



Quarterly Listing of Issues and Programs

3rd Quarter – 2014

July 1, 2014 – September 30, 2014

KDFI TV-DT 36

Serving the Public Interest in the Dallas-Fort Worth Market



Ascertainment of Issues

KDFI TV listens to the community and works with leaders to address the issues at the forefront of our viewers' concerns. Our procedures for ascertainment are varied and diverse, ensuring that we reach out to the whole community, across the aggregate of the 32-county market.

We collect letters and e-mails from our viewers and together with phone calls, press releases and face-to-face meetings, we address the concerns of the public.

KDFI TV sponsors community events and is involved with the lives of our viewers. We notify our audience of neighborhood events and other public happenings through our broadcast feature "On the Menu" while airing numerous PSA's during the quarter to educate and inform the populace (a list of PSA's that aired is below).

Among the PSA's we aired were:

Ad Council "Autism", "Eye Contact," "Buzzed Driving-Neon Signs," "Pet Adoption-Arnie," "Pet Adoption-Maui," Energy Efficiency "30 Seconds," Fatherhood Involvement "Hiding";

AdoptUSKids "Teacher";

ASPCA "Come to the Rescue";

American Red Cross "Mitchell Family," "Jordan Family," "Barnes Family";

Arlington 4th Parade;

Big Thought "Dallas City of Learning";

Bravelove;

Bring More to Life "Just Play";

Brinner "Children at Work";

Chideo "Don Henley Benefit";

Children's Medical Center "Heroes," "Hope & Healing";

Christmas in Cowtown;

Coalition to Salute America's Heroes "Bet on a Vet-Bakula

Comerica "Backpack";

Community Calendar;

Digital Literacy "Stacy,"

Disabled Veterans "Whatever It Takes";

DISD "First Day of School," "Don't Text & Drive,"

Discover Nature "Deer Staring Contest";

Fort Worth Museum of Nature and Science;

Foundation for a Better Life "Reading";

High Tea in High Heels;

Hoops for Hope Camp;

Hoops for Hope Classic;

HHS "Surgeon General";

Know your Count "Kristin";

LLS "Soccer";

LV Project-Water Safety;

March of Dimes "Baby's First Selfie", Signature Chef Auction-Fort Worth;

Mayor's Summer Reading Program;

NF Foundation "Evergreen";

NHTSA "Just Drive";

Partnership for a Drug Free America "Withdrawal," "Rehab," "Running";

Protecting Memories "Fishing";

Pulmonary Hypertension; Rebuilding Home 4 Heroes; Salute the Heroes "Bet on a Vet";

Rebuilding Home 4 Heroes;

Special Olympics "Gym," "Swim," "Track";

Stand Up to Cancer "Jackson", "Jennifer Hudson-Two Worlds";

Stuff the Bus;

Tarrant County Back to School Roundup;

Teens Drive Smart;

Texas CASA "Chadwick";

Texas Orthopedic Association "Lazy Bones";

USAF "Start Your Adventure";

US Coast Guard "Workout," "The Ride";

US Marine Corps "For Us All".

KDFI TV participates with the broadcast community as a full partner in broadcasting emergency information to the market including Amber Alerts, Severe Weather Warnings and more as warranted. Whether it is school closings or tornado warnings, KDFI TV timely communicates this information to our audience. Listed below are the alerts we communicated on-the-air to our viewers in the quarter:

Summer storms showed up strong in North Texas with severe weather being a major threat to our area. The alerts to communicate to our viewers during the 2nd quarter are below:

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| July 14, 2014 | We transmitted a weather crawl to alert our viewing audience of the potential of severe weather during the late afternoon hours. |
| July 23, 2014 | Summer storms formed in our viewing area, and we ran weather crawls during the late late afternoon and early evening hours. |
| July 28, 2014 | Severe weather threatened our area and we ran weather crawls in late afternoon hours to alert our viewers. |
| August 9, 2014 | We aired severe weather crawls during the mid-afternoon hours due to thunderstorms in our area. |
| August 10, 2014 | Summer storms continued to form in North Texas, and we supplied weather crawls during the late afternoon and evening hours. |
| August 16, 2014 | Severe weathers threats continued in August, and we aired weather crawls during the afternoon and evening hours to alert our viewers of the potential for thunderstorms. |



Informational Programs

Here is the list of educational and informational childrens programming targeted to children 13-16, both core and non-core programming. Refer to the quarterly 398 for details:

"Elizabeth Stanton's Great Big World" celebrates and explores the sights all over the world, and brings a better understanding about different ways of life.

"Wild about Animals" educates and informs children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four stories designed to teach children about exotic and unique animals from the wild, and educate them further about animals they see everyday.

"Live Life and Win" features inspirational segments from character and determination in the arts, school and sports to health and wellness to teen success stories.

"Dragonfly TV" features real kids doing real science, demonstrating practical applications of math and other science disciplines.

"Animal Rescue" showcases spectacular rescues of all types of animals and focuses on the work of dedicated individuals who treat various creatures in the animal kingdom.

"Dog Tales" showcases dog and dog lovers of all types, providing valuable information with regard to health, training, grooming and overall dog care.

On Saturday, September 13 at 12am; KDFI aired the special – **"American Latino Presents: Awards"**. This inspirational and educational special highlights the many awards that have been bestowed upon the best of Latino athletes in American culture from boxing to football and beyond. The special looks inside the highlighted athletes at their core make-up and the struggles they've overcome to succeed not in just sport – but in life.



COMMUNITY INVOLVEMENT:

KDFI was once again a proud sponsor of the In Touch Credit Plano Balloon Festival. The festival is a wonderful cultural event that encourages all residents to come and share with arts/crafts vendors, food, entertainment and more. Along with PSAs about the event, we reached out to the community by airing promotional spots, along with promotional billboards and other means to get the word out about the event. We also sponsor our own booth at the event and welcome viewers to KDFI to interact with staff so we can engage them with their thoughts on our programming and ways that we can improve our service. In part because of our efforts.

RELIGIOUS PROGRAMS:

KDFI is proud to offer to our viewing audience a variety of religious and faith-based programs to the entire market. Offerings throughout the week:

DON CLOWERS MINISTRY: (6:30am each Tuesday and Thursday) Don Clowers is the founder and senior pastor of Grace Church USA. His wife Sharon co-pastors the church along with Don and they live in Coppell, Texas. Each week, Pastor Don and Sharon take the light and life of Christ into Dallas, Texas, bringing refreshment to every soul and change to every life, inspiring hope and confidence in a future that is Christ-centered, while providing every opportunity for people to grow into their God-given destinies.

TONY SHAW MINISTRY: (6:30am each Wednesday morning)

A true multi-cultural and multi-color WORD OF FAITH Church. Each week, Pastor Shaw draws viewers in and shares the word inspired directly from the throne of Heaven. He leads a global ministry teaching the Living Word of God and establishing God's Kingdom around the earth.

KENNETH COPELAND: (7:00am Monday - Friday)

Kenneth Copeland Ministries is a teaching ministry that specializes in Holy Bible teaching focused on faith, love, healing, prosperity and restoration through diverse media, such as television, books, CD and DVD.

JOSEPH PRINCE MINISTRIES: (7:30am Monday - Friday)

With more than two decades of full-time ministry behind him, Joseph Prince is today a leading voice in proclaiming the gospel of grace around the world through his teaching resources and television ministry. This broadcast currently reaches millions of homes on both secular and Christian networks.

THE 700 CLUB: (9:00am Monday - Friday)

Television talk show dedicated to bringing uplifting stories, exciting guests, breaking news, and much more from a Christian perspective

LEGACY BUILDER'S CHURCH: (6:30am each Friday morning)

Each week, this non-denominational program shares the word through highly energized sermons about God and all He has created. They strive to reach as far as out they can to serve their community by welcoming all walks of life.

JOEL OSTEEN: (5:30am and 8:00am each Sunday morning)

A very popular minister and a favorite of many, Joel Osteen says that he chooses to focus more on the goodness of God and on living an obedient life than on sin. Each week, Osteen teaches Biblical principles in a simple way, emphasizing the power of love and a positive attitude.

ELEVATE LIFE WITH KENNETH CRAFT: (6:00am and 8:30am each Sunday morning)

Elevate Life is a non-denominational church founded in January of 2000 with a focus on leadership. Each week, they focus on teaching the tools needed to develop beneficial lifelong relationships with God, to do His work in the field, and how to be a leader in all walks of life.

AMERICAN RELIGION TOWN HALL: (6:30am each Sunday morning)

Based on the belief of Bishop A. A. Leiske, if leaders just talked together, many of the animosities and misunderstandings that existed among and between various religions would largely disappear. Beginning in 1952 into the 21st century, leaders from all religious faiths talk and debate with each other in order to gain better insight on the different beliefs that our nation and world encourage.

IN SEARCH OF THE LORD’S WAY: (7:00am each Sunday morning)

In Search of the Lord’s Way is the television outreach ministry of the Edmond church of Christ in Edmond, OK. As of September 1, 2009, the SEARCH program is beginning its 30th year of continual broadcast. Having begun on one small TV station, we are now seen on 76 Broadcast stations, 205 cable and public access stations, 45 radio stations and 2 satellite networks. Their weekly devotionals are meant to inspire to live a better life through the Lord.

TRUTH IN LOVE: (7:30am each Sunday morning)

Each week, this ministry, associated with the Mormons, strives to bring wonderful news of Christ’s completed work with as many members of the LDS Church as we can. With strong lessons about God, how He saves from the sins that society wrestles with daily, this weekly message brings hope to all who believe.

In the 3rd Quarter, KDFI aired a total of 201.5 hours of religious programming, averaging 15.5 hours a week.

These procedures for broadcasting educational and informational programming along with informing the public of warnings and other emergency information help us respond to our community in a proactive way that reflect the values of the populace - to educate and inform - and serve them as responsible broadcasters.

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