



3th Quarter

July, August, September 2014

The following issues were identified as significant and addresses by KFDA in order to serve the community to act in the public service interest as set forth by the Federal Communications Committee:

(Please see below the community issues that KFDA will have addressed in this report)

1. Crime – KFDA covered local and national crime news
2. Rural Community News – Week long Traveling news tour focused on community news and events directly affecting our surrounding towns.
3. Children and Community Safety Issues – Health alerts and other
4. Community Events and Activities – Non-profit interview, movements in the community and public meetings
5. Economy and Employment in the local area – Covered job growth and changes
6. Traffic and Road construction updates – Daily road construction updates
7. Education – School district updates, school board issues and trends that are affecting our children and teachers in the area
8. Weather coverage – Daily and Severe Weather Coverage

Description of Programs providing most significant treatment of community issues

(Listed below is the local programming that contains community issues)

<u>Program</u>	<u>Days</u>	<u>Times</u>
NC10 Early Show	M-F	5:30a – 7a
NC10 Noon News	M-F	12-12:30p
NC10 Quick Cast	M-F	3:37p-4:02p
NC10 5p News	M-F	5-5:30p
NC10 6p News	M-F	6-7p
NC10 10p News	M-F	10-10:35p
NC10 6p News	Sat	6-6:30p
NC10 5:30p News	Sun	5:30-6p
NC10 10p	Sat / Sun	10-10:30p

(During Football season – NC10 10p News on Sunday is delayed based on network shifts)

All the above programs are locally produced news programs produced daily with a mix of local or local relevant news, weather, and sports stories. Issue responsive program segments in the above mentioned programs are normally 1-4 minutes in duration.

KFDA also broadcasts the following syndicated and CBS network programs:

<u>Program</u>	<u>Days</u>	<u>Times</u>
CBS Early Show	M-F	7a-9a
CBS Early Show	Sat	7a-8a
CBS Sunday Morning	Sun	7a-8a
Inside Edition	M-F	4:05-4:30p

These programs provide the latest in international and national news, weather, sports, and interviews. KFDA provides local news updates in M-F at 7:25a, 7:55a, 8:25a, and 8:55a.

KFDA also produces news on KZBZ (Low-power independent station)

NewsChannel 10 Too	M-F	7-8a
NewsChannel 10 Too at 9	M-F	9-9:30p

Live Summer Celebration News cast were done July 21, 23, and 25th. News at 5,6,9 and 10 are all done live from the town square or main area of town focusing stories on economy, tourism, and sports stories from each town. Portales, NM; Childress, TX; Dumas, TX

Community interviews are produced daily in the KFDA NC10 Morning show every Monday – Friday. 1- 2 interviews are performed daily at an average length of 2- 3 minutes.

Details of daily reports can be requested by contacting KFDA.