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## **QUARTERLY ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION: KRLD-FM HD2**

**1st QUARTER, 2014**  
(January 1 through March 31)

Prepared by: Nick Carissimi, News Producer/Technical Operator, KRLD-AM

**Issues of Concern to Dallas/Fort Worth  
Addressed in Responsive Programming in the  
1st Quarter, 2014**

1. Health & Wellness
2. Financial Literacy
3. Environmental Issues
4. Education
5. Economic Development
6. Transportation
7. Technology
8. Charitable Giving
9. Women & Children's Issues
10. Arts & Entertainment



**Most Significant Issue-Responsive Programming**  
**1st Quarter, 2014**  
**(January 1 through March 31)**

**ISSUE:** Health & Wellness

KRLD Midday News  
1/13/14  
11:50 am  
5 minutes of 5 hour broadcast

Catey Hill with Market Watch is interviewed about "10 things the weight loss industry won't tell you".

KRLD Midday News  
1/13/14  
2:50 pm  
4 minutes of 5 hour broadcast

Doctor Smith, co-host of 'The Doctors' on T-X-A 21 discusses the "Shred diet".

KRLD Midday News  
1/15/14  
1:20 pm  
4 minutes of 5 hour broadcast

Rick Seaney with Farecompare.com discusses Flu season and how to avoid getting sick on a plane.

**Most Significant Issue-Responsive Programming  
1st Quarter, 2014  
(January 1 through March 31)**

**ISSUE:** Financial Literacy

This Week in Texas  
1/19/14  
6:00 – 6:30 am  
5 minutes of 30-minute broadcast

Greg McBride at BankRate.com is interviewed about new mortgage lending rules.

KRLD Midday News  
2/3/14  
1:20 pm  
3 minutes of 5-hour broadcast

Investing analyst Sheyna Steiner with Bankrate.com discusses a new investing calculator that tracks the S&P Composite Stock Price Index performance.

KRLD Midday News  
1/28/14  
10:50 am  
4 minutes of 5-hour broadcast

Jeannette Kopko with the BBB warns listeners about the “9.84 cent scam”.

**Most Significant Issue-Responsive Programming  
1st Quarter, 2014  
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**ISSUE:** Environmental Issues

KRLD Midday News  
2/5/14  
11:20 am  
4 minutes of 5 hour broadcast

Mitch Carr interviews David Turnbull at Oil Change International about the possible impacts of the Keystone XL pipeline.

KRLD Midday News  
3/24/14  
12:32 pm  
4 minutes of 5 hour broadcast

Lieutenant Sam Danus with the US Coast Guard is interviewed about an oil spill in Galveston Bay, cleanup efforts and trying to contain around 168 thousand gallons of oil.

KRLD Midday News  
1/13/14  
11:51 am  
3 minutes of 5-hour broadcast

Denise Hickey with the North Texas Municipal Water District is interviewed about low water levels in Texas lakes and reservoirs and their impact on the environment.

**Most Significant Issue-Responsive Programming**  
**1st Quarter, 2014**  
**(January 1 through March 31)**

**ISSUE:** Education

This Week in Texas  
1/5/14  
6:00 – 6:30 am  
5 minutes of 30-minute broadcast

A&M Corpus President Flavius Killebrew talks about a drone program that is coming to the school.

This Week in Texas  
3/23/14  
6:00 – 6:30 am  
6 minutes of 30-minute broadcast

UNT President Neal Smatresk is interviewed about their fast-track tuition program called “Eagle Express”.

This Week in Texas  
3/30/14  
6:00 – 6:30 am  
5 minutes of 60-minute broadcast

Lauren Callahan with the Texas Education Agency talks about parents opting out of the STAAR program.

**Most Significant Issue-Responsive Programming**  
**1st Quarter, 2014**  
**(January 1 through March 31)**

**ISSUE:** Economic Development

KRLD Midday News  
1/14/14  
10:51am  
3 minutes of 5 hour broadcast

UTA Marketing Professor Elton Briggs is interviewed about a new public opinion poll that puts Amazon on top of the list of most favorite brand names in the US.

KRLD Morning News  
1/15/14  
5:11am  
2 minutes of 5 hour broadcast

KRLD's Matt Thomas has details on the opening of a Walmart in South Oak Cliff that plays a big part in the mayor of Dallas's "Grow South" initiative.

KRLD Midday News  
1/15/14  
4:51pm  
4 minutes of 5 hour broadcast

Terry Clower is interviewed about J.C. Penney cutting 2,000 jobs and closing 33 stores as it tries to turn around results.



**Most Significant Issue-Responsive Programming**  
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**ISSUE:** Transportation

KRLD Middays News  
1/15/14  
12:51 pm  
3 minutes of 5 hour broadcast

David Rancken interviews Doug Shupe with AAA Texas about the dangers of taking 'Selfies' While Driving.

KRLD Midday News  
1/27/14  
11:51 am  
3 minutes of 5 hour broadcast

Rick Seaney with Fare Compare dot com is interviewed about Southwest Airlines expanding beyond the continental United States with flights to Aruba, Jamaica and other vacation destinations.

KRLD Middays News  
2/11/14  
2:21 pm  
3 minutes of 5 hour broadcast

Liza Bustamante with the Dallas Department of Street Services is interviewed about sanding operations at Ice Force One and Dallas road conditions.

**Most Significant Issue-Responsive Programming**  
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**ISSUE:** Technology

KRLD Midday News  
1/15/14  
10:20 am  
3 minutes of 5 hour broadcast

Todd Shields with Bloomberg News discusses a ruling by the federal appeals court on Net Neutrality.

KRLD Midday News  
1/20/14  
10:23 am  
4 minutes of 5-hour broadcast

Michael Garfield is interviewed about a new report that says cyber-attacks aren't relegated to laptops anymore: Now, even a fridge or a TV can send malicious emails.

KRLD Midday News  
1/23/14  
10:51 am  
3 minutes of 5-hour broadcast

Catey Hill with Market Watch is interviewed about ATMs that are being equipped with new technology that may soon issue cashier's checks, loans and subway tickets.

**Most Significant Issue-Responsive Programming**  
**1st Quarter, 2014**  
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**ISSUE:** Charitable Giving

KRLD Midday News  
1/20/14  
12:22 pm  
3 minutes of 5-hour broadcast

Jan Pruitt with the North Texas Food Bank is interviewed about how volunteers throughout North Texas are celebrating the Martin Luther King, Jr. Holiday at the North Texas Food Bank.

KRLD Midday News  
1/27/14  
10:22 am  
4 minutes of 5-hour broadcast

James Ziliaks at the Center for Poverty Research at the University of Kentucky discusses the realities of SNAP recipients in 2014.

KRLD Midday News  
1/27/14  
1:22 am  
3 minutes of 5-hour broadcast

Edward Franklin, President of Voice of Hope, an organization that helps those in poverty is interviewed by Mitch Carr about the group's annual fundraiser.

**Most Significant Issue-Responsive Programming**  
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**ISSUE:** Women & Children's Issues

KRLD Midday News  
1/15/14  
11:21 am  
3 minutes of 5-hour broadcast

Mitch Carr interviews Lisa McElroy who teaches constitutional law at Drexel University about an abortion case before the Supreme Court of the United States...McCullen V. Coakley.

KRLD Midday News  
1/15/14  
1:21 pm  
4 minutes of 5-hour broadcast

CBS' Dr. John LaPook discusses a new study on a key mystery involving autism specifically-why some children have extreme reactions to noise.

KRLD Midday News  
1/23/14  
12:51 pm  
3 minutes of 5-hour broadcast

KRLD's Chris Sommer interviews leadership coach Kathy Caprino about her new Forbes article about crippling parenting behaviors that keep our children from growing into leaders.

**Most Significant Issue-Responsive Programming  
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**ISSUE:** Arts & Entertainment

KRLD Midday News  
1/15/14  
10:51 am  
3 minutes of 5 hour broadcast

Dorothy Pomerantz, the Forbes L.A. Bureau Chief discusses Forbes Most Influential Celebrities list. Steven Spielberg tops the list.

KRLD Morning News  
1/27/14  
7:51 am  
4 minutes of 5 hour broadcast

Steve Futterman is interviewed live from the Grammy Awards...local band Snarky Puppy is discussed.

KRLD Afternoon News  
2/17/14  
4:22 pm  
3 minutes of 5-hour broadcast

Associate Professor and Pop-Culture expert Rob Weiner of Texas Tech University is interviewed about Jimmy Fallon taking over as the new host of the Tonight Show.

**Public Service Announcements  
1st Quarter, 2014  
(January 1 through March 31)**

Issue:

Health and Wellness

Education  
Environmental Issues  
Economic Development  
Education  
Transportation  
Technology  
Charitable Giving  
Arts & Entertainment  
Women and Children's Issues

PSA Name:

**AHA Go Red**-American Heart Association Go Red For Women Luncheon.

**NASA PSA**-Announcement to garner interest in a sleep study conducted by NASA.

**Red Balloon Run**-Announcement to build awareness for Children's Medical Center Red Balloon Run and Ride 4K.  
**Caring 4 Kids** – Soliciting purchase of tickets, tables, and donations for the Caring for Kids benefit for Foster in Texas children.