



**KDFI DALLAS | FORT WORTH**

**QUARTERLY REPORT OF  
ISSUES & PROGRAMS**

**JANUARY 1, 2020 - MARCH 31, 2020**

**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).

**American Heart Association "Angela Bassett";**

**Big D Climb;**

**Bright Focus "Vision Loss";**

**CASA "Until You Came Along";**

**Community;**

**Community Calendar;**

**CV Ad Council; American Red Cross "Caronavirus; Children's Miracle Hospital "Corona", Salvation Army "Those Who Are", TAB "Governor Abbott - Corona", Stay Home - Matthew McConaughey";**

**CV Now - "Questions", "Stay Home", "Stay Informed", "Tissue", "Wash Hands";**

**Emergency Preparedness “Know Your Wireless Alerts”;**

**Equest Gala;**

**Fatherhood Involvement “NASCAR Dance,” “WWE Dance”;**

**Foster Care “Suitcase”;**

**Girl Scouts;**

**Gloria Barron Prize for Young Heroes;**

**Grant Haliburton Beacon of Hope Luncheon;**

**Hope for Warriors;**

**Junior Achievement “Inspiring Tomorrow”;**

**Kinsey African American Art & History Collection;**

**Leukemia & Lymphoma Society “St. Valentine’s Day Luncheon and Fashion Show,”  
“WWE-Roman Reigns”;**

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

**Marine Corps Reserve Toys for Tots “Thank You”;**

**NAMM “I Believe in Music”;**

**National Highway Traffic Safety Administration “Roadblock-Emojis,” “Roadblock-  
Legend,” “Roadblock-Warning”;**

**Oklahoma Bombing Museum;**

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

**Panther Island Ice;**

**SAMHSA “Talk They Hear You”;**

**Souper Bowl of Caring;**

**Southeast Guide Dogs “Super Hero Moxie,” “One Lucky Puppy”;**

**Susan G. Komen Race for the Cure “Big Wigs”;**

**Texas Association of Broadcasters “Be Safe-Reflectors,” “Be Safe-Garage Door”;**

**Texas Department of Transportation “Teen Click it”;**

**UNCF Mayor’s Masked Ball;**

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

**USO “Holidays”;**

**Vogel Alcove “Homeless Help”;**

**Warren Center;**

**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 1st quarter of 2020, our viewing area had a limited amount of severe weather events and we passed this information to our viewers throughout the quarter.

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| January 10, 2020 | During the early afternoon, and moving into the evening hours, 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. |
| March 13, 2020   | Severe weather erupted over our viewing area during the late morning hours and KDFI Channel 27 alerted our viewers with weather crawls during the warnings.  |
| March 18, 2020   | Late evening thunderstorms drove across our viewing area, which lasted into the early morning hours. KDFI Channel 27 ran weather crawls during the time our viewing area was under them.   |



## ***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.



## ***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.



## ***700 CLUB TELETHON AIRED ON KDFI CHANNEL 27***

On Sunday, January 26, 2020, KDFI Channel 27 aired the 700 Club Telethon, from 3:00PM to 6:00PM. This annual telethon raises thousands of dollars for the program to continue spreading the word of the God to its faithful followers.





## QUARTERLY SPONSORSHIPS

### JANUARY



#### Big D Climb

The stations produced public service announcements promoting the annual Big D Climb on January 25<sup>th</sup> at Bank of America Plaza, benefitting the Leukemia & Lymphoma Society.



#### Souper Bowl of Caring

The stations produced public service announcements for this year’s Souper Bowl of Caring, proceeds from which benefitted the North Texas Food Bank and the Tarrant Area Food Bank. FOX 4 Sports’ Mike Doocy and Sam Gannon appeared in the PSAs.



#### St. Valentine’s Day Luncheon & Fashion Show

The stations produced public service announcements for the 36<sup>th</sup> Annual St. Valentine’s Day Luncheon and Fashion show (February 5<sup>th</sup>, at the Meyerson Symphony Center in Dallas). Proceeds benefitted the Leukemia & Lymphoma Society. FOX 4’s Clarice Tinsley appeared in the PSAs.

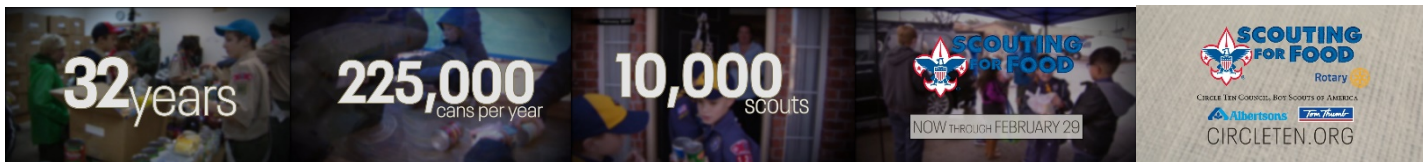




### Mayor's Masked Ball

The stations produced public service announcements for the UNCF Mayor's Masked Ball, Saturday, February 22<sup>nd</sup> at the Hyatt Regency Hotel in Dallas. FOX 4's Clarice Tinsley appeared in the PSAs.

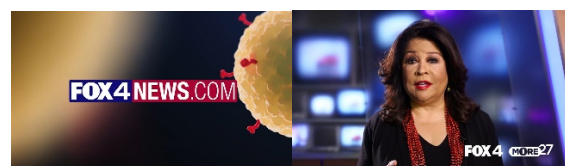
## FEBRUARY



### SCOUTING FOR FOOD

The stations produced public service announcements promoting the annual food drive by the Boy Scouts of north Texas.

## MARCH



### COVID-19 Virus

The outbreak of the COVID-19 virus swept the nation. To keep our viewers informed, the stations produced public service announcements that encouraged viewers: to wash their hands; avoid close contact with others affected by the virus; avoid touching eyes, nose and mouth; stay at home if they feel sick; cover any coughs or sneezes; and clean and disinfect frequently touched objects or surfaces with household cleaners. FOX 4's Clarice Tinsley appeared in the PSAs.



The stations also produced PSAs encouraging our viewers can protect themselves during the COVID-19 Virus pandemic.



The stations also aired several Coronavirus-related public service announcements provided by various agencies.



### Komen Bigwigs

Dallas business leaders joined the Susan G. Komen Dallas County in their mission to provide breast health services to those in need. The stations produced public service announcements encouraging viewers to go online to support their favorite “bigwig.” FOX 4’s Shannon Murray 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.

**DIVINE PLAN:** (5:00am-5:30am, .5 hour. First telecast date: February 2, 2020)

A non-denominational Bible teaching program in the spirit of tolerance and good will toward all.

**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.

**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.

**JACK VAN IMPE:** (7:00am-7:30am, .5 hour. Last telecast date: January 5, 2020)

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

**ROBERT JEFFRESS:** (7:00am-7:30am, .5 hour. First telecast date: January 12, 2020)

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.

**JOSEPH PRINCE:** (10:00am-10:30am, Sunday, .5 hour. One time telecast on February 2, 2020)

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 1st Quarter, KDFI Channel 27 aired a total of 135.5 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.

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