



K D F I Dallas | Fort Worth

QUARTERLY REPORT OF ISSUES & PROGRAMS

APRIL 1 – JUNE 30, 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

SEVERE WEATHER AWARENESS DAY – April 9



The FOX 4-WARN Meteorologists presented their annual Severe Weather Awareness seminar for patrons at NFM. Hundreds were in attendance to meet our team and local storm chasers. This our sixth year of partnership with the popular furniture Mart.

SHRED DAY DFW – April 23



For the past 10 years, stations have partnered with Comerica Bank and the North Texas Food bank to offer free shredding. This year, North Texans brought **112 tons of paper goods**, and donated enough **money to fund 85,000 meals**.

MAYFEST – May 5-8



After a two-year absence, the popular Fort Worth Festival came back strong with over 200,000 visitors over the four-day period. Our stations provided PSA and news support for the event, benefitting preservation of the Trinity River and other nature initiatives in Fort Worth. The stations also had a booth for giveaways during Mayfest.

ALZHEIMERS GALA – May 7



FOX 4 anchor Steve Eagar emceed the gala to raise awareness and find treatment for Alzheimer's and related diseases. The event exceeded all fundraising goals.

MARCH FOR BABIES – May 7 and May 14



This year, In-person walks in Fort Worth and Dallas drew more than **2500 participants** at each location, and the projected amount raised will be **more than \$1,050,000**. In addition to PSAs, FOX 4 anchor

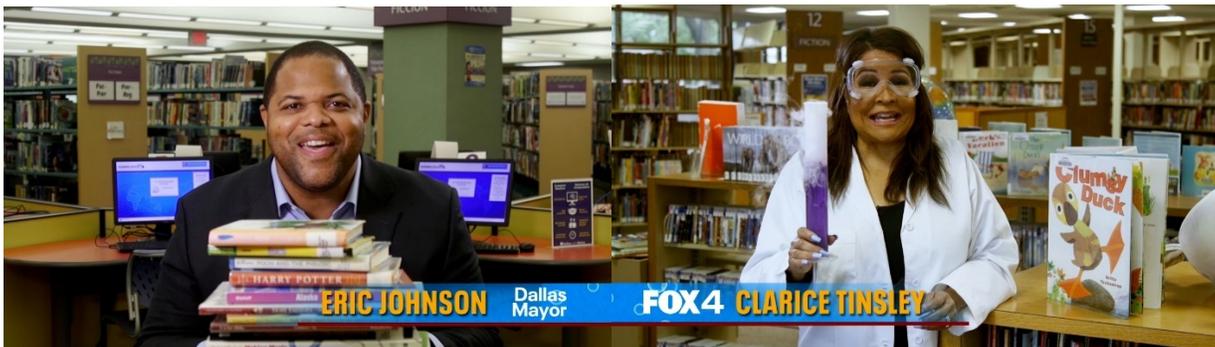
Brandon Todd MC'd both walks.

LLS LUNCHEON and FASHION SHOW – May 16



In addition to PSA support, we produce short video pieces on this year's honorees. FOX 4 Anchor Lauren Przybyl Luncheon attendance: **475 patrons in attendance. \$575,000 raised.**

MAYOR'S SMART SUMMER – June-August 2022



For more than 15 years, FOX 4, MORE 27 have partnered with the Dallas Public Library to support the Mayor's Summer reading initiative, this year expanding to STEM activities. In 2021, **6,016 Children & teens** registered for the program, earning **14,145 free books** as rewards for reading.

LONESTAR BLOOD DRIVE – June 20-26



The stations gave PSA Support to Carter Blood Care's annual Summer Blood Drive, now its 46th year. The week-long event occurred at sites across North Texas.

TEXAS BLACK INVITATIONAL RODEO – June 18



We gave PSA support to the annual Juneteenth celebration at Fair Park, sponsored by the African American Museum.

OPAL'S WALK FOR FREEDOM



The 95-year-old living legend and “Grandmother of Juneteenth” starred along with her granddaughter in our spots to promote her annual Walk for Freedom. This year marks the first year of Juneteenth being a national holiday. FOX 4 reporter Dionne Anglin emceed the kickoff breakfast.

UKRAINE RELIEF

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



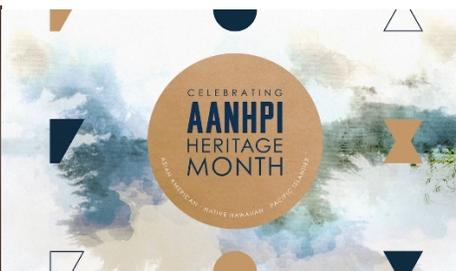
HERE'S TO YOU (ongoing)

Here's to You



FOX News Anchor Clarice Tinsley highlights organizations and individuals who are making a difference in their community. In May, she solicited viewers to celebrate our 2022 graduates. Hundreds of students were highlighted during FOX 4's 5:30 and 10pm newscasts.

OTHER STATE/NATIONALLY PRODUCED SPOTS



KDFI – PSA SUPPORT

APRIL 2022 – 1159 spots

MAY 2022 – 1037 spots

JUNE 2022 – 837 spots

TOTAL KDFI – 3033 spots

Adults 18+ impressions: 21,943,755



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 record-breaking heat during the month of June, and several outbreaks of severe weather in the 2nd Quarter are highlighted below.

April 4, 2022

During the evening hours and staying into the late night, 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.

May 4, 2022

Severe weather blossomed over our viewing area in the afternoon hours. KDFI Channel 27 alerted our viewers with weather crawls during the warnings.

May 5, 2022

Mid-morning thunderstorms drove across our viewing area. KDFI Channel 27 ran weather crawls during the time our viewing area was under them.

May 15, 2022

May storms continued to form over our viewing area. Severe weather developed in the late evening hours and continued throughout the night and into the early morning hours. KDFI Channel 27 alerted our viewers with weather crawls as needed.



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.



On Thursday, June 2, KDFI Channel 27 aired coverage of The Queen's Platinum Jubilee celebration. Our viewers were taken to England where the Queen was celebrated for 70 years on the throne.



TUNNEL TO TOWERS CONCERT 2022

On Sunday, June 12th at 3pm, KDFI Channel 27 aired the TUNNEL TO TOWERS CONCERT from Nashville, Tennessee. This year's concert focused on paying off the mortgages on homes to 6 Gold Star Families. Performances featured were by Old Dominion, Brantley Gilbert, Darryl Worley and Willie Shaw. Nearly 750 first responder and military families attended the invite-only concert.



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 2nd 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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