



**Quarterly Listing
of
Issues and Programs**

2nd Quarter – 2015
April 1, 2015 – June 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:

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

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

Bid D Reads;

Bring More to Life "Just Play";

Buzz Off for Kids;

Campaign for Disability Employment "Who Am I?";

Children's Medical Center "Hope and Healing";

Collin Classic Bike Ride-Turco;

Community Calendar;

Dallas DISD Pre-K;

Doctors Without Borders “Right Now”;

Drug-Free “Mouth”, “Make By Me”;

Emmitt Smith Golf Classic;

Fair Park Sparks;

Hispanic College Fund;

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

Lemonade Day;

Leukemia & Lymphoma Society “Someday Is Today”;

Luxury Scottish Rite;

MADD “Rearview Mirror”;

March of Dimes “Baby’s First Selfie,” “March for Babies”;

Max Morgan Let’s Talk Sports Broadcast Scholarship Fund;

Mayfest 2015;

Mayor’s Summer Reading Program;

National Veterans Wheel Chair Games;

NF Dining Out in Dallas;

Play Like a Girl;

Rock Teen;

Shred Day;

Shriner’s Hospital “Be Burn Aware”;

Special Olympics “United Relay”;

Stand Up 2 Cancer “Two Worlds One Dream”;

TAB “Water Foundation-Home Use”;

Texas Veterans Land Board “Benefits Fair”;

UNICEF “Nepal Earthquake”;

Walk MS.



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 spring weather in North Texas came in like a lion with the wettest May on record. The alerts to communicate to our viewers during the 2nd quarter are below:

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| April 1, 2015 | We transmitted a weather crawl to alert our viewing audience of the potential of winter weather during the late afternoon hours. |
| April 9, 2015 | Spring storms continued to evolve and we ran weather crawls during the afternoon hours. |
| April 13, 2015 | Storms continued to stick around our viewing area. We alerted our viewers to the weather during the morning hours. |
| April 17, 2015 | Storms and wind bubbled up in our viewing area and we alerted via program crawls during the afternoon hours. |
| April 18, 2015 | We aired weather crawls all during the afternoon and evening hours. |
| April 22, 2015 | The entire late afternoon and evening was filled with storms. We alerted our viewing area via weather crawls all throughout the day and night. |

- April 24, 2015 Severe weather was a factor during the late afternoon and evening hours. Weather crawls were launched during these times.
- May 7, 2015 We had severe weather during the evening and overnight hours, and our viewers were alerted to the threat by weather crawls.
- May 8, 2015 Storms continued to form and we aired weather crawls during the late evening hours.
- May 9, 2015 Severe storms from the day before continued into the next few days, with consistent weather crawls being issued, alerting our viewers to the threat of severe weather. Our crawls continued through the morning, evening and overnight hours.
- May 10, 2015 North Texas experienced severe weather all day and night on this day, and we alerted our viewers with weather crawls during the morning, afternoon and evening hours.
- May 16, 2015 More spring storms popped up during the overnight hours and we aired weather crawls during this time to alert our viewers.
- May 19, 2015 Spring storms appeared during the afternoon and stayed with our viewing area all through the overnight hours, prompting us to air weather crawls during these times to alert our viewers.
- May 25, 2015 Severe weather continued to dominate our days, as spring storms began again during the afternoon hours. We ran weather crawls to alert our viewers.
- May 26, 2015 Weather crawls were aired to alert our viewers of the threat of severe weather during the afternoon and evening hours.

- May 28, 2015 We alerted our viewing area during the evening and overnight hours of severe weather with weather crawls.
- May 29, 2015 Weather continued into this day, bubbling up during the early afternoon hours. We aired weather crawls alerting our viewing area to the threat.
- June 16, 2015 After a calming two weeks, severe storms invaded the north Texas area and we alerted viewers by airing weather crawls during the later afternoon hours.
- June 17, 2015 Severe weather continued throughout the morning and afternoon hours. We aired weather crawls during to alert our viewers.



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.

On Saturday, May 16th at 1:30pm; KDFI aired the special - **“American Latino Presents: ATHLETES”**. This inspirational and educational special profiles famous Latinos from the entertainment and sports industries.



COMMUNITY INVOLVEMENT:



KDFI was once again a proud sponsor of MAYFEST, an annual event which takes place on the banks of the Trinity River in Fort Worth. 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. In part because of our efforts, Mayfest attendance once again broke records of past years in terms of attendance, with over 320,000 people entering the gates.

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.

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 2nd 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.