

# ISSUES AND PROGRAM REPORT

FIRST QUARTER - 2013

KLFY - TV

ISSUES AND PROGRAM REPORT RECAP

APRIL 3, 2013

KLFY - TV uses its direct contacts with community leaders to address issues important to the Acadiana Community along with “surveys” from business and community leaders. KLFY - TV’s public affairs programs, interview segments on “Passe Partout”, “Passe Partout Saturday”, “Meet Your Neighbor”, as well as the KLFY -TV News programs at 5:00 PM, 6:00 PM and 10:00 PM news casts targets areas identified by our community contacts as significant needs or problem areas in “Acadiana”. KLFY also monitors CBS programs such as “Face the Nation”, and “60 Minutes” for segments of concern to the Acadiana Community.

Passe Partout interviews air between 4:30 - 7:00 AM Monday - Friday

Passe Partout Weekend airs between 6 - 7 AM on Saturday & 7-8 AM Sunday

Meet Your Neighbor interviews air from 12:00 - 12:30 PM Monday - Friday

Based upon KLFY - TV’s input from community leaders and various organizations, and KLFY - TV’s involvement in the community, we have determined that the following issues are the concerns of the community along with many other Community concerns and promotional needs.

#### Education:

Education is still a main concern of the communities. Student safety while on campus is also a concern of our viewers.

#### Traffic/Road conditions:

Traffic has become heavier in post hurricanes Katrina, Rita, Gustav and Ike in Acadiana. Road conditions and repair due to the extra vehicular traffic is taking its toll on streets and roads. Safety, speeding and seatbelt usage are also of concern to our viewers.

### Crime:

Crime has always been a major concern of our viewers. Viewers and concerned citizens are trying to cope with seemingly added drug trafficking and crime rates in our viewing area.

### Health:

Concerns of our viewers who are overweight, and concerns about losing weight through a balanced nutritional meal. Also of concern are cuts in Medicare and Medicaid for the elderly.

### Economy:

The economic well being of Louisiana, interest rates, mortgages, oil spill & prices, housing starts, retail sales, government stimulus packages, tax cuts/increases and unemployment are some of the concerns of our viewers.