

KDMX
Dallas, TX
Quarterly Issues/Programs List
Second Quarter, 2020
04/16/2019
KDMX
Quarterly Issues/Programs List

KDMX provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

April 1, 2020

To: I Heart Media Public File for KDMX

From: Anna de Haro

Re: Issues & Programs Summary for April 1, 2020 through June 30, 2020

Below is a list of issues targeted for on-air coverage during the 2nd Quarter from April 1, 2020 through June 30, 2020. These issues have been ascertained to be of ongoing importance to the communities of Fort Worth and Dallas, Texas and the surrounding areas.

- 1) Coronavirus/Covid 19 Public Health Issues**
- 2) Local/National Economic Issues and Employment-related Issues**
- 3) Education**
- 4) Child Welfare Issues**
- 5) Racial Tensions and Social Justice Issues**
- 6) Crime and Violence**
- 7) Drugs and Alcohol Abuse**
- 8) Veterans Issues**
- 9) Emergency Preparedness, Homeland Security and Terrorism**
- 10) Environmental Issues**

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
HEALTH & SAFETY	CORONAVIRUS EXPLAINED	Balance of necessary info and help ease the panic of Coronavirus	Aria B., Dr. Shuhan H., Rob C	04/12/2020 06:02 AM	029:30
HEALTH & SAFETY	CORONA VIRUS EXPLAINED	Balance of necessary info and help ease the panic of Coronavirus	Dr. Adams, B. Shore, J. Yoo	04/19/2020 05:53 AM	029:31
HEALTH & SAFETY	CORONAVIRUS EXPLAINED	Balance of necessary info and help ease the panic of Coronavirus	Dr. B Lahita, H. Evans, J, Lu	04/26/2020 05:59 AM	029:28
MENTAL HEALTH	SUNDAY MORNING MAGAZINE 5-3-20	CORONAVIRUS IMPACT ON MENTAL HEALTH	MENTAL HEALTH AM GREATER DALL	05/03/2020 06:02 AM	026:00
HEALTH & SAFETY	CORONAVIRUS EXPLAINED	Balance of necessary info and help ease the panic of Coronavirus	Dr. J Shmerling, A. Whitney,	05/10/2020 05:55 AM	029:31
HEALTH & SAFETY	CORONAVIRUS EXPLAINED	Balance of necessary info and help ease the panic of Coronavirus	M. Love, Dr. K Lestage, C. Go	05/17/2020 05:59 AM	029:30
HEALTH & SAFETY	CORONAVIRUS EXPLAINED	Balance of necessary info and help ease the panic of Coronavirus	KCOLE DRHKOPLEWICZ DRKDUCKWOR	05/24/2020 05:58 AM	029:31
HEALTH & SAFETY	CORONAVIRUS EXPLAINED	Balance of necessary info and help ease the panic of Coronavirus	C. Demrovsky, D. Baker, J. Be	05/31/2020 06:00 AM	029:31
PUBLIC AWARENESS	iHEARTREADIO COMMUNITIES PUBLIC AFFAIRS SPECIAL	Balance of necessary info and help ease the panic of Coronavirus	S. WRIGHT, M. MCDANIEL, R. ST	06/07/2020 05:55 AM	029:32
HOUSING AND ECONOMY	SUNDAY MORNING MAGAZINE 6-14-20	HOUSING AND ECONOMIC ISSUES	HABITAT FOR HUMANITY	06/14/2020 05:55 AM	028:10
HEALTH ISSUE	SUNDAY MORNING MAGAZINE 6-21-20	MENS HEALTH MONT AND COVID 19	MENS HEALTH	06/21/2020 06:04 AM	027:59
LAW ENFORCEMENT OFFICERS	SUNDAY MORNING MAGAZINE 6-28-20	LAW ENFORCEMENT AND POLICE REFORM	DALLAS POLICE ASSOCIATION	06/28/2020 06:02 AM	029:32

**More Detailed Information
PUBLIC AFFAIRS PROGRAMS FOR 2nd QUARTER 2020

Because of the Coronavirus Pandemic we ran a National I Heart Program with experts in their field "Coronavirus Explained."

"Sunday Morning Magazine" cart #50764

June 14, 2020

Aired 6am to 6:30am

30 minute program

Issues Covered: Home Ownership, Housing, Economic Issues.

Guest: Tosha Herron Bruff the Vice President of Government Relations for Dallas Area Habitat for Humanity.

Topic: The month of June is National Homeownership Month. It is a time to reflect on the impact that home ownership has on a family, a neighborhood and on the economy as a whole but for many the dream of homeownership seems beyond their reach and that is where nonprofits like Habitat for Humanity can help. Habitat for Humanity works with families to find a path to home ownership with the clients of Habitat putting in their own sweat equity to get in to a home but also they need to prove that they have good credit and that they make enough to sustain a home. Habitat has education classes for families even those who don't qualify to get a home can learn how to take steps to get in to a home and how to maintain a home and during Covid 19 the classes have gone virtual and coming up on Saturday, June 27th Habitat will have a virtual Home Ownership Meeting for anyone in the metroplex looking to purchase a home. We also talked about the advocacy that Habitat does with lawmakers at the state level and the national level to make sure that there is affordable housing in cities and how the issue of affordable housing impacts the economy with many companies deciding not to move to an area if there isn't enough affordable housing for their workforce.

June 21, 2020

Aired 6am to 6:30am

30 minute program Issues Covered: Men's Health and Education and Community Involvement.

Guests: Dr. Parth Shaw with USMD Fort Worth Hospital

Topic: Today is Father's Day and Dr. Parth Shaw joined me to talk about men's health issues and what all men need to know about taking care of their health especially during the age of Covid 19. We talked about signs and symptoms of heart disease and cancers that affect men like prostate cancer, testicular cancer. We also talked about low testosterone levels or Low T and how it can affect men in different ways and what to do if you have Low T and we also talked about mental health issues and stress reducers for men and the part that families play in making sure that the men in their lives take care of themselves.

June 28, 2020

Aired 6am to 6:30am

30 minute program

Issues Covered: Support for Law Enforcement

Guest: Sgt. Mike Mata the President of the Dallas Police Association

Topic: It is the Sunday before the 4th of July and as we all get ready to celebrate our nation's independence we also need to reflect on the freedoms we enjoy thanks to the sacrifices that our military and their families have made but we are also faced with a new reality in the age of Covid 19 and in the age of racial injustice protests that have been taking place over the past month around the country. Sgt. Mata joined me to talk about the measures that police are taking to make sure that they are doing their part to end police brutality and the work that they are doing to make sure that communities are safe. We talked about the grievances that people have with police and we talked about the ways that police are bridging the gap. We also talked about policing in the age of phone video and the defund police movement which he says police are for if it means that they will not have to deal with social issues like mental health crisis calls or calls to deal with a child who isn't doing their homework. He talked about how police are being asked to do too much instead of protecting the community and law enforcement. We talked about working with social service agencies but the cost and how communities need to do their part as well.

Section II

NETWORK (and/or SYNDICATED) PROGRAMMING

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
(Insert network and/or syndicator-provided programs lists here.)				

Section III

PUBLIC SERVICE ANNOUNCEMENTS

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
(This station aired no public service announcements during the quarter in question.)			

*****The System did not accurately count the number of public service announcements that aired in 2nd Quarter*****

Below is an Excel copy of a report from our Viero System on the PSAs for KDMX in 2nd Quarter

Line No.	Station	Title	ISCI Code	Status	Sched Day	Sched Date	Sc
Advertiser: Local Promo PSA							
Order No.: 1319293748							
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Wed	04/01/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Wed	04/01/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Wed	04/01/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Wed	04/01/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Fri	04/03/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Fri	04/03/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Fri	04/03/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Sat	04/04/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Sat	04/04/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Sat	04/04/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Sat	04/04/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Sun	04/05/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Sun	04/05/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Sun	04/05/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Sun	04/05/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Mon	04/06/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Mon	04/06/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Mon	04/06/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Tue	04/07/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Tue	04/07/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Tue	04/07/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Wed	04/08/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Wed	04/08/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Wed	04/08/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Thu	04/09/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Thu	04/09/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Fri	04/10/2020	
2	KDMX-FM	PSA Community Calendar KDMX	PSA Community	Verified	Fri	04/10/2020	

2 - 30 second Traffic Updates every hour between 5am and 10am Monday through Friday.

2 – 30 second Traffic Updates every hour between 11am and 1pm Monday through Friday.

2 - 30 second Traffic Updates every hour between 2:50pm and 7:50pm Monday through Friday.

2 - 10 second Weather Updates every hour between 5am and 9am Monday through Sunday.

1 - 10 second Weather Update every hour between 9am and 3pm Monday through Sunday.

2 – 10 second Weather Updates every hour between 3pm and 8pm Monday through Sunday.

KDMX Appearances and Events for Non Profits

As a result of the Coronavirus Pandemic I Heart Media stations suspended all in person appearances and events were canceled but we took to the airwaves and to our websites to let listeners know they were not alone and we shared information about resources available to them through United Way and through Communities Foundation of Texas as well as the North Texas Food Bank and the Tarrant Area Food Bank.

April 2- May 25 KDMX has shown support for the community with the Stop the Spread, Facts Not Fear campaign. KDMX hosted the campaign online on the homepage of the website with a link to the CDC's COVID-19 Fact Sheet for the audience to get factual information. KDMX mentioned the campaign in every daypart every day and included a link on several e-blasts throughout the 2 months

April 2- May 25 KDMX has shown support for the community with Take Out to Help Out campaign. This campaign encouraged listeners to support local businesses by ordering take out during the pandemic. KDMX mentioned the campaign in every daypart every day and on social media.

April 2- May 25 KDMX has shown support for the local businesses in the community that are still open or considered essential during the pandemic. KDMX did so by recognizing local business on-air by name and location. KDMX recognized local businesses in every day part every day.

April 2-May 15 KDMX supported March for Babies Virtual Celebration and Fundraiser. March for Babies helps raise funds to help new and expectant moms. KDMX was able to support the event with inclusion on our community events calendar to raise awareness of the cause and help generate donations for the virtual campaign.

April 2- May 25 KDMX has shown support for the Healthcare Heroes in the community fighting on the frontlines of COVID-19 by recognizing them on-air by name, title and place of work. KDMX recognized a healthcare hero in every daypart every day.

April 20-May 31 KDMX supported the North Texas Food Bank with a virtual food drive. The North Texas Food Bank has seen an increase in people seeking food banks for food during the pandemic. KDMX supported with recorded mentions, live mentions, homepage exposure, inclusion in e-blasts and on social media.

May 2nd KDMX supported the American Cancer Society Relay for Life. Relay For Life, the American Cancer Society's signature event, celebrates cancer survivors. Traditionally the family-friendly events were held on outdoor tracks with teams walking to support cancer research and programs. The American Cancer Society's free helpline received some 25,000 calls last month, with 80 percent of them related to cancer patients' needs related to Covid-19. KDMX was able to support the event with inclusion on our community events calendar to raise awareness of the cause and help generate donations for the virtual campaign.

May 2nd KDMX supported Staff Meals meal distribution campaign. Staff Meals is a non-profit that provides 2,400 free chef-crafted meals per weekend to hospitality industry members in-need. KDMX was able to support the event with inclusion on our community events calendar and on social media to help raise awareness about this campaign.

May 22-May 24 KDMX supported Carter Blood Care with their blood drive held at the Galleria Dallas. KHKS supported the blood drive with recorded mentions, live mentions, inclusion in e-blast and social media posts. Carter Blood Care has been in critical need of blood donations because of the current pandemic.

On Saturday, June 6th Anna de Haro the Public Affairs Director of I Heart Media Dallas/Fort Worth took part in a virtual information session with the Alzheimer's Association of North Texas talking about the importance of the work that they do and how it impacts the lives of North Texans especially during the stay at home orders. Anna talked about the importance of the 24/7 Alzheimer's Helpline which is absolutely free and there to help caregivers.

June 8-June 26 KDMX hosted a contest along with Bud Light Seltzer to award one “Quarantine Drag Queen” with a monetary donation to GLADD and the local LGBTQ charity. Contest was supported with an on-air campaign, social media posts.

I Heart Media Dallas/Fort Worth Advisory Board Members

Members of the Community that we meet with twice a year to discuss issues of importance in the community and how our stations can best serve the interests of the public

Dan Bailey

Founder and CEO of Just Say Yes

(972) 437-0002 ext 222

Email: dbailey@justsayyes.org

Dan will be conducting a presentation for the Crystal Charity Ball and so Celia Weitzel will be attending to represent Just Say YES.

Celia Weitzel

Director of School District Relationships

Nekima Horton

President and CEO Veterans Coalition of North Central Texas

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Captain Mark Howard

Retired Dallas County Sheriff’s Department

Russ Martin Show Listener’s Foundation

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