



KDFI DALLAS | FORT WORTH

**QUARTERLY REPORT OF
ISSUES & PROGRAMS**

JULY 1, 2019 - SEPTEMBER 30, 2019

KDFI TV-DT 36

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).

AARP "Heroes";

American Humane "Jack Hannah";

Arlington Independence Day Parade;

Backpack Boosters;

CASA "Then You Came Along";

City of Learning;

Community;

Community Calendar;

Empowering Girls STEM "Tiera";

Ending Hunger "Jennie Garth";

Equest;

Fatherhood Involvement "Catch," "WWE Dance";

Feeding America “Hidden Hunger”;

FEMA “Home Fire Drill”;

Fort Worth’s Fourth;

Foster Care “Suitcase”;

Girl Scouts;

Habitat for Humanity “Empower”;

In Touch Credit Union Plano Balloon Festival;

Junior Achievement “Dance,” “Tech”;

Kidd’s Kids Golf Tournament;

Komen “Frontlines”;

Leukemia & Lymphoma Society “Light the Night Walk”;

LV Project “Life Vest”;

Make a Wish Foundation “Where There’s a Wish There’s a Way”;

Mayor’s Summer Reading Challenge;

National Guard “Careers,” “I Will,” “Heart”;

National Highway Traffic Safety Administration “Texting & Driving Prevention-Focus”;

NFID “Dreaded Flu Spreader”;

No Kid Hungry “Summer Meals”;

Oncor Power Line Safety “Keep Away from Power Lines”;

Red Balloon Children Helping Children Tennis Tournament;

SAMHSA “Talk They Hear You”;

Stand Up to Cancer “MLB”;

Tarrant County Back to School Roundup;

Texas Association of Counties “Disasters”;

Texas Department of Transportation Drive Safe - “Emoticons,” Drive Safe - “Reflectors”;

United States Marine Corps “America’s Marines,” “Why We Fight”;

Vogel Alcove “Homeless Help”;

Warren Center;

And YMCA “One Number”.



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 the 3rd quarter of 2019, our viewing area had very calm weather, however there was one strong storm that required attention.

July 1, 2019

Summer storms invaded our viewing area in the evening hours. KDFI Channel 27 alerted our viewers by running weather crawls throughout the time they were most severe.



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.

“Live Life & Win” is a weekly nationally syndicated TV series highlighting inspirational teen success stories with segments featuring Entrepreneurs, Extraordinary Teens, Giving Back, and Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship.

“Made in Hollywood – Teen Kids Edition” is an Emmy-nominated, nationally syndicated TV series providing an introduction to careers on-camera and “behind-the-screen,” plus an understanding of the motion picture, television and entertainment fields. Viewers are introduced to career opportunities focusing on creative, technical and artistic skills. Leaders in their respective fields present career advice and insight.

“Sports Stars of Tomorrow” brings the viewer inside the world of high school and college athletics. The program travels the country each week to highlight the brightest stars and athletes in all sports venues.

“Teen Kids News” showcases informational features for teens, reporting on diverse topics such as healthy eating, driving tips for new drivers, and internet predators. This program develops their learning, listening and thinking skills and serves as an enhancement of their academic and educational experience.



On Sunday, August 18th at 2pm, KDFI Channel 27 aired the special – ***“American Latino Presents: STATE OF THE ARTS”***. This one-hour special features the cutting-edge work of rising Latino artists and exclusive profiles.



KDFW FOX 4 NEWS AIRS ON CHANNEL 27

At 7:00PM Monday through Friday, KDFI Channel 27 continues to air a repeat of KDFW's FOX 4 NEWS at 6:00pm.



Additionally, during the first week of 3rd Quarter, the FIFA WOMEN'S WORLD CUP concluded its rotation on KDFW. KDFI Channel 27 continued to be a key player in airing both DR. OZ and THE REAL on the days soccer aired on KDFW. We set up a telephone hotline with the day's rundown of where viewers could find any displaced programs.



QUARTERLY SPONSORSHIPS -JULY-



Backpack Boosters

The stations produced public service announcement for this year's Kroger Backpack Boosters campaign. FOX 4's Chip Waggoner and Evan Andrews appeared in the spots.



On July 17th FOX 4's Chip Waggoner was live at a local Kroger store with Kroger Corporate Affairs Manager April Martin Nickels talking about this year's campaign. Their goal this year is to provide 100,000 North and East Texas students with school supplies and monetary donations.



Tarrant County Back to School Roundup

KDFW and KDFI are once again proud sponsors of the "Tarrant County Back to School Roundup." This year's event was held August 18th at the Tarrant County College South Campus and provided free school supplies and medical and community services for Tarrant County students who registered.



Children Helping Children Tennis Tournament

The stations produced public service announcements for the Red Balloon Children Helping Children Tennis Tournament (September 21st-22nd at High Point Tennis Center in Plano). Proceeds of the event benefited life-saving research to battle cancer and blood disorders. FOX 4’s Lauren Przybyl appeared in the PSAs.

-AUGUST-



2nd Annual PLG Cares Golf Tournament

The stations produced PSAs for the 2nd Annual PLG Cares Golf Tournament, September 12th. Proceeds benefited Kidd’s Kids. FOX 4’s Mike Doocy and Sam Gannon and SMU Football Coach Sonny Dikes appeared in the spot.



Oktoberfest in Fort Worth

The stations produced PSAs for Oktoberfest in Fort Worth, September 26th-28th at Panther Island Pavilion.



Susan G. Komen Race for the Cure

The stations produced PSAs for the annual Susan G. Komen Race for the Cure, October 26th at NorthPark Center.

-SEPTEMBER-



March of Dimes Signature Chefs Auction

The stations produced public service announcements for the annual March of Dimes Signature Chefs Auction, September 26th at River Ranch Stockyards in Fort Worth. Proceeds benefited the March of Dimes.

Plano Families First Fair

The stations produced public service announcements for the second annual Plano Families First Fall Fair, September 28th at Plano Event Center. Families who live in Plano had access to vision screenings for adults and kids, dental and health screenings, career advice and much more. Plus, free school supplies were given to the first 500 schoolchildren.



Walk to End Alzheimer's

The stations produced public service announcements for the Walk to End Alzheimer's on September 28th at Nebraska Furniture Mart in The Colony and on October 5th at Dallas City Hall Plaza. FOX 4's Brandon Todd and Hanna Battah for appeared in the PSAs.



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.

JOEL OSTEEN: (5:30am-6:00am, .5 hour, 8:00am-8:30am, .5 hour and 11:00am-11:30am Sunday, .5 hour)

Popular minister Joel Osteen teaches Biblical principles in a simple way, emphasizing the power of love and a positive attitude.

GATEWAY CHURCH: (6:00am-6:30am Sunday, .5 hour)

Gateway Church practices its faith through the words of the Bible, emphasizing God's love, and love for their fellow man.

AMERICAN RELIGION TOWN HALL: (6:30am-7:00am Sunday, .5 hour)

"American Religion Town Hall" features leaders from all religious faiths talking and debating with each other in order to gain better insight on the different beliefs in our nation and world.

JACK VAN IMPE: (7:00am-7:30am, .5 hour)

Jack Van Impe teaches viewers meaningful lessons from Bible passages and discusses ways to use these lessons in daily life.

TRUTH IN LOVE: (7:30am-8:00am Sunday, .5 hour)

Each week, this ministry, associated with the Mormons, strives to bring news of Christ's completed work to the many members of the LDS Church.

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.

JOSEPH PRINCE: (10:00am-10:30am, Sunday, .5 hour)

With more than two decades of full-time ministry behind him, Joseph Prince is today a leading voice in proclaiming the gospel of grace around the world through his books, teaching resources, and television ministry.

JENNIFER SHEEHAN: (11:30am-12:00pm Sunday, .5 hour)

The show's main goal is to inspire, give hope, lead the viewers to salvation in Jesus Christ and encourage the viewers to be obedient to God and His Bible.

In the 3rd Quarter, KDFI Channel 27 aired a total of 84.5 hours of religious programming, averaging 10.5 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.

