



Quarterly Listing of Issues and Programs

1st Quarter - 2015
January 1, 2015 – March 31, 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:

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

American Heart Association "Real Women";

Bring More to Life "Just Play";

Buzz Off for Kids;

Children's Medical Center "Hope and Healing";

Community Calendar;

DAV "Promise," "Whatever It Takes";

Department of Human Health Services "Speak Your Mind -Derek";

Doctors Without Borders "Right Now";

Emergency Preparedness "Waiting";

Fatherhood Involvement “Hiding”;

Homeland Security “We’re All Online,” “Over Sharing”;

Leukemia & Lymphoma Society “Valentine Luncheon,” “Someday Is Today,” “Coach Pagano”;

MADD “Rearview Mirror”;

March of Dimes “Baby’s First Selfie”;

Matching Donors “Perfect Match”;

Max Morgan Let’s Talk Sports Broadcast Scholarship Fund;

MLK Day of Service;

North Texas Giving Day;

Matching Donors “Perfect Match”;

Protecting Memories “Fishing”;

Shriner’s Hospital “Be Burn Aware”;

Souper Bowl of Caring 2015;

Special Olympics “Track,” “Swim,” “Gym”;

Stand Up 2 Cancer “Two Worlds One Dream”;

Stomp Wars;

TAB “Water Foundation-Fastest Growing,” “Water Foundation-Home Use”; Texas

Texas Department of Human Health Services “Speak Your Mind – Derek”;

Texas Orthopedic Association “Lazy Bones”;

USO “The Journey”; and

Veterans Crisis Help Line.



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 winter weather in North Texas was peaceful until the end of the season, when it came in with a vengeance. The alerts to communicate to our viewers during the 1st quarter are below:

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| February 24, 2015 | We transmitted a weather crawl to alert our viewing audience of the potential of winter weather during the late morning and afternoon hours. |
| February 25, 2015 | Winter storms continued to evolve and we ran weather crawls during the morning hours. |
| February 26, 2015 | Winter continued to stick around our viewing area. We alerted our viewers to the weather during the morning hours. |
| February 27, 2015 | This was another day of dangerous winter weather with snow, ice and fog. We alerted our viewers all throughout the morning and afternoon hours. |
| March 4, 2015 | Winter weather made a return to North Texas, and we aired weather crawls all during the afternoon and evening 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.

“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.

“The Real Winning Edge” highlights adolescents and young adults making the right choices when faced with tough decisions. The series features role models from professional sports and the entertainment industries, and presents a powerful and positive message.

“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.

On Saturday, February 14 at 2pm; KDFI aired the special - **“American Latino Presents: Dreams”**. This inspirational and educational special profiles famous Latinos from the entertainment industry.



Bounce TV honored BLACK HISTORY MONTH during the month of February, which included some of the greatest African-American stories in TV, film, and performances every Sunday of the month. The tribute also included original short form series and vignettes from some of the most influential African-American actors and others in the world of politics.

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 1st 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.