

KDMX
Dallas, TX
Quarterly Issues/Programs List
Third Quarter, 2020

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:

July 1, 2020

To: I Heart Media Public File for KDMX

From: Anna de Haro

Re: Issues & Programs Summary for July 1, 2020 through September 30, 2020

Below is a list of issues targeted for on-air coverage during the 3rd Quarter from July 1, 2020 through September 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 following a regional ascertainment meeting and after meeting with local community leaders.

- 1) Coronavirus - - Public Health Issues**
- 2) Local/National Economic Issues and Employment-related Issues**
- 3) Education and School Issues**
- 4) Child Welfare Issues**
- 5) Drugs and Alcohol Abuse**
- 6) Crime and Violence**
- 7) Community Involvement**
- 8) Racial Tensions**
- 9) Housing Issues**
- 10) Terrorism and Homeland Security**
- 11) Local Environment**

**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
CHILD ABUSE PREVENTION	SUNDAY MORNING MAGAZINE 7-5-20	CHILD ABUSE PREVENTION AND CHILD SAFETY	DALLAS CASA	07/05/2020 05:48 AM	028:28
EDUCATION	SUNDAY MORNING MAGAZINE 7-12-20	EDUCATION AND ECONOMY	KROGER BACK TO SCHOOL	07/12/2020 05:43 AM	027:07
HEALTH AND EDUCATION ISSUES	SUNDAY MORNING MAGAZINE 7-19-20	HEALTH ISSUE BREAST CANCER & INTERNET ACCESS	KOMEN NORTH TEXAS	07/19/2020 05:51 AM	029:39
ECONOMY & EDUCATION ISSUES	SUNDAY MORNING MAGAZINE 7-26-20	DIGITAL EQUITY, ECONOMY AND EDUCATION ISSUES	NATL DIGITAL INCLUSION ALLIAN	07/26/2020 05:55 AM	026:58
MENTAL HEALTH	SUNDAY MORNING MAGAZINE 8-2-20	MENTAL HEALTH ISSUES AND EDUCATION	GRANT HALLIBURTON FOUND	08/02/2020 06:03 AM	029:53
HEALTH ISSUE	SUNDAY MORNING MAGAZINE 8-9-20	HEALTH ISSUE	PEDIATRIC BRAIN TUMOR FOUND	08/09/2020 06:03 AM	028:16
EDUCATION & ECONOMY	SUNDAY MORNING MAGAZINE 8-16-20	EDUCATION AND HEALTH AND ECONOMY	PROJECT TRANSFORMATION NTX	08/16/2020 06:03 AM	031:04
EDUCATION & ECONOMY	SUNDAY MORNING MAGAZINE 8-23-20	EDUCATION AND ECONOMY	DONORSCHOOSE	08/23/2020 06:04 AM	028:49
ECONOMY & HOUSING	SUNDAY MORNING MAGAZINE 8-30-20	ECONOMIC ISSUES AND HOMELESSNESS	DWELL WITH DIGNITY	08/30/2020 06:05 AM	028:03
EDUCATION & ECONOMY	SUNDAY MORNING MAGAZINE 9-6-20	ECONOMY, RACE RELATIONS AND EDUCATION	COMMUNITIES FOUND NTX	09/06/2020 06:02 AM	028:15
HEALTH ISSUE	SUNDAY MORNING MAGAZINE 9-13-20	HEALTH ISSUE/ALZHEIMER'S AWARENESS	ALZHEIMER'S ASSOC NORTH TX	09/13/2020 06:03 AM	030:18
DRUGS AND	SUNDAY	ALCOHOL AND DRUG	SOLUTIONS NTX	09/20/2020	031:24

ALCOHOL	MORNING MAGAZINE 9-20-20	ADDICTION AND TREATMENT	RECOVERY	06:03 AM	033:19
HEALTH ISSUE	SUNDAY MORNING MAGAZING 9-27-29	CROHNS AND COLITIS AND LGBTQ RIGHTS	CROHNS AND COLITIS FOUNDATION NTX AND BLACK TIE DINNER	09/27/2020 06/02 AM	

PUBLIC AFFAIRS PROGRAMS FOR 3rd QUARTER 2020
More Detailed Information about the Public Affairs Programs

July 1, 2019 through September 30, 2020

“Sunday Morning Magazine” cart #50764

July 5, 2020

Aired 6am to 6:30am

30 minute program

Issues: Child Abuse Prevention in the age of Coronavirus and Volunteering to help in your Community

Guest: Kathleen LaValle the President and CEO of Dallas CASA Court Appointed Special Advocates

Topic: Recently there was a report that child abuse calls had dropped dramatically during stay at home orders but the fear for child abuse prevention advocates is that the drop was due to children being at home with abusers and that teachers and counselors who are on the frontlines when it comes to child abuse cases were not seeing at risk children and so the reports of child abuse dropped however the number of visits to hospitals seemed to be on the rise. Kathleen LaValle joined me to talk about the reality of child abuse in the age of the Coronavirus pandemic and everyone’s role in protecting at risk kids. We talked about signs we should be on the look out for at stores, in our neighborhoods and how we should be checking on children to make sure they are safe. Kathleen talked about how the work that CASA, court appointed special advocates, is doing at this time with most of the work going virtual including the training for new volunteers. We talked about the need for volunteers and who can become a CASA volunteer and we also promoted the upcoming Parade of Playhouses at North Park Center which is one of the biggest fundraisers for CASA and also is an event that raises awareness about the work that CASA does. We talked about how although the playhouses will be on display at North Park Center in Dallas the playhouses will also be online for people to check them out who are practicing social distancing.

July 12, 2020

Aired 6am to 6:30am

30 minute program

Issues: Education and the Economy

Guests: April Martin Nickels the Public Affairs Director for Kroger North Texas and Crystal Schanio with the Irving Independent School District.

Topic: The school year is going to look a lot different this year with many school districts opting for online learning for the first few weeks of the year as a result of the Coronavirus pandemic and as parents and kids get ready for back to school at a time when so many families are dealing with an economic downturn caused by the pandemic the Kroger Backpack Boosters Back to School Supply Drive is more important than ever. Crystal Schanio with the Irving Independent School District and April Martin Nickels with Kroger joined me to talk about our stations Back to School Supply Drive “Backpack Boosters” for needy families in North Texas. Crystal talked about the importance of helping kids who may not be able to afford back to school supplies because their families are already barely making it month to month with rent, car insurance and buying groceries due to the pandemic. She talked about the reality of what faces children today in low income zip codes and how these school supplies help the children focus on their education rather than their need. April Martin Nickels talked about outreach efforts by Kroger to help schools in North Texas and how communities and neighborhoods need to do their part to volunteer to help out their area school districts especially now that the economic state of our country has forced so many school districts to cut funding to programs. She also talked about Kroger’s efforts during the pandemic to make sure that there were food essentials on the shelves and she talked about how this year’s back to school supply drive is different than in years past because families are encouraged to donate online and to order groceries online as to limit their exposure to Covid 19.

July 19, 2020

Aired 6am to 6:30am

30 minute program

Issues: Health Issue, Education and Economic Issues

Guest: Sheila Taylor a breast cancer survivor and a volunteer with Komen North Texas.

Topic: This past week it was revealed that actress Kelly Preston who starred in such classic movies as Jerry Maguire and Space Camp and who was married to John Travolta died of breast cancer at the age of 57. The family had kept her two year battle with disease secret from the outside world and unfortunately many families here in North Texas know the pain that Kelly's family is now going thru as they mourn her loss. Sheila Taylor a breast cancer survivor who is the walk chair for this year's Komen More than Pink Walk joined me to talk about her journey with breast cancer and how Komen North Texas helped her and her family. She also talked about how this year's walk that will raise money for research and for the services and programs offered by Komen North Texas is going to be virtual as a result of the Coronavirus pandemic. The walk will take place on September 12th and people are asked to walk where they are and take to social media to promote the event and to join the facebook live event to get the sense of community that usually comes from having an in person walk. We talked about signs and symptoms that people should be aware of when it comes to breast cancer, the importance of early detection, knowing your family history, mammograms and we talked about how research is coming along and the impact that the pandemic has had on people going to see their doctor and also the impact it has had on fundraising because people are worried about their finances.

July 26, 2020

Aired 6am to 6:30am

30 minute program

Issues: Technology, Economic and Education Issues

Guest: Angela Seifer the Executive Director of the nonprofit

Topic: A couple of weeks ago Dallas ISD Superintendent Michael Hinojosa told a reporter that it was time for the internet to be seen as a utility similar to electricity or water because homes depend on the internet and with school going online as a result of the coronavirus pandemic the digital divide can truly be seen leaving some children behind. According to the Federal Reserve Bank, Dallas currently ranks 6th in the country for cities with the worst connection to the internet so obviously something needs to be done to bridge the economic and the digital divide. Angela Seifer the Executive Director of the nonprofit the National Digital Inclusion Alliance an agency that advocates for access to broadband well beyond schools joined me to talk about what we all should know about the digital divide and ways to solve the issue. Angela talked about how the digital divide affects low income families from getting ahead and how it has impacted our education system in the age of Covid 19 and also how it is impacting the elderly who are unable to get medications or groceries which during this time when seniors are a high risk category they are unable to go to stores or pharmacies in person and need to order online. Angela talked about ways that we can advocate to get companies to provide low cost internet access and ways to lobby our congressman to do something about the digital divide.

August 2, 2020

Aired 6am to 6:30am

30 minute program

Issues: Community Involvement, Volunteering, Mental Health Issues, Bullying Prevention.

Guests: Vanita Halliburton the co-founder of the Grant Halliburton Foundation and Cami Fields the Director of Outreach and Education for the Grant Halliburton Foundation.

Topic: As the Coronavirus pandemic continues to affect our daily lives more and more families are worried about their mental health and the mental health of their children who are gearing up for a different kind of school year. Vanita Halliburton and Cami Fields joined me on the phone to talk about mental health issues facing young people in the age of Covid 19 and we also talked about the upcoming When Life Hands you Teenagers virtual conference in North Texas being presented by the Grant Halliburton Foundation. The foundation is a nonprofit that focuses on mental health issues facing young people. The foundation offers programs to teach kids about bullying prevention, peer pressure and suicide prevention and now they offer up virtual programs to help people deal with lack of connection due to social distancing. The conference which is open to anyone that works with children will be held September 22nd thru the 24th and will talk about best practices to deal with teenagers who are angry, depressed, facing addiction or bullies and those who are being bullied also ways to educate students to be up standers who will stand up to bullies and protect those who are being picked on. We also talked about the other programs offered by the Grant Halliburton foundation throughout the year to help children and adolescents who are going thru mental health issues and the signs that parents should be on the lookout for if their child is going through a difficult time we talked about their outreach to schools and to youth groups as well

August 9, 2020
Aired 6am to 6:30am
30 minute program
Issues: Health Issues

Guests: Bob McNamara the National Director of Fundraising and Community Engagement for the Pediatric Brain Tumor Foundation and Jamie Hogan a mom of a pediatric brain tumor survivor.

Topic: As the Coronavirus pandemic continues to dominate the headlines and continues to change the way we live our lives more and more charity events are going virtual including this year's Ride for Kids, a motorcycle charity ride, benefitting the Pediatric Brain Tumor Foundation. The ride is currently raising money between now and the end of August and joining me on the phone were Bob McNamara with the Pediatric Brain Tumor Foundation and Jamie Hogan a mom of a pediatric brain tumor survivor. Bob talked about the work that the foundation does to help families who receive a diagnosis as well as the work they are doing in finding a cure for what is the deadliest form of childhood cancer. Jamie talked about her son Liam's journey with a brain tumor, how the family found out that there was something wrong and his prognosis plus how the foundation has helped them and why they take part in the Ride for Kids. We promoted ways for people to get involved and how to raise awareness about the foundation and pediatric brain tumors.

August 16, 2020
Aired 6am to 6:30am
30 minute program

Issues: US Census, Economic Issues, Health Issues, Transportation.

Guest: Florencia Velasco Fortner the President and CEO of The Concilio in Dallas and Lauren Richard the Executive Director of Project Transformation.

Topic: Recently it was announced that instead of allowing the US Census to continue through the end of October as a result of the Coronavirus pandemic that the US government would wrap up their census work at the end of September. This has caused city and state governments to begin a major push to make sure that every one is counted in this year's census so that city and state governments don't miss out on federal dollars. Florencia Velasco Fortner with the Dallas Concilio a nonprofit that helps to build better community by empowering parents to improve the education and health of their families joined me to talk about the importance of the census, how people can fill it out online and we also talked about misconceptions concerning the census. Lauren Richard the Executive Director of Project Transformation joined me to talk about the work that the nonprofit does to help with literacy and homework assistance and how Project Transformation has had to transform due to the pandemic. We talked about their summer program in helping to provide food for low income families and the challenges that families are facing now and in the future as a result of the economic stress caused by Covid 19.

August 23, 2020
Aired 6am to 6:30am
30 minute program

Issues: Education, Economic Issues and Racial Issues

Guest: Kirk Smiley the Managing Director of Advocacy and Public Partnerships for Donors Choose

Topic: As the 2020 school year starts in this new normal that we are living in due to Covid 19 it is clear that some districts are better prepared to deal with what is going on and teacher are doing what they can to make sure their students don't fall through the cracks. In an effort to help school districts fill the gaps in service I wanted to highlight the nonprofit Donors Choose and Kirk Smiley joined me on the phone to talk about how Donors Choose works to help teachers and school districts. We talked about how people can get help, the vetting process to make sure that the money raised goes where it is intended and the impact that they have. We also talked about how this year there were several project on Donors Choose aimed at helping school districts teach social justice and teaching kids about racial justice as well.

August 30, 2020
Aired 6am to 6:30am
30 minute program
Issues: Economic Issues and Housing

Guest: Ashley Sharp the Executive Director of Dwell with Dignity

Topic: It is estimated that between 30 to 40 million people right now are at risk of being evicted from their home as a result of the economic downturn caused by the Coronavirus pandemic and more and more North Texas nonprofits are stepping up to help people out to make sure that they do not end up on the streets or in shelters. Among the nonprofits doing what they can to help people get back on their feet is Dwell with Dignity. Dwell with Dignity's mission is to help families escape poverty and homelessness thru design working with other nonprofits and shelters. Ashley joined me to talk about the ways that Dwell with Dignity helps one household at a time and she also talked about the numerous nonprofits and shelters that they work with. We also promoted their unique fundraiser a Thrift Studio that is going on now through September 26th and how people can find great furniture and home accessories for a good price with money going towards the services and programs that Dwell with Dignity offers.

September 6, 2020

Aired 6am to 6:30am

30 minute program

Issues: Education and Economy and Community Involvement

Guest: Monica Egert Smith the Chief Relationship Officer for Communities Foundation of Texas.

Topic: This year's Day of Service on 9/11 is going to look a lot different as charities look for virtual volunteers in the age of Covid 19. Coming up on September 17th it is the annual North Texas Giving Day a time to raise money for area nonprofit who now more than ever need our help since the need for their services has increased but donations to the charities have fallen as a result of the economic downturn. Monica Egert Smith joined me to talk about this year's North Texas Giving Day and how people can help, how they can find out about charities and we talked about the work that Communities Foundation of Texas does in our area to help lift up our community. We talked about the impact that Covid 19 has had on our local economy, on the charities and we also talked about social justice initiatives that are in place here in North Texas in the aftermath of the racial tensions that arose in the aftermath of the death of George Floyd in late May.

September 13, 2020

Aired 6am to 6:30am

30 minute program

Issues: Health Issue and Economic Issues and Education

Guests: Haley Rice and Holly Clinton with the Alzheimer's Association North Texas.

Topic: More and more nursing homes and assisted living facilities in North Texas are relaxing restrictions and allowing more family members to come and see loved ones who have been quarantined since the start of the Coronavirus pandemic six months ago to protect them from the virus. The pandemic has been especially hard on families with a loved one with Alzheimer's and dementia. Joining me on the phone today were Haley Rice and Holly Clinton with the Alzheimer's Association of North Texas to talk about the ways that the association has shifted to help families and those impacted by Alzheimer's and dementia. Haley and Holly shared their journey with the disease with Haley talking about how her father first showed signs of dementia and how the family dealt with his diagnosis and found a place for him closer to her so that she could help take care of him but how due to Covid 19 she hasn't been able to see her father for the past six months and she talked about how the Alzheimer's Association has helped her family with tips and advice and how they have helped her navigate the healthcare system. Holly talked about her grandmother's diagnosis and how her family has been dealing with what is going on and how the 1-800 helpline has been a tremendous help for the family. We also promoted the upcoming Walk to End Alzheimer's which will be taking place in several North Texas cities starting September 26th and running thru the beginning of November and how the walks are going virtual. The money raised from the walks will go to research and to the services and program.

September 20, 2020

Aired 6am to 6:30am

30 minute program

Issues: Drug and Alcohol Abuse, Veterans Issues and Homeless

Guests: Alicia Peoples with Recovery Resource Council and Scott Wisenbaker the founder and Executive Director of Solutions North Texas.

Topic: The month of September is National Recovery Month a time to educate us all that substance use treatment and mental health services can help those who are dealing with addiction or mental health issues. Alicia Peoples and Scott Wisenbaker joined me to talk about the work that their nonprofits do. Alicia talked about the effect that the Coronavirus pandemic has had on those facing addiction whether it is drug addiction or alcohol abuse and how Recovery Resource Council has stepped in to help out with Prevention and Education programs and Recovery and Clinical Services and their outreach to the homeless population as well as to veterans with addiction problems. Scott Wisenbaker shared his own personal struggles with addiction and how that prompted him to found Solutions North Texas to help those like him dealing with substance abuse issues. He talked about the

services and programs that they offer including Intervention Programs, Court Services programs, Residential Services and Clinical Services. We talked about what every person dealing with addiction problems should know about seeking help and what families should know to help their loved ones.

September 27, 2020

Aired 6am to 6:30am

30 minute program

Issues: Health Issue and LGBTQ Rights

Guests: Jacquelin Leach the Executive Director of the Crohn's and Colitis Foundation of North Texas and Ian Craft an ulcerative colitis patient from Addison, Brad Pritchett and Jeremy Hawpe with Black Tie Dinner.

Topic: Black Panther star Chadwick Boseman's death of colon cancer has raised awareness of this disease and the importance of early detection and for those with Crohns and Colitis their risk of getting colon cancer is much higher. This year's Take Steps Walk benefitting the Crohn's and Colitis Foundation of North Texas is going virtual and so today we are talking about ulcerative colitis to raise awareness and to promote the upcoming Take Steps Walk which will be held October 18th. Jacqueline Leech and Ian Craft joined me for the first part of the program to talk about the upcoming Take Steps Walk and Ian shared his own personal story of dealing with ulcerative colitis and how he was diagnosed when he was in elementary school Jacqueline talked about the work that the Crohn's and Colitis Foundation does to help families and to raise money for research. Brad Pritchett and Jeremy Hawpe with Black Tie Dinner, the largest fundraising event for the LGBTQ community, joined me for the second part of the program to talk about the changes to this year's event as a result of the Coronavirus pandemic. This year the event is a telethon called Black tie Live and will be held October 18th at 4pm on Channel 8. Jeremy and Brad talked about the charities that are this year's beneficiaries and the work that those charities do to help the LGBTQ community here in North Texas. From health issues to civil rights and legal issues, the charities are highlighted during the event so that people know what is going on and if someone needs help they know where to turn. We also talked about the work that the Human Rights Campaign does to help the LGBTQ community and we talked about the importance of getting out the vote to make sure that gay rights are considered human rights.

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
CHILD ABUSE PREVENTION	DALLAS CASA	000:18	1
ECONOMY	NORTH TEXAS FOOD BANK	000:17	1
ECONOMY & EDUCATION ISSUES	FREE FOOD 4 KIDS TACO CABANA	000:14	1
EDUCATION	THE WARREN CENTER	000:15	2
EDUCATION & ECONOMY	KROGER BACK TO SCHOOL	000:18	1
HEALTH ISSUE	KOMEN RACE FOR THE CURE	000:18	1

***This is not an accurate account of the PSAs that ran in 3rd Quarter 2020 on KDGE. Please view attached document



PSA Report 3rd
Quarter KDMX.xlsx

KDMX Newscasts / Traffic Reports / Weather Reports

3rd Quarter 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.

Jul-Sep KDMX continues to support the SPCA of Texas with information on adoptions. KDMX supports with inclusion on a special SPCA of Texas content page with current animals that are up for adoption. This page helps raise awareness of the cause and help generate donations to the organization.

July 4th KDMX partnered with non-profit Klyde Warren Park to help promote their Fireworks to Salute Healthcare Heroes. KDMX supported to campaign with on-air recorded mentions, inclusion on the website, inclusion on station e-blasts and via social media.

July 25th – 26th KDMX partnered with Dallas Pride to help support their fundraising efforts through Dallas Pride Live Stream. KDMX supported the campaign with on-air recorded mentions, inclusion on the website, inclusion on station e-blasts and via social media.

Aug 10th – 14th KHKS supported Carter Blood Care with their blood drive in partnership with the Dallas Mavericks. KDMX supported the blood drive with support via social media posts. Carter Blood Care has been in critical need of blood donations because of the current pandemic.

August 27th KDMX supported the victims of Hurricane Laura with information on its website asking for donations to the Red Cross.