



QUARTERLY REPORT OF ISSUES & PROGRAMS

January 1 – March 31, 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

LLS ST VALENTINES DAY LUNCHEON

For two decades, our stations have lent support to the Leukemia and Lymphoma society’s annual luncheon and Fashion show. In addition to PSAs, the station produces several profile videos spotlight various heroes and award winners which are shown at the event. This year’s event was emceed by FOX 4’s Hanna Battah and raised more that \$600,00 for research.



ST. VALENTINES DAY
Luncheon & Fashion Show
 Monday, February 13

BIG BROTHERS/BIG SISTERS

Reporter Shaun Rabb’s conversation with the head of the Dallas Chapter of big brothers/Big sisters highlighted the need for mentors in our area. After the segment aired, the organization received 150 applications. To further the cause, we produced a POSA that will be airing for the rest of the year.



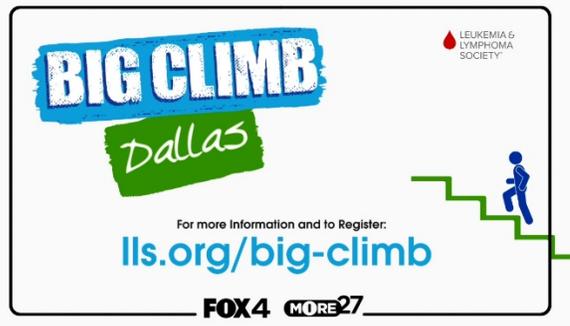
BEACON OF HOPE

The Grant Halliburton Foundation spotlights awareness of mental health Issues, and this year’s luncheon hosted by FOX 4 Reporter Steve Noviello, with guest appearances from NFL greats Dak Prescott and Solomon Thomas, who shared their personal stories. Attendance was the highest in years, and we’ve been proud to support this worthy cause.



BIG CLIMB DALLAS

Every year, hundreds of North Texans climb almost seventy flights of stairs, raising money for the fight against Blood cancer. FOX 4 and KDFI have sponsored this climb for over a decade with PSAs and coverage.



THE TEX FACTOR



Every week, our original documentary series shines a light of community heroes and innovators. During the first quarter of 2023, subjects included veteran-owned businesses, a flying hospital that treats kids around the world with eye problems, and Texan who's opened a sanctuary for Kangaroos.

OTHER SUPPORT/NATIONAL PSAs



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

BLACK HISTORY / WOMEN'S HISTORY MONTH

AUTISM SPEAKS – LOCAL AUTISM WALKS

PAWS FOR PATRIOTS

AMERICAN CANCER SOCIETY

ALZHEIMER'S ASSOCIATION

KDFI – PSA SUPPORT

JANUARY 2023 – 998 spots

FEBRUARY 2023 – 1071 spots

MARCH 2023 – 870 spots

TOTAL KDFI – 2,939 spots

Adults 18+ impressions: 17,634,000

Total impressions (Adults 18+): 33,839,708



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 1st Quarter brings with it a mix of severe outbreaks in our weather. All severe weather is highlighted below.

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| January 30, 2023 | During the late morning hours and continuing through the afternoon, 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. |
| January 31, 2023 | Severe activity exploded over our viewing area during the mid-morning and early afternoon hours. During this event, KDFI Channel 27 alerted our viewers constantly with weather crawls and warnings. |
| February 1, 2023 | Severe storms and strong winds continued to form in the mid-morning and afternoon hours. KDFI Channel 27 informed our viewers of the developing storms by running weather crawls. |
| February 26, 2023 | Late night storms erupted over our area and lasted until the early morning hours. We kept our viewers informed with weather crawls. |

- March 2, 2023 The area had a huge breakout of severe thunderstorms that turned into tornadic activity during the afternoon and early evening hours. We kept our viewers constantly informed with weather crawls and alerts throughout the entire event.
- March 16, 2023 Afternoon storms turned into severe weather for our viewing area. KDFI Channel 27 provided continuing coverage of the events by providing weather crawls throughout the event.
- March 24, 2023 Severe thunderstorms broke out in the early morning hours and continued for the next few hours. KDFI Channel 27 kept viewers informed with weather crawls.



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."



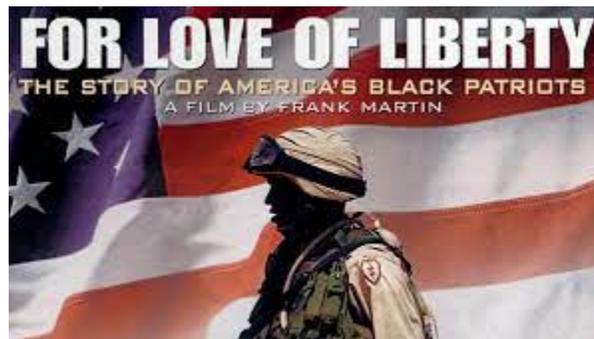
KDFW FOX 4 NEWS AIRS ON CHANNEL 27



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, January 22, 2023, KDFI Channel 7 aired the 3 hour THE 700 CLUB SUPER SUNDAY TELETHON. All money raised goes to helping those in need with medical care, food, shelter, and other needs throughout the country and the world.



On Sunday, February 29, 2023 at 3pm and 4pm, KDFI Channel 27 provided support for BLACK HISTORY MONTH by airing the 2 part program FOR LOVE OF LIBERTY: THE STORY OF AMERICA'S BLACK PATRIOTS. This mini-series uses letters, diaries, speeches, journalistic accounts, historical text and military records to document and acknowledge the sacrifices and accomplishments of African-American service men and women since the earliest days of the republic. The story spans the Revolution to Iraq and examines why, despite enormous injustice, these heroic men and women fought so valiantly for freedoms they themselves did not enjoy.



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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