



**KDFI** Dallas | Fort Worth

# **QUARTERLY REPORT OF ISSUES & PROGRAMS**

**JANUARY 1 – MARCH 31, 2021**

**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).

#### **UNCF MAYOR'S MASKED BALL**

For the second year, FOX 4 and MORE 27 were proud sponsors of the Mayor's Masked Ball, benefitting UNCF. FOX 4's Clarice Tinsley and Dallas Mayor Eric Johnson served as co-emcees of the virtual event.

#### **TRWD FLYFEST**

The stations supported this annual Outdoor Festival in Fort Worth, benefitting the upkeep of local parks and the Trinity River.

#### **COVID-19 RELATED PSAs (LOCAL/NATIONALLY produced)**

**CDC / AD COUNCIL** - Joining with stations across America, FOX 4 aired numerous PSAs from the Ad Council providing information of vaccines and encouraging viewers to learn more. We also aired a series of spots illustrating ways the viewers can cope with the pandemic stress.

**OTHER STATE/NATIONALLY PRODUCED SPOTS**

FOX SOUL – BLACK HISTORY MONTH

TEXAS ASSOCIATION OF BROADCASTERS

Don't Mess With Texas

ART PROJECT – Creating/supporting Art initiatives in school.

TEXAS DEPT. OF TRANSPORTATION - Driving Drowsy, Click It or Ticket

MAKE A WISH

SUSAN G. KOMEN – UNACCEPTABLE

PARTNERSHIP TO END ADDICTION

FATHERHOOD INVOLVEMENT

**TOTAL AMOUNT OF PSAs FOR 1<sup>ST</sup> QTR. 2021    1,679**



## ***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 February 2021, the entire state of Texas was witness to the worst winter snow and ice storm in 70 years. We also had outbreaks of weather in March, and KDFI Channel 27 alerted our viewers to make them aware.

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|-------------------|---|
| February 14, 2021 | The snow and ice storm began in full force, and we alerted our viewers during the afternoon and early evening hours through weather crawls. |
| March 16, 2021    | Early spring storms blew up over our viewing area and we ran weather crawls in the afternoon hours.   |
| March 22, 2021    | Thunderstorms began forming in our area in the late evening hours and we alerted our viewers through weather crawls as the storm evolved.   |
| March 24, 2021    | Severe weather and flooding erupted over our viewing area, and weather crawls ran through the early evening and overnight hours.            |



## ***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.



## SPONSORSHIP HIGHLIGHTS

### LEUKEMIA / LYMPHOMA SOCIETY

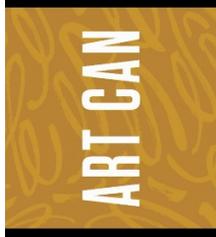
For more than 15 years, KDFW and KDFI have supported the work of Leukemia and Lymphoma Society through production of biographical videos shown at the ceremony. The LLS has credited the impact of these videos as an important fundraising tool.





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## ***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. Aired telethon on January 31, 2021 3hrs.)

Television talk show dedicated to bringing uplifting stories, exciting guests, breaking news and much more from a Christian perspective.

**ANDREW WOMMACK:** (4:00am-4:30am Monday - Friday, .5 hour)

Each morning, Andrew Wommack teaches the ways of the Bible and how to use the tools given to better our everyday lives.

**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 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.)**

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

In the 1st Quarter, KDFI Channel 27 aired a total of 198 hours of religious programming, averaging 15 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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