



**KDFI DALLAS | FORT WORTH**

**QUARTERLY REPORT OF  
ISSUES & PROGRAMS**

**APRIL 1, 2019 – JUNE 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).

**FOX4 Public Service Announcements**



4H "Love Mom";

AARP "Heroes";

American Humane "Jack Hannah";

Arbor Day Foundation "Replant Forests";

Community Calendar;

Dirk Celebrity Heroes Baseball Game;

Don't Mess With Texas "Barrel Racing," "Randy Rogers," "Whitney Lake";

Empower Girls STEM "Tiera";

Ending Hunger "Jennie Garth";

**Equest;**

**Fatherhood Involvement “Catch,” “Dad Jokes”;**

**Feeding America “Hidden Hunger”;**

**FEMA “Home Fire Drill”;**

**Foster Care “Suitcase”;**

**Girl Scouts;**

**Habitat for Humanity “Empower”;**

**Junior Achievement “Tech”;**

**March of Dimes “March for Babies-Dallas,” “March for Babies-Save the Date”;**

**Mayfest;**

**NAMM “Music Is for Life”;**

**National Guard “Heart,” “Careers”;**

**National Highway Traffic Safety Administration “Texting & Driving Prevention-Focus,” Texting & Driving Prevention-Both Eyes”;**

**National Polka Festival;**

**NFID “Dreaded Flu Spreader”;**

**Oncor Power Line Safety;**

**Partnership for a Drug Free Families “Paul”;**

**Shred Day DFW “Save the Date,” “Event,” “What to Shred”;**

**Texas Association of Counties “Disasters”;**

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

**United States Marine Corps “American Marines”;**

**United Way “Pitch Night”;**

**USO “Share a Message”;**

**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 2<sup>nd</sup> quarter of 2019, our viewing area had its share of storms and an Amber Alert that required attention being brought to our viewers.

- |                |  |
|----------------|--|
| April 17, 2019 | Thunderstorms erupted over our viewing area in the late evening and early morning hours. We alerted our viewers to these storms by airing weather crawls throughout the event. |
| April 23, 2019 | Storms formed over our viewing area during the late evening hours and into the early morning. We ran weather crawls throughout, alerting our viewers.                          |
| April 30, 2019 | The end of April brought severe storms during the evening hours. We alerted our viewers with weather crawls keeping them informed of the slow moving storms.                   |
| May 8, 2019    | Spring storms continued to erupt over our viewing area during the late morning hours. Weather crawls were run, alerting our viewers during this weather event.                 |
| May 18, 2019   | Afternoon thunderstorms formed during the early afternoon hours and continued into the early evening. Weather crawls were run during the outbreak.                             |
| May 26, 2019   | We issued an AMBER ALERT on this day to alert our viewers of the disappearance of a young child from our area. The child was later found unharmed.                             |

- May 29, 2019                    Severe weather including tornadic activity erupted all across our viewing area on this day and lasted well into the evening. We alerted our viewers with weather crawls to keep them informed of the severity and the movement of these storms.
- June 16, 2019                    Late afternoon storms formed over our viewing area and we ran weather crawls to alert our viewing area.
- June 19, 2019                    Spring storms again formed over our viewing area during the late afternoon hours. We alerted our viewers to these storms by airing weather crawls with the up-to-date information to keep our viewers informed.
- June 23, 2019                    Late night storms erupted over our viewing area and lasted for a few hours. We ran weather crawls to alert our viewers of these storms.



## *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:

**“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.

**“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.

**“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, April 28<sup>th</sup> at 2pm, KDFI Channel 27 aired the special – ***“American Latino Presents: ATHLETES”***. This special featured some of the most inspiring athletes as they take on incredible challenges, proving you can do anything when you believe.



***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.

***KDFW PROGRAMS AIR ON KDFI CHANNEL 27 DURING FIFA WOMEN'S WORLD CUP SOCCER***



In June, the WOMEN'S FIFA WORLD CUP began airing its rotation on KDFW. KDFI Channel 27 has been a key player in airing LIVE WITH KELLY & RYAN, THE WENDY WILLIAMS SHOW, THE REAL and DR. OZ due to the soccer games pre-empting these programs. We created several promos with the day's rundown of where viewers could find any displaced programs.





## QUARTERLY SPONSORSHIPS

-APRIL-

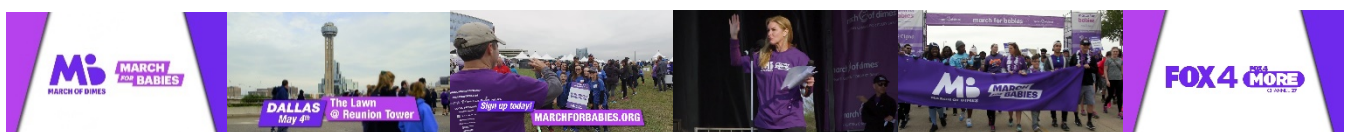


Shred Day DFW

The stations produced and aired public service announcements for Shred Day DFW (April 27<sup>th</sup> at Mercer Business Park in Dallas).



The stations produced and aired public service announcements for Mayfest (May 2<sup>nd</sup>-5<sup>th</sup>, at Trinity Park in Fort Worth).



March of Dimes "March for Babies"

The stations produced and aired public service announcements to promote this year’s March of Dimes “March for Babies” (May 4<sup>th</sup> in Dallas).

## -MAY-



### LV Project’s Honor Connor Run

The stations produced and aired public service announcements to promote this year’s “Honor Connor Run” (May 25<sup>th</sup> in North Richland Hills), benefitting the LV Project.



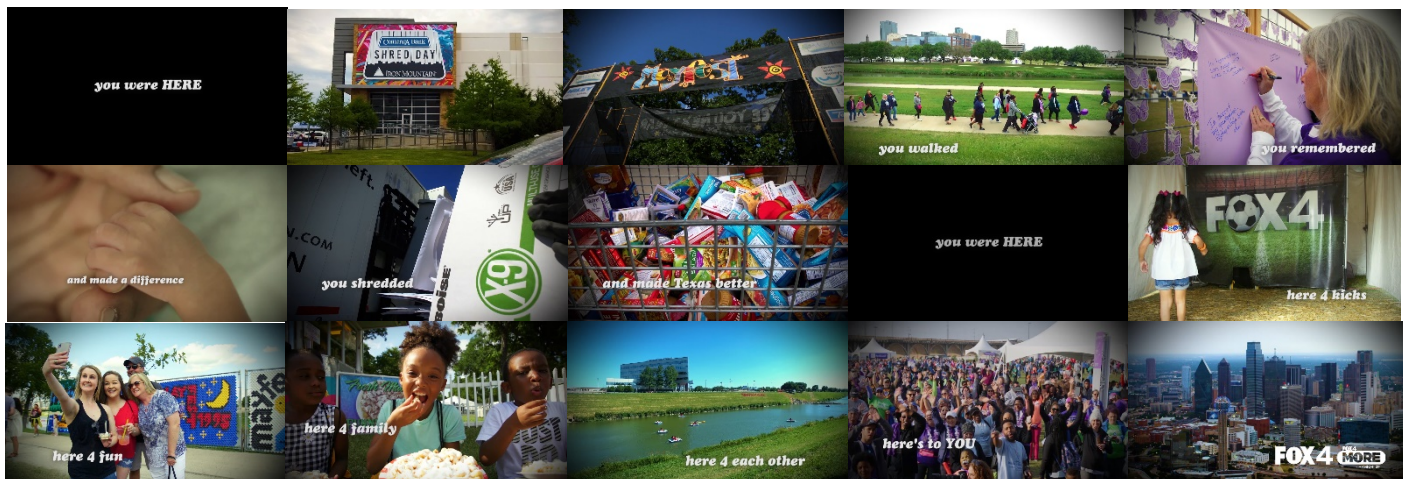
### Dirk Nowitzki Heroes Celebrity Baseball Game

The stations produced and aired public service announcements to promote the “Dirk Nowitzki Heroes Celebrity Baseball Game” (June 7<sup>th</sup> in Frisco).



### Bloodstock Blood Drive

The stations produced and aired public service announcements to promote Bo & Jim’s Lone Star 92.5FM Blood Drive - “Bloodstock” - in partnership with Carter BloodCare (June 17<sup>th</sup>-22<sup>nd</sup> at locations across the Metroplex).



### Here Community

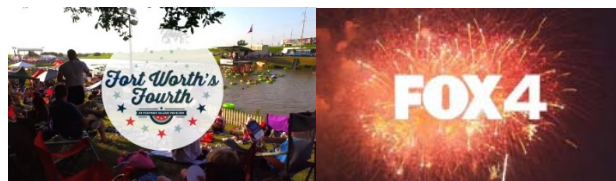
The stations produced and aired public service announcements about community service thus far in 2019.

## -JUNE-



### Dallas Mayor's Summer Reading Challenge

The stations produced and aired public service announcements to promote the “Mayor’s Summer Reading Challenge” in partnership with the Dallas Public Library System.



### Fort's Worth Fourth

The stations produced and aired public service announcements to promote the annual Fort Worth's Fourth celebration (July 4<sup>th</sup> in Fort Worth).



### Arlington Independence Day Parade

The stations produced and aired public service announcements to promote the Arlington Independence Day parade (July 4<sup>th</sup> in downtown Arlington).



### LV Project “Be Buoyant”

The stations produced public service announcements for the LV Project, reminding viewers of the importance of wearing and properly securing floatation devices while enjoying recreational water sports this summer.





## *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 and 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.

**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.

**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.

**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.

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

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

**INSPIRATION MINISTRIES:** (2:00am-4:00am Friday, 2 hours)

Inspiration Ministries broadcasts the message of Jesus Christ around the world through its media outlets. Teachings and uplifting stories about the men, women and events in the Bible and how viewers can use the tools given for living and enriched life.

In the 2nd Quarter, KDFI Channel 27 aired a total of 136.5 hours of religious programming, averaging 10 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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