

CW33
KDAF-TV
QUARTERLY ISSUES/PROGRAMS LIST
1ST QUARTER 2019
April 3, 2019

KDAF, CW33 consistently informs and responds to its viewers issues of community interest through its airing of programs, public service announcements, station initiatives and participation in community events.

Those Issues covered on KDAF that are of concern to the community included:

30-Minute Special:

F.Y.I. Money:

Aired March 24, 2019, 4:00-4:30am and 9:00-9:30am

A locally produced program focusing on matters of money that provide useful tips for consumers. Topics covered included: buying and selling a home, tips for handling money responsibly, top mistakes made in budgeting, the myths of discount stores and some products quality, paying off debts and school loan delinquencies and tax paying scams. See description below.

Public Service:

CW33 Good:

Aired Jan-March 2019

This is a station initiative where DFW local non-profits are highlighted via PSA's and profiled on cw33.com community landing page. KDAF aired more than 300 spots promoting this initiative housed on our website and specific charity PSA's including the Wheel to Survive promotion, raising money for a cure for ovarian cancer and Dallas Hope Charities, raising money for the marginalized in our society including the homeless.

Salute to Black History Month:

Aired: Jan 28-Feb 28, 2019

Station salutes black history month by highlighting stories about those individuals and historic events and moments that have made a significant contribution to the community. More than 200 spots aired promoting and highlighting Black History Month.

Community Events:***MLK Parade:***

Aired: Jan 2019

Station participated in the MLK Parade which took place in Dallas. In addition, station also produced and aired in excess of 50 promotional announcements highlighting this important and historic holiday bringing recognition to our community.

F.Y.I. FOR ISSUES REPORT

Date: 3/24/19

Times: 4:00-4:30am and 9:00-9:30am

Topic: Spring cleaning finances

Duration: 3:20

Description: Ian Dunlap, a master investor and finance expert, gives viewers some spring-cleaning finance tips.

Topic: Tax returns

Duration: 1:00

Description: Tips on what to do with the money you get back in your tax return

Topic: Tax returns – changes in filing

Duration: 1:47

Description: A recap of changes this past year that may affect how you file

Topic: Government shutdown and filing

Duration: 1:17

Description: With the longest government shutdown that happened this year, experts weigh in on how that will affect the IRS

Topic: Moving scam

Duration: 2:13

Description: A moving company is scamming people out of their money and belongings across the nation.

Topic: Millennial housing market

Duration: 2:27

Description: A new study shows that the largest percentage of home buyers this year were millennials

Topic: 529 savings account

Duration: 1:28

Description: Consumer Reports how to withdraw money from 529 savings account

Topic: Extended car warranties

Duration: 1:34

Description: When buying a used car, is purchasing an extended warranty worth it?

Topic: Used cars

Duration: 1:11

Description: Consumer Reports ranks the best used cars

Topic: Eating out

Duration: :35

Description: Tips on how to save money while eating out

Topic: Grocery prices

Duration: 1:29

Description: Certain items at the grocery store are going up in prices

Topic: Vegas trip

Duration: 1:59

Description: Best ways to save money if you're traveling to Las Vegas