



# **QUARTERLY REPORT OF ISSUES & PROGRAMS**

**April 1 – June 30, 2023**

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 and sponsorships that aired is below).

### **The following PSA campaigns were produced and aired on KDFI MORE 27**

#### **SEVERE WEATHER AWARENESS DAY**

**April 2023**

For the 6<sup>th</sup> year, FOX 4 teamed up with a local retailer for an in-person workshop on severe weather preparation. In addition to discussions with our meteorologists, customers could try their hand at forecasting in front of a greenscreen.



**SHRED DAY DFW April 2023**

Since 2011, stations have partnered with Comerica Bank and the North Texas Food bank to offer free shredding. This year’s one day event brought in 290,000 pounds of paper – over 50,000 lbs. over last year. In addition, the North Texas Food Bank collected \$21,228 in cash, and 9,000 lbs. of food, which is enough to provided 71,000 meals.



**MARCH OF DIMES April 2023**

Since 2008, we’ve been honored to partner with the March of Dimes on several initiatives through the year, including their Signature Chef Auctions (October-November), Breakfast with a Champion (December), Run for Babies (November, and the March for Babies in two cities during April. This year, the In-person walks in Fort Worth and Dallas drew more than **5000 walkers**, and the projected amount raised will be **more than \$950,000**.



**A NIGHT TO REMEMBER (ALZHEIMERS ASSOCIATION) April 2023**

FOX 4 anchor Steve Eagar emceed this fundraiser for the Alzheimer’s association which raised over \$200,000 for research and awareness.



**SPCA STRUT YOUR MUTT    April 2023**

Our inaugural partnership with the SPCA’s Rescue Animal project was a one-day run emceed by our meteorologist Ali Turiano. The event raised \$201,789.

**MAYFEST – May 2023**

Over 100,000 attendees had a great time at this community festival in Fort Worth. FOX 4 welcomed thousands to our on-site booth for prizes, talent meet-and-greets, and a “recharging lounge.”



**WIPE OUT KIDS’ CANCER – RUN FOR THE KIDS**

**June 2023**

FOX 4 partnered with Wipe Out Kids Cancer and a local radio station on their annual charity fun run.



**MAYOR’S SMART SUMMER**

**June 2023**

For the 15<sup>th</sup> year, our stations teamed up with the Mayor of Dallas to promote their summer reading club. FOX 4 anchor Clarice Tinsley and Mayor Eric Johnson are the ambassadors for the Dallas Public library.



**OPAL’S WALK FOR FREEDOM**

**June 2023**

Once again, Thousands joined 96-year-old icon Opal Lee as she made her annual walk in Fort Worth. Dr. Lee is considered a driving force in making this holiday a reality and is now focusing her attention on affordable housing and other social causes. The stations promoted the walk with PSAs and coverage.



**SAFE 4 THE SUMMER**

**May-August 2023**

KDFW Meteorologist Kylie Capps and our Creative Services Department produced a series of PSAs focused on Lake Safety, Sunscreen use and other weather-related tips. We worked with the LV Project, a national organization devoted to buoyancy on the water and in life, to promote their “Honor Connor Run” in memory who lost his life on an area lake, in hopes to preventing further tragedies.



**THE TEX FACTOR**



Every week, our original documentary series shines a light of community heroes and innovators. During the second quarter of 2023, subjects included a multicultural Western heritage museum that sheds new light on the Old West, a local entrepreneur with a new way to create bikes, and the rebirth of a decades-old theatre.

**OTHER SUPPORT/NATIONAL PSAs**



**TEXAS ASSOCIATION OF BROADCASTERS - Don't Mess with Texas, Don't Text & Drive, Art in Schools**

**CONCUSSION AWARENESS**

**NAB "WE ARE BROADCASTERS"**

**CAR SEAT SAFETY**

**PAWS FOR PATRIOTS**

**AMERICAN CANCER SOCIETY**

**ALZHEIMER'S ASSOCIATION**

**TEXAS TURN TO – Mental Health Awareness**

**PRIDE MONTH – INCLUSION FOR ALL (FOX)**

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**KDFI – PSA SUPPORT**

**APRIL 2023 – 1,483 spots**

**MAY 2023 – 1,290 spots**

**JUNE 2023 – 1,004 spots**

**TOTAL KDFI – 3,777 spots**

**Adults 18+ impressions: 27,326,595**

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## ***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. The 2<sup>nd</sup> Quarter brought with it a mix of severe outbreaks in our weather. All severe weather is highlighted below.

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|----------------|---|
| April 2, 2023  | Beginning in the early afternoon hours and continuing through the evening, severe storms broke out over our viewing area. Because of this, KDFI Channel 27 provided continuing coverage of the events by running weather crawls and alerts throughout the entire event. |
| April 20, 2023 | Severe activity exploded over our area during the afternoon hours, continuing into the evening. During this event, KDFI Channel 27 alerted our viewers constantly with weather crawls and warnings.   |
| April 26, 2023 | Severe storms and strong winds formed in the afternoon hours. KDFI Channel 27 informed our viewers of the developing storms by running weather crawls.  |
| April 28, 2023 | Early afternoon storms erupted over our area and lasted until the early evening hours. We kept our viewers informed with weather crawls.  |
| May 4, 2023    | The area had a huge breakout of severe thunderstorms that turned into tornadic activity during the evening hours. We kept our viewers constantly informed with weather crawls and alerts throughout the entire event.   |



- May 6, 2023 Late afternoon storms turned into severe weather for our viewing area. KDFI Channel 27 provided continuing coverage of the events by providing weather crawls until the event was over.
- May 15, 2023 Severe thunderstorms broke out in the mid-afternoon hours. KDFI Channel 27 kept viewers informed with weather crawls.
- May 19, 2023 Beginning in the early afternoon hours and continued through the evening hours, severe weather traveled through our viewing area. We kept our viewers warned and informed with weather crawls.
- June 3, 2023 Storms formed over our area in the evening hours. We alerted our viewers with weather crawls throughout the two hour event.
- June 12, 2023 Late afternoon storms erupted over our viewing area, lasting until early evening. Our viewers were kept informed with weather crawls.
- June 15, 2023 This day proved the most weather active, with severe weather activity staying over our viewing area for several hours. We continually kept our viewers warned and informed of the changing activity throughout the event.
- June 21, 2023 Afternoon storms brewed fast over our area and we informed our viewers with weather crawls.
- June 23, 2023 Severe weather began forming in the afternoon hours and another round made its way to us in the evening hours. We ran weather crawls throughout both events to keep our viewers informed.



## ***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: Second Chance Pets”** Second Chance Pets inspires and educates anyone interested in animal science, engineering, and where the two intersect. Jim Alaimo, owner of My Pet’s Brace, is one of the leading animal posthetists in the world. Alaimo and his world-renowned team saved thousands of animals by creating on-of-a-kind prosthetics and braces that give them a "new leash on life."



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



KDFI Channel 27 re-airs KDFW's FOX 4 NEWS at 5:00pm, 5:30pm and 6pm Monday through Friday from 7:00pm through 8:30pm.



On Sunday, June 4<sup>th</sup>, 2023 at 3pm, KDFI Channel 27 aired the TUNNEL TO TOWERS CONCERT, taking place in Dallas, Texas. This past May, the ACM's held their annual award show at the Ford Center - home of the Dallas Cowboys. The invite-only audience included first responders, vets, active-duty personnel, and their families. Homes will be presented to families during the show. The show was interspersed with stories of T2T home recipients and homeless veterans housing projects along with direct calls to action for viewers.



During the weeks of 6/11, 6/18 and 6/25 at 2:30pm, KDFI Channel 27 aired the 5 part documentary THE WARRIOR CLASS. The Warrior Class is a documentary series that shares the stories of the brothers and sisters who have served our great Nation and return home to become successful business and civic leaders.



## ***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, .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 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 SEARCH 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. Last telecast date: 4/16/23.)

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, 12:00pm-1:00pm Sunday, 1 hour. Last telecast date: 4/23/23)

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

**JOHN ANKERBERG:** (10:00am-10:30am Sunday, .5 hour.)

Each week, John presents contemporary spiritual issues and defends biblical/Christian answers. He teaches the ways of living a Christian life through online courses and encourages followers to embrace the Bible and its teachings.

**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)

Mass is offered each Sunday.

**INSPIRATION MINISTRIES: CAMP MEETING (2:00am-4:00am Friday and Saturday.)**

Their mission is to impact people for Christ world-wide through media, and to shine the light of the gospel to every continent, to every major language group and through every form of technology.

In the 2nd Quarter, KDFI Channel 27 aired a total of 209 hours of religious programming, averaging 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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