



K D F I Dallas | Fort Worth

QUARTERLY REPORT OF ISSUES & PROGRAMS

January 1 – March 31, 2024

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 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

MLK ORATORY COMPETITION

January 12, 2024

For over three decades, our anchor Clarice Tinsley has been the emcee for this event, where local 4th and 5th deliver powerful speeches honoring Dr. King’s legacy. This year, the station not only was a media sponsor, but we also broadcast the competition for our digital platforms. The ceremony was later edited into a 30-minute special which aired on KDFI in celebration of Black History Month.



ST VALENTINES DAY LUNCHEON

February 8, 2024

This fashion show fundraiser marked its 40th year, and for the 20th year, KDFI provided PSA support, and produced video tributes to honorees shown at the event, benefitting the Leukemia and Lymphoma Society. FOX 4 anchor Clarice Tinsley emceed the event.



BIG CLIMB DALLAS

March 23, 2024

Also benefitting the Leukemia Society, the stations promoted the charity's actual climbing competition on March 23rd. every step...is a step toward eradicating blood cancers.



KRAFT FOUNDATION – ANTISEMITISM PSAs

January - March 2024

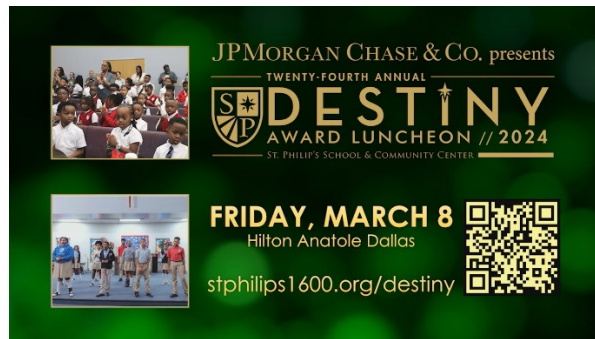
In the wake of the tensions in the Middle East, the stations aired PSAs urging action against Antisemitism and racial hatred.



ST. PHILIPS DESTINY LUNCHEON

March 8, 2024

Supporting the mission of St. Philips School, MORE 27 aired PSAs for their benefit luncheon.



THE TEX FACTOR



Every week, our original documentary series shines a light of community heroes and innovators. During the quarter, we produced and aired a profile of “Juneteenth” advocate Opal Lee, 100-year-old jazz legend Johnny Pate, and aired the MLK Oratory Competition, commercial-free.

OTHER SUPPORT/NATIONAL PSAs

TEXAS ASSOCIATION OF BROADCASTERS – Fentanyl Awareness, Don’t Text & Drive, Mental Health

PROJECT ROADBLOCK – Ad Council

TEXAS HEALTH HUMAN RESOURCES

STAND UP TO CANCER

TXDOT – “PEDESTRIAN SAFETY”

KDFI – PSA SUPPORT

JANUARY 2024 – 921 spots

FEBRUARY 2024 – 662 spots

MARCH 2024 – 783 spots

TOTAL KDFI – 2366 spots

IMPRESSIONS (ADULTS 18+) = 12,810,000



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 showed a lighter mix of winter and early spring storms. However, storms did form on occasion, and those are highlighted below.

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| January 14, 2024 | Beginning in the early evening hours, heavy rains poured over our viewing area. Because of this, KDFI Channel 27 provided weather crawls and alerts throughout the entire event. |
| February 11, 2024 | Severe activity exploded over our area during the morning hours, lasting through early afternoon. During this event, KDFI Channel 27 alerted our viewers constantly with weather crawls and warnings. |
| March 7, 2024 | Mid-afternoon storms erupted over our view area. KDFI Channel 27 ran weather crawls to alert our viewers through the event. |



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 specialists 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 21, 2024, KDFI Channel 27 aired the 700 CLUB SUPER SUNDAY TELETHON at 3PM. This 3 hour program encouraged viewers to give what they are able to keep The 700 Club alive and strong through donations. The program featured live music, testimonials and other special features.



On Sunday, February 11, 2024, KDFI Channel 27 aired AMERICA SALUTES YOU BENEFIT CONCERT at 7PM. Performers included Host Lecrae, Clint Black, Lisa Hartman Black, Lily Pearl Black, Charles Esten, Lee Greenwood, Walker Hayes, Jo Dee Messina, Craig Morgan and Chasing DaVinci. Gary Sinise was presented with the LIFETIME ACHEIVMENT AWARD.



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. 700 CLUB MARATHON 3:00pm-6:00pm on Sunday, January 21, 2024. 3 hours)

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.

LEADING THE WAY: (8:30am-9:00am Sunday, .5 hour)

Dr. Youssef's brings a unique perspective to his platform to speak boldly into today's issues and provide Biblical solutions to the challenges Christians are facing today.

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.

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.

CREATE CHURCH: (10:30am-11:00am Sunday, .5 hour.)

The vision of Create Church is to help people find and fulfill their created purpose in Christ. Our heart is that Create Church will be a place where everyone can discover Christ and His plan for their life.

DIOCESE OF DALLAS CATHOLIC MASS: (11:00am-12:00pm Sunday, 1 hour)

Mass is offered each Sunday.

MILESTONE CHURCH (12:00pm-12:30pm Sunday, .5 hour)

Our Purpose at **Milestone** is to create an atmosphere that builds your passion for God. Bible-based messages from Pastor Jeff are easy to understand and apply to everyday life.

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 165.5 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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