



Quarterly Listing of Issues and Programs

3rd Quarter - 2015

July 1, 2015 - September 30, 2015

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:

1 Million 4 Anna "Cancer Research";

ACP NetAdvisor "Rove-Axlerod," "Clinton";

American Heart Association "Life Is Why";

Arlington 4th of July Parade;

Anti-Texting "Not Safe for Anyone," "Penguins";

Back to School Roundup;

Children's Medical Center "Hope and Healing";

Children's Tennis;

City House "General";

Community Calendar;

Drug-Free “Mouth”, “Made By Me”;

Easter Seals “What to Wear”;

Fatherhood Involvement “Kids on Dads”;

Fort Worth Cattle Drive;

Healthy Living Expo;

Horatio Alger Awards “Students”;

Hunger “Man on the Moon,” “Germany,” “China”;

Komen “Sign Up”;

Leukemia & Lymphoma Society “Light the Night Walk”;

LV Project “Life Vests”;

MADD “Rearview Mirror”;

March of Dimes “Baby’s First Selfie”;

Max Morgan Let’s Talk Sports Broadcast Scholarship Fund;

Mayor’s Summer Reading Program;

NAMM “There’s More to Life - Just Play,” “Music Is My Life”;

National Park Service “Find Your Park”;

National Road Safety Foundation “Would You Ever?”;

Rock Teen;

Shriner’s Hospital “Burn Aware”;

Special Olympics “United Relay”;

Stand Up 2 Cancer “Act Now”;

TAB “Our Town 4 Teens”;

Texas Department of Transportation “Drive Safe-Monster”;

Think It Up “Jonas”;

Understood “Miscommunication”;

UNICEF “Nepal Earthquake”;

USMC “America’s Marines”, “For Us All”;

Veteran Land Bank “Benefits Fair”;

Watch 4 Me.

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 were extremely few during the quarter, with only one strong storm warranting a weather alert for our viewers, found below:

August 24, 2015	We transmitted a weather crawl to alert our viewing audience of the potential of severe weather during the late afternoon hours.
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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.

“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.

“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.

“Real Winning Edge” is a weekly half-hour series profiling teens who have overcome challenges successfully and who are introduced by celebrities in their field of talent.

“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.

“Wild About Animals” is designed to entertain and teach children about both exotic and unique animals, as well as educate them further about the animals they see every day.



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:

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

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.

IRVIN BAXTER: (9:00am each Sunday morning)

Each Sunday, Irvin Baxter brings teachings of the Bible and how it relates to the past, present and future of society.

JACK VAN IMPE: (2:00am each Sunday morning)

Each week, Jack Van Impe brings to viewers a meaningful lesson from the Bible passages and ways to implement these lessons in their daily lives.

JONATHAN SHUTTLESWORTH: (1:00am each Tuesday morning)

Each week, Jonathan Shuttlesworth preaches matters of faith and the many ways God is present in the world.

In the 3rd Quarter, KDFI aired a total of 154 hours of religious programming, averaging 11.5 to 12 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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