



**KDFI** Dallas | Fort Worth

# **QUARTERLY REPORT OF ISSUES & PROGRAMS**

**JULY 1 – SEPTEMBER 30, 2022**

**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 and sponsorships that aired is below).

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

#### **BACKPACK BOOSTERS – July 13 – August 10**



For the 15<sup>th</sup> year, KDFW and KDFI teamed with Kroger to provide school supplies to over 75,000 kids across North Texas. Patrons could donate at store registers, or purchase "virtual kits." The campaign exceeded its \$750,000 goal. The stations featured the drive in news coverage and produced spots.

**GOOD DAY BLOOD DRIVE – August 22-26**



Good Day anchor Tim Ryan has been a life-long blood donor (more than 17 gallons!) and in honor of his generosity, the station conducted a blood drive on his last week before retirement.

PSAs encouraging viewers to visit the Carter Blood Donation Centers, as well as daily news coverage resulted in an overwhelming response: nearly 3,000 donations of whole blood and addition 900 units of platelets...in one week. These donations could potentially save 11,000 lives! We were gratified to hear from many first-time donors who came out for Tim--but will be coming back!

**PLANO BALLOON FESTIVAL – Sept 22-25**



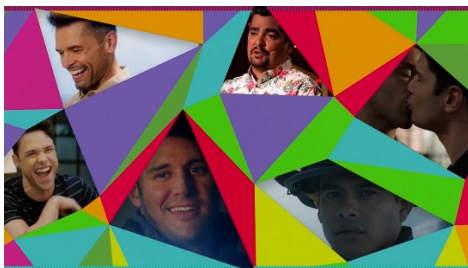
After a two-year absence, the beloved community festival returned to Oak Point Park and was an overwhelming success as tens of thousands of people visited over four sunny and hot days. KDFW and KDFI promoted the festival and staffed a booth with prize giveaways, talent visits and selfie stations. The event benefits the City of Plano community outreach.

**LAKE SAFETY**



Meteorologist Kylie Capps teamed up with the LV project, an organization devoted to life jackets and water safety, to remind viewers of precautions to take on our lakes. We produced five vignettes to air year-round.

**OTHER STATE/NATIONALLY PRODUCED SPOTS**



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

**HISPANIC HERITAGE (FOX CAMPAIGN – TV FOR ALL)**

**PARTNERTSHIP TO END ADDICTION**

**AUTISM SPEAKS – LOCAL AUTISM WALKS**

**FORT WORTH OKTOBERFEST – Benefiting Fort Worth & Recreation**

**CASA**

**STAND UP TO CANCER**

**CURA FOUNDATION**

**CAR SEAT SAFETY**

**KDFI – PSA SUPPORT**

**JANUARY 2022 – 888 spots**

**FEBRUARY 2022 – 583 spots**

**MARCH 2022 – 1086 spots**

**TOTAL KDFI – 2557 spots**

**Adults 18+ impressions: 18,499,895**

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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. Our area experienced record-breaking heat during the months of July and August with hardly any rain in sight. However, our area experienced a couple of severe outbreaks in our area, and these are highlighted below.

August 21, 2022

During the late evening hours and staying into overnight, 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 time.

August 22, 2022

Severe weather blossomed again over our viewing area in the morning and early afternoon hours. KDFI Channel 27 alerted our viewers with weather crawls during the warnings.



## ***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**



Beginning the week of September 5, 2022, 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, July 24, 2022 at 3pm, KDFI Channel 27 aired the CELEBRATION OF SERVICE TO AMERICA AWARDS. The NAB Leadership Foundation honors excellence in community service from local radio and television stations throughout the country, highlighting the important role local broadcasting plays in communities. Mario Lopez served as host.





On Sunday, July 31, 2022 at 3pm, KDF Channel 27 aired the documentary BRIDGE. It chronicles the stories of some of the people who were on the I-35 Bridge in Minneapolis when it collapsed 15 years ago. It is a powerful, moving testament to the strength of the survivors- and the first responders who acted so quickly. The anniversary of the collapse is August 1<sup>st</sup>.



On Sunday, September 4, 2022 at 3pm, KDFI Channel 27 aired the AMERICA SALUTES YOU concert. The mission of America Salutes You is to honor and raise awareness of our veterans, service members, first responders, and their loved ones. This year's concert was performed on the Battleship Iowa in San Pedro, California and included artists The Four Tops, The Doors Robbie Krieger, Sara Evans, Belinda Carlisle among others.



## ***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)

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.)

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 3<sup>rd</sup> Quarter, KDFI Channel 27 aired a total of 221 hours of religious programming, averaging 17 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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