. Additionally, people with Parkinson's often speak in a monotone, and their voices can get hoarse. As the disease progresses, they may articulate words less precisely or develop a tremor in the voice. Taken together, these changes can cause people with Parkinson's to lose confidence in their voices, to feel as if others don't listen to them, and to withdraw from conversations. The Parkinson Voice Project was created to preserve the voices of individuals with Parkinson's and related neurological disorders through intensive voice therapy, follow up support, research, education, and community awareness. A synopsis of the show as well as the [ParkinsonVoiceProject.org](http://ParkinsonVoiceProject.org) website link will be on the web [TXA21CARES.COM](http://TXA21CARES.COM).

**Plugged In for airdate December 7, 2013**

**Topic:** – Talk First Workshops, Planned Parenthood

**Host:** Adrienne Bankert

**Guest:** Samantha Bohrt, Bilingual Community Health Educator for Planned Parenthood of Greater Texas and Caryn Brown, Planned Parenthood of Greater Texas Community Board Member (from Waco)

**Issue:** 'Talk First' parent education program

**Focus:**

Texas has one of the highest teen birth rates in the U.S. and, today, 1 in 4 teen girls are infected with a sexually transmitted disease. Information about sex is everywhere—on the TV and radio, and now through the internet and texting. To help encourage abstinence, provide age appropriate health information, and reduce the rate of teen pregnancy and sexually transmitted diseases in Texas, Planned Parenthood of Greater Texas has launched its innovative Talk First education program for parents in North Texas funded by private donations. The program consists of workshops to provide parents with the tools and resources to start having conversations about sexuality with their children to keep them safe and healthy. Because young people who talk with their parents about sex are more likely to postpone having sex and make healthier decisions about sexual behavior, the parent education program is an effort to increase communication between parents and youth. All of Planned Parenthood's education programs are facilitated by professional health educators who are trained to provide information that is medically accurate and tailored to fit the specific group of parents. Talk First workshops can be held in English and Spanish and in a range of settings, including private homes, churches, synagogues and community centers. Workshops are free and offered as a community service by Planned Parenthood, thanks to generous support from the community. Show supported by CBS package about the DISD Sex Ed program, Planned Parenthood PSAs, CBS Network HPV Vaccine package and vaccine b-roll and a separate interview with Dr. Bryan Wasson of Baylor of Irving Hospital.

**Plugged In for airdate December 14, 2013**

**Topic:** Victory Therapy Center (Rocky Top)

**Host:** Adrienne Bankert

**Guest:** Mike Hogg, Executive Director and Wayne Kyle, US Navy sniper Chris Kyle's Father

**Issue:** Equine Assisted Therapy

**Focus:**

Victory Therapy Center, previously named Rocky Top Therapy Center, utilizes its picturesque ranch setting in Flower Mound to provide comprehensive rehabilitation for physically, mentally or emotionally challenged individuals in north central Texas. The center understands the benefits that horses can offer individuals with disabilities when combined with Physical Therapy, Counseling Services and Therapeutic Riding. We discussed the 3 therapies offered: Physical Therapy, Therapeutic Riding, and Counseling Services (Horses for Heroes) with packages shot and edited by the KTVT/KTXA Production department.

**Physical Therapy:** Hippo therapy is a term used by Physical Therapists that refers to the use of the movement of the horse as a medical tool. The horse's gait provides sensory input through movement, which is variable, rhythmic and repetitive. The resultant movement responses in the patient are similar to human movement patterns of the pelvis while walking. We told the story with interviews and video of a boy, Jason, who after 11 years of conventional therapy was told that he would never walk and to stop physical therapy. They then tried equine assisted physical therapy and Jason was walking without a walker after only 4 months.

**Therapeutic Riding:** taught by PATH International certified instructors and is a developmental riding therapy program. This program utilizes horseback riding for clients with physical, mental, cognitive, social or behavioral problems. It often serves as a continuation of the treatment an individual received previously in hippo therapy beyond just improvement in the individual's confidence and discipline while improving gross and fine motor skills, posture, balance, and coordination.

**Horses for Heroes:** utilizes equine assisted psychotherapy or EAP, an innovative form of therapy that incorporates horses and mental health professionals, to address many of the challenges that arise for service men and women who have suffered trauma in the line of duty, helping them to adjust physically and emotionally to their post-war lives.

We talked to Wayne Kyle about the importance of treatment and therapies for military vets suffering from PTSD and discussed the upcoming event, Chris Kyle Memorial Roping and Auction to raise awareness of PTSD.

**Plugged In for airdate December 21, 2013**

**Topic:** North Texas Food Bank

**Host:** Adrienne Bankert

**Guest:** Jan Pruitt, President and CEO

**Issue:** Stopping Hunger in North Texas

**Focus:**

The North Texas Food Bank (NTFB) is leading the fight against hunger in our community. They distribute donated, purchased, and prepared foods through a network of more than 1,000 feeding programs and 262 Partner Agencies in 13 counties. Since 1982, NTFB has distributed more than half a billion pounds of food and supports the nutritional needs of North Texans through research, education, advocacy and strategic partnerships, but they need your help! The North Texas Food Bank on average provides access to 175,000 nutritious meals a day. However, the need is much greater! In fact 1 in 4 children in North Texas is food insecure. In an effort to support hungry North Texans during this difficult time, the NTFB is calling for the community's help because a donation of just \$1 can provide 3 meals. Reported by a CBS11, Provision 2 package, about the free lunch program in DISC to feed hungry children that began in October 2013. Show also supported by b-roll and volunteer sound bites produced, shot and edited by the TXA21/CBS11 Production department.



**Plugged In for airdate December 28, 2013**

**Topic:** New Year's Resolutions

**Host:** Adrienne Bankert

**Guest:** Dr. Bryan Wasson of Baylor Medical Center at Irving; Casey Voorhies, Nutritionist and Dietitian; Kay Gallegos, Certified Professional Organizer

**Issue:** How to make and keep healthy and safe New Year's Resolutions

**Focus:**

Year after year there are a lot of popular new year's resolutions like eat healthy and exercise/lose weight, drink less, quit smoking, have a better work/life balance, volunteer, get organized, save money, and finish that to-do list. But, statistics show that less than 10 percent of people keep their resolutions. Dr. Bryan Wasson talked about the healthy way to change your life, whether it's dieting, adding exercise or quitting smoking. It's always best to seek medical advice first. And he talked about managing your stress over the holidays. This segment of the show was supported by exercise video, smoking video and nutritious foods video. Casey Voorhies talked about dieting and eating right. As a dietician, she recommends changing your behavior in order to maintain the lifestyle change and adding exercise that is fun so you want to do it. This segment of the show was supported by video of nutritious foods. Kay Gallegos talked about organizing your life and taking the steps to unclutter and purge what you no longer need. This segment of the show was supported by before and after pictures.