



**KDFI DALLAS | FORT WORTH**

**QUARTERLY REPORT OF  
ISSUES & PROGRAMS**

**APRIL 1, 2018 – JUNE 30, 2018**

**KDFI TV-DT 36**

**Serving the Public interest in the Dallas-Fort Worth Market**



### ***Ascertainment of Issues***

KDFI Channel 27 provides information, education and communication resources to its viewers. The station works with the community to address issues and concerns raised by our viewers through their letters, emails and phone calls. We collect all correspondence as well as respond to phone calls in an effort to ensure we are providing the best service to viewers in our community.

KDFI Channel 27 sponsors community events and is involved with the lives of our viewers. We notify our audience of neighborhood events and other public happenings through airing numerous PSA's during the quarter to educate and inform the public (a list of PSA's that aired is below).

**American Diabetes Association** "Risk Test - Bacon Lovers," "Risk Test - Hedgehog," "Risk Test - Puppies";

**Bet on a Vet** "Charlie Daniels";

**Boystown** "National Hotline," "Parent";

**Children's Miracle Network Hospital** "Chris Pine," "Kristin Bell";

**Community Calendar**;

**Community** "Thank you";

**DFW Family Expo**;

**Friends of Animals** "Dear Humans";

**Genesis Women's Shelter** "Financial," "Emotional," "Spiritual";

**Girl Scouts 2018**;

**Ill Forks Golf Tournament**,

**Make a Wish “One Moment”;**

**March of Dimes “March for Babies”;**

**Mayfest;**

**Minnie’s Pantry Feed Just One Gala;**

**NAMI Walks;**

**Partnership for Drug-Free Kids “Fried Eggs”;**

**Pediatric Brain Tumor Foundation “Mashup”;**

**Polka Fest;**

**Promise Walk;**

**Shred Day;**

**Stand Up 2 Cancer “Jimmy Smits”;**

**Texas Association of Broadcasters “Roadblock-Life Doors,” “Roadblock-Viral Consequences.”**

**Warren Center;**

**And YMCA Water Safety**



## *Weather and Amber Alerts*

KDFI Channel 27 participated as a full partner with the broadcast community in broadcasting emergency information to the market, including Amber Alert and Severe Weather Warnings. Whether it be dangerous lightning, school closings or tornado warnings, KDFI Channel 27 provided timely communications to viewers. In the 2<sup>nd</sup> quarter of 2018, our viewing area had its share of storms that required attention being brought to our viewers.

- |                |   |
|----------------|---|
| April 3, 2018  | Thunderstorms erupted over our viewing area in the afternoon hours. We alerted our viewers to these storms by airing weather crawls throughout the event.                 |
| April 6, 2018  | Storms formed over our viewing area during the late afternoon hours and into the evening. We ran weather crawls throughout, alerting our viewers.                         |
| April 13, 2018 | April storms continued to form in the afternoon hours and lasted into the evening. We alerted our viewers with weather crawls throughout the afternoon and evening hours. |
| April 21, 2018 | A fast moving thunderstorm moved through our area during the afternoon hours. We ran a weather crawl providing our viewers with storm information.                        |
| May 3, 2018    | Spring storms continued to erupt over our viewing area in the morning and afternoon hours. Weather crawls were run, alerting our viewers during this weather event.       |
| June 7, 2018   | Late afternoon storms formed over our viewing area and we ran weather crawls to alert our viewing area.   |



## ***Informational Programs***

Below is the list of educational and informational 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.

**“Live Life & Win”** is a weekly nationally syndicated TV series highlighting inspirational teen success stories with segments featuring Entrepreneurs, Extraordinary Teens, Giving Back, and Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship.

**“Made in Hollywood – Teen Kids Edition”** is an Emmy-nominated, nationally syndicated TV series providing an introduction to careers on-camera and “behind-the-screen,” plus an understanding of the motion picture, television and entertainment fields. Viewers are introduced to career opportunities focusing on creative, technical and artistic skills. Leaders in their respective fields present career advice and insight.

**“Sports Stars of Tomorrow”** brings the viewer inside the world of high school and college athletics. The program travels the country each week to highlight the brightest stars and athletes in all sports venues.

**“Teen Kids News”** showcases informational features for teens, reporting on diverse topics such as 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.



On Sunday, May 20<sup>th</sup> at 2pm, KDFI Channel 27 aired the special – ***“American Latino Presents: ATHLETES”***. This special featured some of the most inspiring athletes as they take on incredible challenges, proving you can do anything when you believe.



## ***KDFW FOX 4 NEWS AIRS ON CHANNEL 27***



Beginning on Monday, April 2, 2018 at 7:00pm Monday through Friday, KDFI Channel 27 began airing the replay of KDFW's 6:00pm FOX 4 NEWS. The results with ratings and viewers has been an instant hit in this time period.

Additionally, in 2nd Quarter, the FIFA WORLD CUP began a heavy rotation on KDFW. KDFI Channel 27 has been a key player in airing both the 8:00am hour of KDFW'S FOX 4 GOOD DAY and FOX 4 NEWS AT NOON on the days soccer aired on KDFW. We set up a telephone hotline with the day's rundown of where viewers could find any displaced programs.

KDFI Channel 27 aired KDFW's GOOD DAY AT 8:00AM on the following days and times:

Monday, June 25 at 8:00am  
Tuesday, June 26 at 8:00am  
Wednesday, June 27 at 8:00am  
Thursday, June 28 at 8:00am

KDFI Channel 27 aired KDFW's FOX 4 NEWS AT NOON on the following days and times:

Thursday, June 14 at 12:00pm  
Friday, June 15 at 12:00pm  
Tuesday, June 19 at 12:00pm  
Wednesday, June 20 at 12:00pm  
Thursday, June 21 at 12:00pm  
Friday, June 22 at 12:00pm  
Monday, June 25 at 12:00pm  
Tuesday, June 26 at 12:00pm  
Wednesday, June 27 at 12:00pm  
Thursday, June 28 at 12:00pm



## QUARTERLY SPONSORSHIPS

### APRIL



#### March For Babies

The stations produced public service announcements for this year's March of Dimes "March for Babies" events in Dallas and Fort Worth.

### MAY



#### Mayfest 2018

The stations sponsored Mayfest 2018, an outdoor event in Fort Worth.

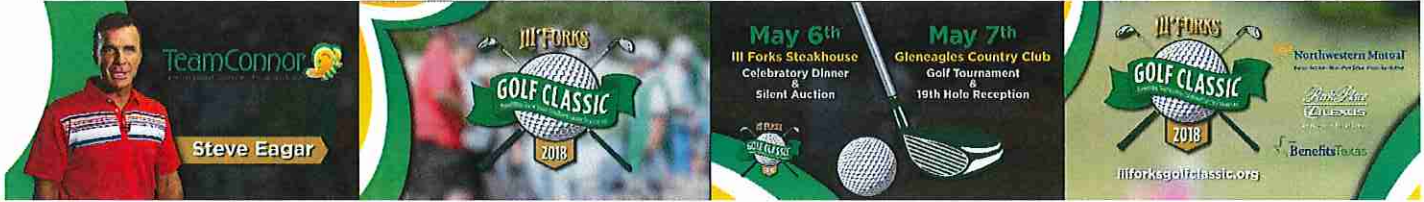


#### Mayfest Thank You

The stations produced a wrap-up public service announcement for this year's Mayfest promotion.



## MAY (continued)



### III Forks Golf Classic

The stations produced public service announcements for the III Forks Golf Classic in Plano.



### Promise Walk

The stations produced public service announcements for the Promise Walk for Preeclampsia in Carrollton.



### LV Project's Honor Connor Run

The stations produced public service announcements for the LV Project's Honor Connor Run at North Richland Hills.

## MAY (continued)



### March for Dimes Thank You

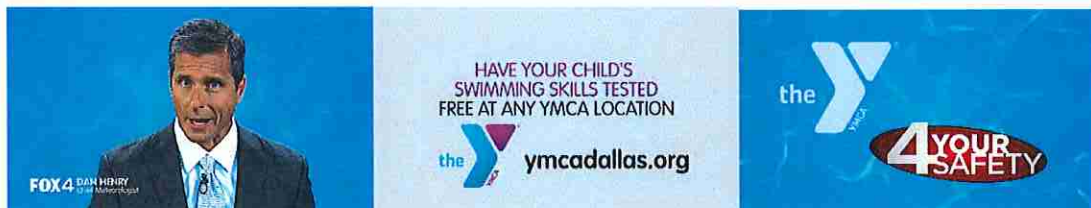
The stations produced a follow-up public service announcement for the March of Dimes March for Babies event.

## JUNE



### 21CF Impact Week – FOX 4's Library Day

Employees of the stations participated in 21CF Impact Week, participating in programs in 16 branches of the Dallas Public Library System.



### YMCA Water Safety

The stations produced public service announcements for the YMCA regarding water safety.

## JUNE (continued)



### Celebrate Freedom

The stations produced public service announcements for Celebrate Freedom 2018 at Texas Motor Speedway in Fort Worth.



### Summer at the Library

The stations produced public service announcements to encourage viewers to visit to the library this summer.



### Lone Star 92.5 Summer Blood Drive

The stations produced public service announcements for the Lone Star 92.5 Summer Blood Drive.



## *Religious Programs*

KDFI Channel 27 is proud to offer a variety of religious and faith-based programs to the entire market. Offerings throughout the week include:

**THE 700 CLUB:** (9:00am-10:00am Monday – Friday, 1 hour)

Television talk show dedicated to bringing uplifting stories, exciting guests, breaking news and much more from a Christian perspective.

**JOEL OSTEEN:** (5:30am-6:00am, .5 hour and 8:00am-8:30am Sunday, .5 hour)

Popular minister Joel Osteen teaches Biblical principles in a simple way, emphasizing the power of love and a positive attitude.

**AMERICAN RELIGION TOWN HALL:** (6:30am-7:00am Sunday, .5 hour)

“American Religion Town Hall” features leaders from all religious faiths talking and debating with each other in order to gain better insight on the different beliefs in our nation and world.

**TRUTH IN LOVE:** (7:30am-8:00am Sunday, .5 hour)

Each week, this ministry, associated with the Mormons, strives to bring news of Christ’s completed work to the many members of the LDS Church.

**JENTZEN FRANKLIN:** (8:30am-9:00am Sunday, .5 hour)

Jentzen Franklin is the senior pastor of Free Chapel, a multi-campus church with global reach. Each week, he delivers the life-changing truth of God’s word to over 249 countries around the world.

**GATEWAY CHURCH:** (6:00am-7:00am Sunday, .5 hour)

Gateway Church practices its faith through the words of the Bible, emphasizing God's love, and love for their fellow man.

**PETER POPOFF:** (2:00am-2:30am Monday and Wednesday, 1 hour total. End date: 4/9/18)

The Reverend Peter Popoff provides spiritual direction and powerful testimonies to receive God's blessings.

**INSPIRATION MINISTRIES:** (9:00am-10:00am Sunday, 1 hour)

The mission of Inspiration Ministries is to impact people for Christ worldwide through media.

In the 2nd Quarter, KDFI Channel 27 aired a total of 124.5 hours of religious programming, averaging 10.5 hours the first week of the quarter, then 9.5 hours a week thereafter.

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 and serve them as responsible broadcasters.

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