



K D F I Dallas | Fort Worth

QUARTERLY REPORT OF ISSUES & PROGRAMS

JANUARY 1 – MARCH 31, 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

TOYS FOR TOTS - RECAP

With supply chain issues and change in local leadership, it was important to get the message of Toys for Tots out early. We launched with promotion in Mid-November with attention getting promos and instant call to action—thanks to the QR Code embedded on every spot. The station was on hand at numerous donmatyion sites and produced several stories highlighting the volunteer efforts sorting toys and delivering to families across North Texas. We aired recap spots through January.



TOTALS

Donations: over \$134,000

Toys/Books given: 311,303

Children supported: 237,784 (increase of 87,000+ over last year)

Thanks to US Marine Corps Reserves, and all the businesses/municipalities who donated their time and energy



COVID-19 RELATED PSAs (LOCAL/NATIONALLY produced)

CDC / AD COUNCIL – During the Omicron surge, the stations continued to air numerous PSAs from the Ad Council providing information of vaccines and encouraging viewers to learn more and reminding everyone to continue to be aware of safety protocols. We also highlighted information on our website and news app.

TRWD FLYFEST

Annual fishing festival that supports the upkeep of Fort Worth’s Trinity River and surrounding wildlife.



UNCF MAYOR’S MASKED BALL

For the third year, FOX 4 and MORE 27 partnered with the UNCF to promote the annual Mayor’s Masked Ball. FOX 4’s Dionne Anglin served as emcee. Proceeds go to support deserving students and Historically Black colleges and Universities.



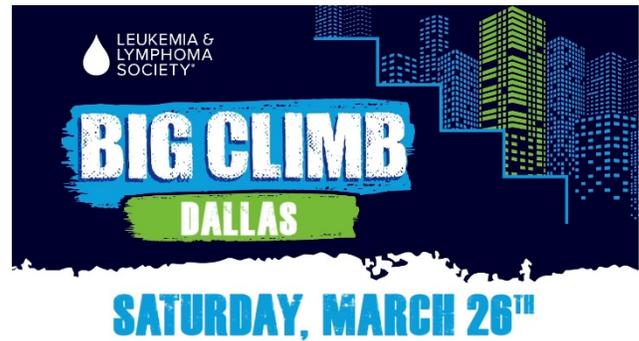
UKRAINE RELIEF

To support the Red Cross efforts overseas, the stations produced and aired spots with a QR code that goes directly to donation site. The spots were shared groupwide.



LEUKEMIA-LYMPHOMA SOCIETY “BIG CLIMB”

Supported annual climb up a local high rise to benefit the Leukemia Society



OTHER STATE/NATIONALLY PRODUCED SPOTS



TEXAS ASSOCIATION OF BROADCASTERS - Don't Mess with Texas, Alzheimer's Association. Motorcycle Safety, Don't Text & Drive, Art in Schools

BLACK HISTORY MONTH (FOX CAMPAIGN – TV FOR FALL)

WE ARE DALLAS ARTS

GIRL SCOUTS OF NORTHEAST TEXAS

BEST FRIENDS – ANIMAL RESCUE

FEEDING AMERICA

PROSTATE CANCER AWARENESS

RED CROSS

ROTARY CLUB

SOCIAL SECURITY (SSA)

TEACHERS SUPPORT

KDFI – PSA SUPPORT

JANUARY 2022 – 682 spots

FEBRUARY 2022 – 565 spots

MARCH 2022 – 548 spots (through March 13)

TOTAL KDFI – 2416 spots

Adults 18+ impressions: 3,966,027



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 several outbreaks of severe weather in the 1st Quarter, highlighted below.

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| February 2, 2022 | During the morning hours and staying into the evening and early morning hours, 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. |
| February 3, 2022 | Severe weather continued from the day before, and stayed through the afternoon hours. KDFI Channel 27 alerted our viewers with weather crawls during the warnings. |
| February 21, 2022 | Late night thunderstorms drove across our viewing area, which lasted into the early morning hours. KDFI Channel 27 ran weather crawls during the time our viewing area was under them. |
| February 23, 2022 | February storms continued to form over our viewing area. Severe weather developed in the late morning hours and continued throughout the day and into the evening hours. KDFI Channel 27 alerted our viewers with weather crawls as needed. |
| February 24, 2022 | Heavy rain and thunderstorms grew over our viewing area in the early afternoon hours. KDFI Channel 27 alerted our viewers of this with crawls throughout the episode. |

- March 11, 2022 Early spring storms developed over our area in the afternoon hours. We alerted our viewers with weather crawls until the threat dissipated.
- March 14, 2022 In the afternoon hours, severe weather formed in parts of our viewing area, which prompted us to run weather crawls to alert viewers of the incoming storms.
- March 21, 2022 Tornadic activity developed in the late morning hours and continued throughout the day and early evening. We alerted our viewers of the incoming danger with weather crawls with continual alerts of the threat.



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



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



POWER AND ICE: THE TEXAS BLACKOUTS

On Sunday, March 6th at 3pm, KDFI Channel 27 aired the FOX WEATHER produced special "POWER AND ICE: THE TEXAS BLACKOUTS", showing in detail the effects and fallout from the massive freeze that hit the entire state of Texas in February, 2021. KDFW/KDFI Meteorologist Dan Henry was heavily featured in the special.



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 1st 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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