



**KDFI DALLAS | FORT WORTH**

**QUARTERLY REPORT OF  
ISSUES & PROGRAMS**

**JULY 1, 2020 - SEPTEMBER 30, 2020**

**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).

**FORT WORTH FOURTH** - Free Fireworks Show from the Trinity River Water District. Due to COVID-19, KDFW streamed the show on-air and online.

**MAYOR'S SMART SUMMER READING PROGRAM** - Kids earn prizes for reading books throughout summer.

**KROGER BACKPACK BOOSTERS** - Annual school supply drive with local grocer.

**FIGHT THE SPIKE/QUESTIONS** - Station-produced reminders to prevent the spread of Coronavirus.com

**HAROLD HAMM FOUNDATION** - PSAs with Dr. Oz and Oklahoma Coach Barry Switzer – Diabetes prevention

**EMMITT SMITH** – Work safely, tips on returning on work and good health procedures

**WEAR A MASK** - Tarrant Country leaders urge mask wearing

**UNICEF** - Covid relief efforts throughout the world

**VOLUNTEERS OF AMERICA** - Solicitation PSA

**AMERICAN RED CROSS** - Blood donation information

**GOOD SPORTS** - FOX initiatives to provide sporting equipment to underserved communities.

**AD COUNCIL- COVID PREVENTION**

**NAB – COVID PREVENTION**

**TEXAS ASSOCIATION OF BROADCASTERS**

Governor Abbott – Reopening safely

Stand tall for Small Businesses

**TEXAS DEPT OF TRANSPORTATION**

Driving Drowsy

Click It or Ticket

That Guy

**MAKE A WISH**

**SUSAN G. KOMEN – UNACCEPTABLE**

**PARTNERSHIP FOR A DRUG FREE AMERICA**

**KELLY & RYAN – “FEEDING AMERICA”**

**FATHERHOOD INVOLVEMENT**

**ABCs of SUNSCREEN**

**BACKPACK BOOSTERS THANK YOU** - Campaign raised \$590,000 and will benefit 70,000 North Texas kids

**NEBRASKA FURNITURE MART FOOD DRIVE – BE ONE AGAINST HUNGER**

**AMERICAN RED CROSS** - Blood Donation information

**AD COUNCIL- COVID PREVENTION**

**TEXAS ASSOCIATION OF BROADCASTERS** - CASA TEXAS, NATIONAL GUARD

**KOMEN VIRTUAL “MORE THAN PINK” WALK** - Promotes registration for Oct 24 Walk

**ALZ WALK 2020** - Promotes registration for local walks in October 3 and 17



## ***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 3rd quarter of 2020, our weather was extremely quiet for the most part. We did have one instance where severe weather broke out and we alerted our viewers accordingly.

August 16, 2020

During the early evening hours, severe storms broke out over our viewing area. Because of this, KDFI Channel 27 provided coverage of the events by running weather crawls.



## *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.

**“Xploration: DIY Science”** works toward the goal to inspire kids to become interested in STEM (science, technology, engineering and math), and ultimately pursue careers in these fields.

**“Xploration: Weird But True”** explores the fun and curious way our world works. Each week, viewers are taken on an adventure somewhere in our world, showing the weird and wonderful, with a lesson to be learned.



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

At 7:00PM Monday through Friday, KDFI Channel 27 continues to air a repeat of KDFW's FOX 4 NEWS at 6:00pm.



## *SPONSORSHIP HIGHLIGHTS*



**MAYOR'S SMART SUMMER READING PROGRAM**



**KROGER BACKPACK BOOSTERS**



**FIGHT THE SPIKE/QUESTIONS**



**HAROLD HAMM FOUNDATION –PSA's with Dr. Oz and Oklahoma Coach Barry Switzer/Diabetes Prevention**

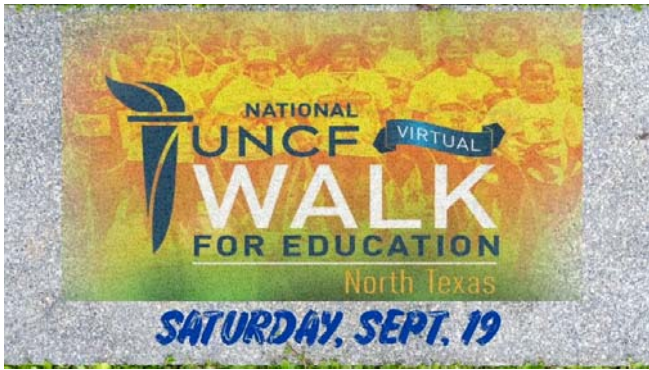


**EMMIT SMITH – WORK SAFELY**



**WEAR A MASK**





**UNCF WALK** - Virtual walk for the United Negro College Fund's Education



**BACKPACK BOOSTERS THANK YOU**



**NFM FOOD DRIVE – “BE ONE AGAINST HUNGER”**



**KOMEN VIRTUAL “MORE THAN PINK” WALK**



### *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.

**DIVINE PLAN:** (5:00am-5:30am, .5 hour)

A non-denominational Bible teaching program in the spirit of tolerance and good will toward all.

**JOEL OSTEEN:** (5:30am-6:00am, .5 hour, 8:00am-8:30am, .5 hour and 11:00am-11:30am Sunday, .5 hour)

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

**PASTOR ROBERT MORRIS MINISTRIES:** (6:00am-6:30am Sunday, .5 hour)

Pastor Morris teaches his congregation lessons of God's grace through the Bible and personal experiences.

**ELEVATION WITH STEVEN FURTICK:** (6:30am-7:00am Sunday, .5 hour)

Steven Furtick leads his congregation with uplifting songs, scripture readings and sermons, enlightening all to the ways and works of God.

**ROBERT JEFFRESS:** (7:00am-7:30am, .5 hour)

Pastor Robert Jeffress leads his congregation at First Baptist Church in Dallas each Sunday, teaching the word of God through Bible scriptures, stories and sermons, and shows ways to lead a daily life with God in it.

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

Joining each other in that search for answers and exploring foundational questions about God is how we were designed, no matter what religion is practiced.

**CHRISTIAN WORSHIP HOUR:** (8:30am-9:00am Sunday, .5 hour)

The Christian Worship Hour proclaims the Word of God simply and humbly in all its truth and purity, with special concern and compassion for the lost and with hope and encouragement for all believers.

**ELEVATE LIFE CHURCH:** (9:00am-9:30am Sunday, .5 hour)

Connecting the community of Dallas Christians by encouraging hope and commitment, friendship and spiritual growth through the word of the Lord.

**IN TOUCH WITH CHARLES STANLEY:** (began Sunday, 7/26, 9:30am-10:00am, .5 hour)

Dr. Stanley preaches a weekly sermon on a variety of topics to better enrich your life and bring his viewers closer to the Lord.

**JOSEPH PRINCE:** (10:00am-10:30am, Sunday, .5 hour.)

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 books, teaching resources, and television ministry.

**RYAN BINKLEY:** (10:30am-11:00am Sunday, .5 hour.)

Ryan Binkley leads his congregation to where one can find a true connection to God and others that is refreshing, relational, and relevant to your everyday life. His vision is to help people find and fulfill their created purpose in Christ.

**JENNIFER SHEEHAN:** (11:30am-12:00pm Sunday, .5 hour)

The show's main goal is to inspire, give hope, lead the viewers to salvation in Jesus Christ and encourage the viewers to be obedient to God and His Bible.

**DIOCESE OF DALLAS CATHOLIC MASS:** (12:00pm-1:00pm, 1 hour. 2 hour airings on 9/13, 9/20 and 9/27.)

Mass is offered each Sunday, due to COVID-19 restrictions from worshipping in church.

In the 3<sup>rd</sup> Quarter, KDFI Channel 27 aired a total of 212.5 hours of religious programming, averaging between 15.5 and 16 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 and serve them as responsible broadcasters.

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