



**KDFI DALLAS | FORT WORTH**

**QUARTERLY REPORT OF  
ISSUES & PROGRAMS**

**JANUARY 1, 2019 – MARCH 31,  
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).

**4H** "Love Mom";

**AARP** "Heroes";

**American Humane** "Jack Hannah"; "Director";

**Arbor Day Foundation** "Replant Forests";

**Big D Climb**;

**Boys & Girls Club** "STEM";

**Community Calendar**;

**Empower Girls STEM** "Tiera";

**Ending Hunger** "Jennie Garth";

**Fatherhood Involvement** "Catch," "Dad Jokes";

**Feeding America** "Hidden Hunger";

**FEMA** "Home Fire Drill";

**Foster Care “Suitcase”;**

**Girl Scouts;**

**Habitat for Humanity “Empower”;**

**Haliburton Lunch;**

**Leukemia & Lymphoma Society Luncheon and Fashion Show;**

**NAMM “Music Is for Life”;**

**National Guard “Careers”;**

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

**NFID “Dreaded Flu Spreader”;**

**Oncor Power Line Safety;**

**Scouting for Food;**

**Slavery at Jefferson’s Monticello;**

**Souper Bowl of Caring;**

**Special Olympics “Inclusion”;**

**Stomp Wars 2019;**

**St. Jude Research Hospital “Finding Cures-Tash,” “Finding Cures-Keeton”;**

**Susan G. Komen Dallas “Big Wigs”;**

**Texas Association of Broadcasters “Roadblock-Backroads,” “Roadblock-Selfies”;**

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

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

**USO “Share a Message,” “The Force Behind the Forces”;**

**Vogel Alcove “Homeless Help”;**

**Warren Center**



## *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 2019, our viewing area enjoyed a relatively mild winter season, with mild temperatures prevailing throughout. However, March brought a few weather events that required attention being brought to our viewers.

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|----------------|---|
| March 9, 2019  | Thunderstorms erupted over our viewing area in the early morning hours, and we alerted our viewers to these storms by airing weather crawls throughout the event.   |
| March 12, 2019 | A fast moving thunderstorm moved through our area during the late evening hours. We ran a weather crawl providing our viewers with storm information.   |
| March 24, 2019 | Afternoon storms formed over our viewing area during the early evening hours and lasted well into the night. We kept our viewers aware by running weather crawls through the evening and overnight hours. |



## *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.

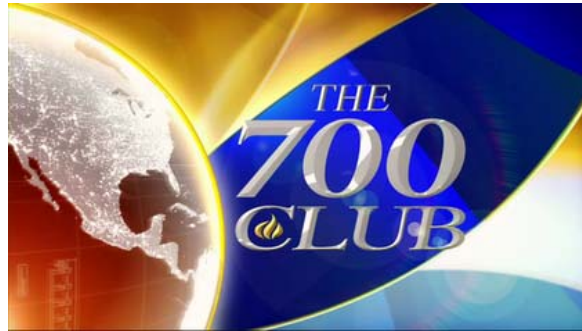
**“Animal Rescue”** showcases spectacular rescues of all types of animals and focuses on the work of dedicated individuals who treat various creatures in the animal kingdom.

**“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, January 27<sup>th</sup> at 11am, KDFI Channel 27 aired ***“THE 700 CLUB TELETHON”***. This yearly special raises funds for the CBN as well as charities around the world.



On Sunday, January 20<sup>th</sup> at 2pm, KDFI Channel 27 aired the special – ***“American Latino Presents: SONIDOS”*** This special is hosted by journalist Humberto Guida, along with guest host Draco Rosa, a multiple Grammy and Latin Grammy Award winner and features some of the hottest Latino artists representing some of the best in music today.



During Black History Month, KDFI Channel 27 aired a 2 part documentary entitled “FOR LOVE OF LIBERTY” (The story of America’s Black Patriots). The program was introduced by Colin Powell, hosted on-camera by Halle Berry and featured a cast that included Morgan Freeman, Bill Cosby, John Travolta, Ossie Davis, Ruby Dee, Robert Duvall, Danny Glover, Sam Elliot, Delroy Lindo, Walter Cronkite, Angela Bassett, John Amos, Kris Kristofferson, Ice-T, Donald Sutherland, Blair Underwood, Cliff Robertson, Courtney B. Vance, Alan Rickman, Jesse L. Martin, Alfre Woodard, Robert Townsend, Mel Gibson, Charles Dutton, Michael Clark Duncan, Chris Cooper, Louis Gossett, Jr and many others. The cast read from a collection of letters, diaries, speeches and military records that document and acknowledge the sacrifices and accomplishments of African-American service men and women since the earliest days of the republic. The story spans the Revolution to Iraq and examines why, despite enormous injustice, these heroic men and women fought so valiantly for freedoms they themselves did not enjoy.

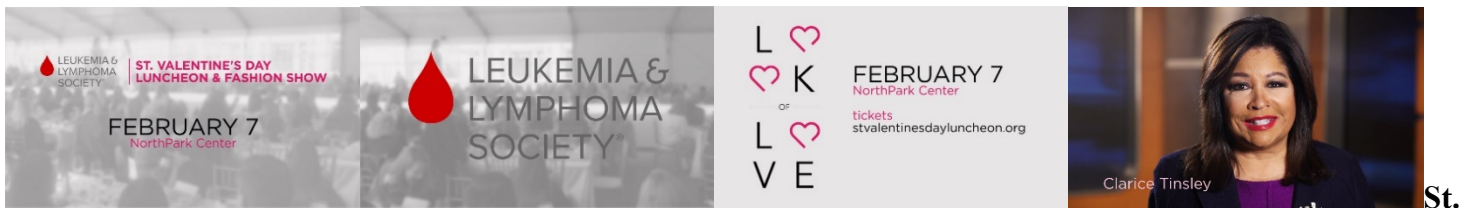
## ***KDFW FOX 4 NEWS AIRS ON CHANNEL 27***

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



## QUARTERLY SPONSORSHIPS

### JANUARY



#### Valentine's Day Luncheon & Fashion Show

The stations produced and aired public service announcements for the annual St. Valentine's Day Luncheon & Fashion Show. Proceeds benefitted benefit the Leukemia & Lymphoma Society.



#### Souper Bowl of Caring

The stations produced and aired public service announcements for this year's Souper Bowl of Caring. Proceeds benefitted the North Texas Food Bank and the Tarrant Area Food Bank.





### Big D Climb

The stations produced and aired public service announcements for the 11<sup>th</sup> Annual Big D Climb – a 70-story race at the Bank of America Plaza, benefiting the Leukemia & Lymphoma Society.



### Slavery at Jefferson’s Monticello

The stations produced and aired public service announcements about the Slavery at Jefferson’s Monticello exhibit at the African-American Museum at Fair Park in Dallas.

## FEBRUARY



### Scouting for Food

The stations produced and aired public service announcements for this year’s Scouting for Food campaign by the Circle 10 Council BSA and the Salvation Army.



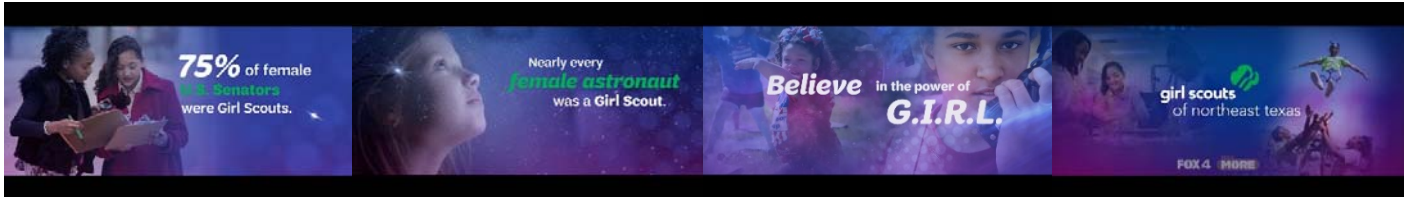
### Stomp Wars 2019

The stations produced and aired public service announcements for Stomp Wars, the annual national high school and middle school step competition at the College Park Center at the UTA Campus.



### Komen Dallas Big Wigs

The stations produced and aired public service announcements for this year’s Komen Dallas “Big Wigs” campaign.



**Komen Dallas Big Wigs**

The stations produced and aired public service announcements for the Girls Scouts of Northeast Texas.

**MARCH**



**United Way Pitch Night**

The stations produced and aired public service announcements for the United Way of Metropolitan Dallas’ social innovation competition, in which local non-profit entrepreneurs present their causes to win \$225,000.



**March of Dimes “March for Babies”**

The stations produced public service announcements to promote this year’s March of Dimes “March for Babies”



## *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 1<sup>st</sup> 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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