



**Quarterly Listing
of
Issues and Programs**

4th Quarter - 2014

October 1, 2014 - December 31, 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";

Ad Council "Pet Adoption-Maui," Autism Speaks "Andrea Walk";

AdoptUSKids "Teacher";

Bring More to Life "Just Play";

American Diabetes Association "Cedric the Entertainer – Step On Up;";

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

Bring More to Life "Just Play";

Brinner "Children at Risk";

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

Christmas in Cowtown;

Community Calendar;

DAV “Whatever”;

DISD “Don’t Text & Drive”;

Discover Nature “Deer Staring Contest”;

Doctors Without Borders “Right Now”;

Fort Worth Museum of Nature and Science; Foundation for a Better Life “Spread the Love”;

Giving Tuesday;

Jingle Bell Run;

Know Your Count “Kristin”;

Komen “Survivors-Sheila,” “Tom Thumb,” “Survivors-Marg,” “Survivors-Julie,” “Lauren-Countdown,” “Race-Wendy,” “Dr. Oz/Drew Register,” “Stadium,” “Thank You;

LLS “Light the Night Walk”;

MADD “Rearview Mirror”;

March of Dimes “Baby’s First Selfie,” “Signature Chefs-Dallas”;

NHTSA “Just Drive”;

North Texas Giving Day;

Partnership for a Drug Free America “Made By Me”;

Protecting Memories “Fishing”;

Shriner’s Hospital “Be Burn Aware”;

Speak Your Mind Texas “Derek”;

Special Olympics “Swim”, “Gym”;

TAB “Vote”;

Texas Department of Transportation “Gameplan”;

Texas Orthopedic Association “Lazy Bones”;

Toys for Tots “Music”;

USAF “Start Your Adventure”;

US Coast Guard “The Ride”, “Workout”;

USMC “For All of Us”

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:

The weather in North Texas was very uneventful during the fall and winter months, with minimal storms erupting in our area. The alerts to communicate to our viewers during the 4th quarter are below:

- | | |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| October 10, 2014 | We transmitted a weather crawl to alert our viewing audience of the potential of severe weather during the late evening and overnight hours. |
| October 12, 2014 | Fall storms formed in our viewing area, and we ran weather crawls during the late evening and overnight hours. |



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.

“Real Winning Edge” features teens sharing stories of inspiration, motivation and triumph over adversity along with goal-setting and character building.

“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.

“Teen Kids News” showcases informational features for teens, reporting the likes of healthy eating, driving tips for new drivers, and internet predators. This program develops their learning, listening and thinking skills and serves as an enhancement of their academic and educational experience.

“Awesome Adventures” is designed to educate, inform and entertain children about the world around them. Each journey is a lesson in the beauty of nature, its creatures and the people who inhabit the land.

On Saturday, November 8 at 10pm; KDFI aired the special – *“American Latino Presents: SONIDOS”*. This inspirational and educational special salutes the legends of various genres of Latino music, as well as crossover artists.



COMMUNITY INVOLVEMENT:

KDFI was once again a proud sponsor of TOYS FOR TOTS. Each year during the holiday season, the station sponsors drop off locations in our viewing area. 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 engage the community with talent from our station to interact with our viewers so we can keep them informed our programming and ways encourage them to relay how we can improve our service to them.

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 4th 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.

- end -

Career Day, Job Fair and TV Station Tour

Saturday, October 25, 2014

University of Texas at Arlington, Maverick Activities Center
500 West Nedderman Drive, Arlington

- From 1:30: Exit Cooper St. S on Cooper. Right on UTA Blvd. Left on Nedderman Dr. Parking on right in Lot 33.
- From 1:20: Exit Cooper St. N on Cooper. Left on Nedderman Dr. Parking on left, just N of the MAC in Lot 33.
- Campus Map: <http://www.utd.edu/maps/>

Breakfast Welcome 8:00 am - 9:15 am

Greg Pitts | MATPE Educational Foundation, Introductions
Vistasp M. Karbhari | University of Texas at Arlington
Tom Ehlmann | KXAS NBC 5
John Treviño | KXTX Telemundo 39
Anna de Haro | Clear Channel Media + Entertainment

Panel 9:30 am
Lew Klein | MATPE Educational Foundation, Moderator
Lunch & Job Fair Noon
KXAS 5/KXTX 39 Tour 2:00 pm

- Approx. 11+ miles. From Lot 33: East on UTA Blvd. Left on S Cooper St/FM-157. Right on W Division St. Take TX-360N ramp on left to I-50. Merge on S Watson Rd/TX-360N. Take Arnon Carter Blvd exit. Go to Arnon Carter Blvd and go right. The station is on the right.

Panelists

Jordan Armstrong | WFAA (ABC), Online Editor, Producer

Jordan came to WFAA after four years at KXUE-TV in Austin, where she was a producer before becoming a Web Content Producer. In 2011 she won an AP award for Best Website, and was named Digital Employee of the Year in 2012. Jordan previously worked at KXII-TV in Sherman, winning the Oklahoma Association of Broadcasters' Outstanding Achievement Award.

Maitigain Fontenot | KOAF (CW), Human Resources Coordinator

Maitigain has been HR Coordinator with Tribune Broadcasting since June, after serving for 2 1/2 years in HR with the State of Louisiana. She earned her BA in MassCom and an MA in Public Administration at Southern University in Baton Rouge. A native of Eunice, Louisiana, Maitigain also enjoys reading, exercise, travel, and refers to herself as a "Louisiana Foodie."

C. Brent Franks | KTVT (CBS) & KTXA

Director of Sales/Business Development

Brent is responsible for hiring and training salespeople and developing trackable client marketing programs. Prior to joining CBS TV Stations, he was with Clear Channel Radio's Premiere Radio Network. Brent currently serves as an Adjunct Professor at UTA. His class focuses on how to best to utilize Print, Radio, Broadcast TV, Cable, Outdoor and Online Media.

Norma Garcia | KXTX (Telemundo), Main News Anchor

Norma is an award-winning journalist from Ciudad Juarez, Mexico, with almost 20 years of TV news experience. She's the main news anchor for KXTX's evening and nightly newscasts, and is also the host of *Enfoque Dallas*, a political news magazine show. Norma has won multiple Emmy awards, including best news anchor in Texas for five consecutive years.

Anna de Haro | Clear Channel Radio - Dallas/Ft. Worth, Public Affairs Director

Anna has worked in Dallas/Fort Worth radio since 1992. She began her radio career in the Rio Grande Valley with KSHM, Anna worked full time at the station while attending University of Texas Pan American where she received a BA. Anna has been the Public Affairs Director for Clear Channel for the past 12 years representing the company's six radio stations.

Bryan McCall | KXAS (NBC) & KXTX (Telemundo), Manager of Production

Bryan oversees the operations and development of the production staffs for KXAS NBC5, and sister station Telemundo 39. He holds dual degrees from Trinity University in San Antonio, and has over 30 years of experience in nearly every aspect of TV and video production - from community affairs reporter to producing live sporting events for the Dallas Cowboys.

Yvonne Nguyen | WFTV, Sales Manager

Yvonne is a Vietnamese-American who emigrated to America with her family from Vietnam in 1975 with the first wave of "boat people" refugees. She is the sales manager for WFTV, the largest Vietnamese TV channel in the U.S. WFTV programming provides an unparalleled cultural connection for families of Vietnamese origin. Yvonne is married and has a son.

Kathy Saunders | KDPW (FOX4) & KDFI (my27), Vice President, General Manager

Kathy has been VP/GM at KDFW and KDFI for 17 years. She has been with Fox TV Stations for 25 years, at WFTX in Boston and KOAF in Dallas. Prior to joining Fox, she worked at WPHL in Pittsburgh and KCTV in Kansas City. Kathy is a past President of American Women in Radio & Television (AWART), now known as the Alliance for Women in Media (AWIM).

Bill Young | KERA-TV (PBS), Program Director

Bill is on several PBS advisory panels, which set PBS programming policy. He has twice been named the Public Television Programmer's Association Programmer of the Year. Bill also co-produced and directed *A Salute to British Comedy* for national public TV, and has co-executive produced a number of PBS programs. Bill attended the University of Texas, Austin.

Job Interview Demonstration

Tom Crespo | KTEH (NBC), Denison, Texas, News Director

Tom came to KTEH in 2012 with almost 20 years experience in TV news, including a 10-year stint as main anchor and reporter at KOAF-TV in Dallas. He graduated from LSU with a Journalism degree. Tom began his career in broadcasting in Meridian, Mississippi, and later worked in Tallahassee, Florida, Augusta, Georgia, and Jacksonville, Florida.

Jessica Connally | University of North Texas, Senior

Jessica is pursuing a BA in Radio, Television and Film, while minorning in Spanish. She is an assistant news producer at UNT's nTV-Denton, and produces a Spanish language newscast. Jessica also works on the noon and nightly newscasts. She has an internship lined up for fall, and her goal is to begin her career in TV news production upon graduation.

TV Station Tour Hosts

Tom Ehlmann | KXAS (NBC), President & General Manager

Tom has been KXAS's President and GM since 2008. Prior to taking the helm of KXAS he was Vice President and GM of WGN in Chicago. Tom was also VP/GM of KHWB in Houston, and has held several Sales Management positions in Houston, Sacramento and St. Louis. He is currently on the Board of Directors of the Texas Association of Broadcasters.

John Treviño | KXTX (Telemundo), President & General Manager

John has been the President/GM of KXTX since 2012. Prior to KXTX, he was with NBC Universal as the Director of Sales for KXAS NBC 5, and held local and national sales positions with the FOX Television Station Group. John is a member of The Texas Association of Broadcasters and holds a Bachelor of Science in Advertising from the University of Texas.

University of Texas at Arlington

Vistasp M. Karbhari, Ph.D. | University of Texas at Arlington, President

Besides serving as president, Vistasp is a Professor of Mechanical and Aerospace Engineering, as well as Civil Engineering. He earned a Bachelor's degree in Civil Engineering and a Master's in structures from the University of Poona in India, and a Ph.D. from the University of Delaware. Prior to joining UTA he was with the University of Alabama.