



K D F I Dallas | Fort Worth

QUARTERLY REPORT OF ISSUES & PROGRAMS

OCTOBER 1 – DECEMBER 31, 2020

KDFI-TV DT 27

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).

ALZ WALK 2020

SUSAN G. KOMEN RACE FOR THE CURE

EMMITT SMITH – Work Safely, Tips on returning on work and good health procedures

WEAR A MASK - Tarrant Country leaders urge mask wearing

TEXAS ASSOCIATION OF BROADCASTERS - CASA TEXAS, NATIONAL GUARD

UNCF WALK - Virtual walk for the United Negro College Fund. Walk to be held Sept 19

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

US MARINE CORPS TOYS FOR TOTS

As we entered our 18th year of partnership with the Marines, the need to help kids in north Texas was never more urgent. In addition to cause promotion, the station created an on-air “advent calendar” tied to the different toy collection events still being held throughout the area.

OPERATION ROADBLOCK

Continued our annual participation with the NAB to reduce drunk & buzzed driving over the holidays.

MARCH OF DIMES “BREAKFAST WITH A CHAMPION”

Supported March of Dimes with promotion of their virtual fundraiser featuring Cowboys legend Drew Pearson. FOX 4 anchor Mike Doocy emceed the event.

COVID-19 RELATED PSAs (LOCAL/NATIONALLY produced)

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

ALONE TOGRETHER (CDC) Work safely, tips on returning on work and good health procedures

UNICEF - Covid relief efforts throughout the world

CDC – PREGANCY SAFETY, TRAVEL SAFELY, VISITORS, OUTDOORS

VOLUNTEERS OF AMERICA - Solicitation PSA

AMERICAN RED CROSS - Blood donation information

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

NAB – COVID PREVENTION

PARTNERSHIP TO END ADDICTION – “AWKWARD”

AUTISM SPEAKS

AMERICAN HUMANE SOCIETY

JR ACHIEVEMENT

GOOD SPORTS

AMERICAN ACADEMY OF PEDIATRICS – “HELMET SAFETY”

WOUNDED WARRIOR PROJECT

MATCHING DONORS – “DO RIGHT”

QUIT SMOKING

BEST FRIENDS.ORG

SMILE TRAIN

NATIONAL GUARD

OPERATION GRATITUDE

VETERANS SUPPORT

FATHERHOOD INVOLVEMENT

ABCs of SUNSCREEN

JUNIOR ACHIEVEMENT

NAMM – I BELIEVE IN MUSIC

RBFF – GET ON BOARD

US AIR FORCE

WOUNDED WARRIOR PROJECT

MATCHING DONORS – DO RIGHT

US MARINE CORPS



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 4th quarter of 2020, our weather was quiet for the most part. We did have one instance where severe weather broke out and we alerted our viewers accordingly.

November 24, 2020

During the 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.

“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 re-air KDFW's FOX 4 NEWS at 6:00pm.

FOX HOLIDAY SPECIALS AIR ON CHANNEL 27



Hosted by Iron Chef Geoffrey Zakarian on Thanksgiving eve 2020, the fundraising and awareness event featured some of the biggest names in entertainment, food and sports, including special performances by John Legend, Andrea Bocelli, Josh Groban, and JoJo, and appearances by Kelly Ripa, Neil Patrick Harris and many more. (Aired 11/25/20 at 4PM.)



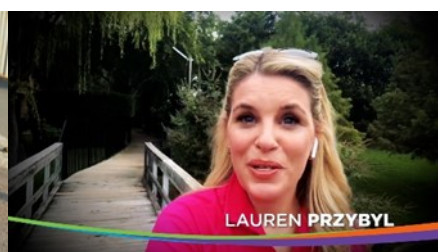
Grammy-nominated singer and talk show host Syleena Johnson is bring an unforgettable night of all-star talent representing Black excellence. (Aired 12/24/20 at 3PM and 1AM.)



SPONSORSHIP HIGHLIGHTS



ALZ WALK 2020



SUSAN G. KOMEN RACE FOR THE CURE 2020



MARCH OF DIMES RUN FOR BABIES 2020



US MARINE CORP TOYS FOR TOTS 2020



MARCH OF DIMES BREAKFAST WITH A CHAMPION 2020



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 Sunday, .5 hour)

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

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

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 Sunday, .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: (9:30am-10:00am Sunday, .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.

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.

DIOCESE OF DALLAS CATHOLIC MASS: (11:00am-12:00pm Sunday and 12:00pm-1:00pm Sunday. 1 hour each, 2 hours total. One hour Mass also aired on 12/25/20 at 11am.)

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

In the 4th Quarter, KDFI Channel 27 aired a total of 163.5 hours of religious programming, averaging 12.5 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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