



**K D F I** Dallas | Fort Worth

# **QUARTERLY REPORT OF ISSUES & PROGRAMS**

**APRIL 1 – JUNE 30, 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 and sponsorships that aired is below).

**SEVERE WEATHER AWARENESS DAY**

Since 2016, the FOX 4 Weather team has presented a seminar on Severe weather onsite at Nebraska Furniture Mart. We worked with the Mart to bring it back with all safety protocols in place. Our meteorologists answer questions and deliver lifesaving information. In addition, we had a greenscreen set up for kids (and adults) to try their hand at forecasting the weather.



**MAYFEST AT HOME**

Covid protocols prevented the return of the annual four-day outdoor festival to return in 2021, but we worked with the organizers on a series of online (and on-air) vignettes on how to recreate popular activities (such as confetti eggs) at home, along with reminders the festival will be returning May 2022.



### HERE'S TO YOU

FOX News Anchor Clarice Tinsley highlights organizations and individuals who are making a difference in their community. "Here's To You" airs twice daily during FOX 4's 5:30 and 10pm newscasts. During the monthly of May and part of June, we saluted dozens of graduates, faculty, and staff of the Class of 2021 for their resiliency in navigating an unprecedented school year.



### MAYOR'S SUMMER READING PROGRAM

Libraries reopened in Late May, and for the 15<sup>th</sup> year, KDFW and the City of Dallas joined together to support reading and STEM initiatives over the summer. FOX 4 anchor Clarice Tinsley and Mayor Eric Johnson teamed up (separately) to tout the program.



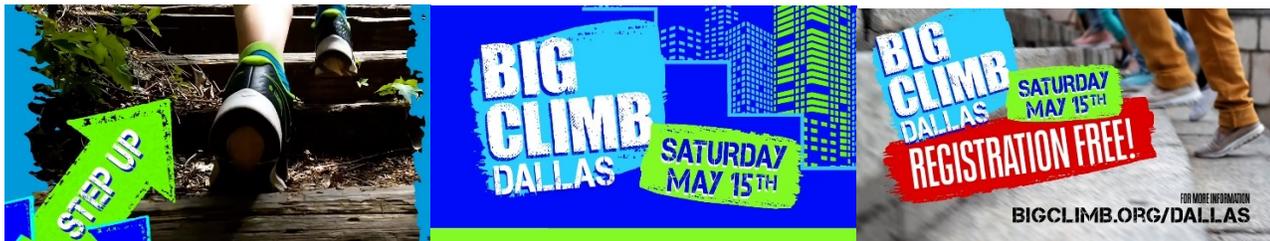
**MARCH FOR BABIES**

The annual march was virtual in May, but Fox 4’s Heather Hays and Brandon still acted as emcees for the May fundraiser, and participated in the PSA.



**BIG CLIMB DALLAS**

Relocated from January to May, this annual event for the Leukemia and Lymphoma society became a “climb where you are” event, with plans to return to an in-person event early 2022.



**OPAL’S WALK TO DC (JUNETEENTH)**

Ms. Opal Lee is a living legend—95 years young who continues to walk the walk, trekking to cities across America to raise support for making Juneteenth a nation holiday. KDFW and KDFI supported Ms. Opal’s walk via PSAs and connected her organization with our OTT streaming network FOX SOUL, who broadcast her walk live on Juneteenth, with “The Book of Sean” host Dr. Sean McMillan teaming up with FOX 4 reporter Dionne Anglin to provide commentary. In the days before, The President signed the holiday into law, with Miss Opal in attendance, and the walk became a celebration across America! It was a great partnership between FOX Soul and The City of Fort Worth, and we were honored to be part of it.



**LONESTAR 92.5/CARTER BLOOD CARE BLOOD DRIVE**

The stations supported Lonestar 92-5's Bo & Jim and their blood drive across North Texas – it's our 17<sup>th</sup> year of providing PSAs for this June tradition, with help from Carter Blood Care.



### **RESCAN/STAY CONNECTED WITH KDFW and KDFI**

With the rise of streaming services, we want to make sure our viewers can stay connected with FOX 4 and KDFI for important news and information over the air. In addition to PSAs, the station set up a hotline for viewers to call and a KDFW technician would help them through the rescanning process or answer questions about digital antennas.



### **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 and reminding everyone to continue to be aware of safety protocols. We're not out of the woods yet.

### **OTHER STATE/NATIONALLY PRODUCED SPOTS**

TEXAS ASSOCIATION OF BROADCASTERS

Don't Mess with Texas

Motorcycle Safety

Don't Text & Drive

Art in Schools

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

MAKE A WISH

SUSAN G. KOMEN – UNACCEPTABLE

PARTNERSHIP TO END ADDICTION

FATHERHOOD INVOLVEMENT

TEEN ADOPTION

AUSTISM SPEAKS

EQUEST Equestrian Therapy Fundraiser

ALZHEIMERS FOUNDATION

BEST FRIENDS PET ADOPTION

FOX PRIDE MONTH

FOX AAPI MONTH - TV FOR ALL

SOCIAL SECURITY INFORMATION

PROSTATE CANCER AWARENESS

SOUTHEASTERN GUIDE DOGS

**TOTAL SPOTS FOR 2<sup>ND</sup> QUARTER – 2,207.**



## ***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. Spring weather in our viewing area during the 2<sup>nd</sup> Quarter contained a few weather events. KDFI Channel 27 alerted our viewers to make them aware.

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|----------------|--|
| April 23, 2021 | Early afternoon storms appeared and escalated over our viewing area during the late afternoon and early evening hours, and we alerted our viewers with information through weather crawls. |
| April 28, 2021 | Spring storms blew up over our viewing area during the afternoon hours and we ran weather crawls during the event.   |
| May 3, 2021    | Thunderstorms began forming in our area in the late evening hours and we alerted our viewers through weather crawls as the storm evolved.  |
| May 16, 2021   | Severe weather including tornado warnings erupted over our viewing area during the early afternoon hours. We alerted our viewers through weather crawls throughout the event.              |
| June 7, 2021   | A heavy rain and flooding event occurred during the morning hours and weather crawls were put into action until the event was over.  |



## ***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.



At 3PM on Sunday, June 20<sup>th</sup>, KDFI Channel 27 aired FOX SOUL FATHER'S DAY SPECIAL: FATHERLESS TO FATHERHOOD. This special is an inspiring and uplifting program that honors our fathers in a special way. Hosted by Dr. Sean McMillan from 'The Book of Sean,' we will hear from fathers, mothers, and their kids about the challenges of going from fatherless to fatherhood. The documentary includes firsthand accounts from Kirk Franklin, Dr. Steve Perry and many more.



## ***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.

**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. Also aired on April 2<sup>nd</sup> at 7am, 1 hour.)**

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 2nd Quarter, KDFI Channel 27 aired a total of 222 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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