



**ALPHA MEDIA LLC**  
**ISSUES AND PROGRAMMING REPORT**  
**FOR**  
**STATION KFRX (FM)**  
*2nd Qtr 2021*  
**April 1st - June 30th**

FILED 7/8/2021

SUBMITTED BY KATIE PHILIPPI

ISSUE	Dates Aired and/or Program Segment	Time(s)	Duration		Description of Segment
Health - Youth Health	4/1-4/28	5a-12m	200	:30	Promotional announcements encouraged grade school students to sign up and participate in the Annual Mayor's Run event. This year's event was virtual. Each year the Mayor's Run is an effort produced by KFRX, The Lincoln Track Club, Sandhills Publishing and in cooperation with the local schools Physical Education staff and programs to encourage activity and fun surrounding the physical activity of running. The event is traditionally a one mile group fun run and this year youth participants were encouraged to pick their own route and complete the one mile run. .
Government - Military	4/1/21-6/30/21	5a-12m	82	:30	<ul style="list-style-type: none"> <li>-Promoting to join the Army National Guard to protect national and local communities.</li> <li>-Earn extra dollars as a High School Junior in the Split Option program. You can serve full-time and part-time. -NE Army Guards are on the front lines of your community supporting essential personnel, first responders, law enforcement and Medical professionals. - The National Guard is always ready and always there to assist the community with issues of Covid 19.</li> <li>- The Army National Guard will always be there during fires and whatever Mother Nature dishes out. You can help by serving part-time.</li> <li>- Learn a trade profession through the National Guard. Learn how you can live and serve part time in your own community.</li> <li>- Give back to your community you love by joining the National Army Guard. - Promoting Hiring Days in June promoting the opportunity to do the guard part-time.</li> </ul> (NE Broadcasters - Army National Guard)
Health - Mental Health	4/1/21-6/30/21	5a-12m	84	:30	<ul style="list-style-type: none"> <li>- Awareness of the Good Samaritan Law</li> <li>- If someone is overdosing, call 911 right away. The Good Samaritan Law provides protection from criminal activity while acting in good faith saving someone.</li> <li>- Awareness of Opioid Use Disorder. How addiction can happen with just a minor surgery.</li> <li>- Awareness campaign to download the Free OpiRescue APP if you or someone is at risk of an opioid overdose. The APP will guide you through the steps on how to respond. (NE Broadcasters Assoc. - DHHS - Opioids)</li> </ul>
Health - Public Health	4/1/21-6/30/21	5a-12m	84	:30	<ul style="list-style-type: none"> <li>- Awareness that stress, being bored or even being hungry can cause cravings. Find ways to deter smoking such as chewing gum. Call NE Tobacco quickline for help. 1-800 Quit Now.</li> <li>- How 2nd hand smoke can trigger asthma attacks. - Protect your children by not smoking around them since 2nd hand smoke contains thousands of toxic chemicals that can have lasting effects on their health.</li> <li>-Dangers of 2nd hand aerosol which is created when using 3-cigarettes.</li> </ul> (NE Broadcasters Assoc. - Tobacco Free)

Community - Charitable & Volunteer	4/1/21-6/30/21	5a-12m	6	:30	- Soliciting nominations for volunteers that have served our community or as part of the Pandemic for the Nebraska Disaster Step Forward Award. (NE Broadcasters Assoc. - ServeNebraska)
Health - Public Safety	4/1/21-6/30/21	5a-12m	64	:30	Promoting for people to get their vaccine so we can be together again. (NE Broadcasters Assoc. - Helmsley Charitable Trust)
Health - Aging & Disability	4/1/21-4/30/21	5a-12m	29	:30	Promoting awareness of services available to families helping loved ones make choices for senior care at ourseniorcare.org. (NE Broadcasters Assoc. - NE Health Care Assoc.)
Health - Mental Health	4/1/21-6/30/21	5a-12m	85	:30	- Promoting to discuss with your kids the consequences of drinking. Kids want to know parents' expectations and want honest answers. Talk with your kids and lead them on a positive path. - Kids are hearing you and what parents say really does matter to them. Small conversations with your kids can make a big impact. Promoting underagedrinking@samhsa.gov for parents who need help talking with their kids on underage drinking and other drugs. - Risks of vaping for youths because of microscopic particles into your lungs and nicotine stunt brain development. (NE Broadcasters Assoc. - DHHS Samhsa)
Government - Education	4/1/21-6/30/21	5a-12m	84	:30	- Coach Frost promotes sharing the enjoyment of hunting and fishing and passing on the tradition with friends/family. Learn how NE Game & Parks conserves Nebraska's natural resources from water to wildlife online at outdoornebraska.org. - Promoting to plan your next trip/adventure at Nebraska's State Parks. -Share your love of fishing by taking a beginner along with you. (NE Broadcasters Assoc. - NE Game & Parks)
Community - Education	4/1/21-6/30/21	5a-12m	5	:30	- Awareness of the National Child Abuse Prevention Month in April. - Promotion of the importance of taking a summer break but it's an excellent time to focus on specific skills and reading. - Instill a love of books and learning by reading to your children and grandchildren. - Teachers will always find a way to ensure a bright future for our children, community and state. Support the Nebraska Public Schools. - Public schools are a cornerstone of the community. Everyone has a role in supporting student learning. - The Nebraska State Education Association is committed to ensuring safety and success of students. (NE Broadcasters Assoc. - NSEA)
Education	4/5/21-5/30/21	12a-12a	80	:30	University of Nebraska-Kearney's Digital Expressions Media Camp available for high school students to learn about video, audio and photography. (NE Broadcasters Assoc. - UNL-Kearney -Digital Expressions Media Camp)
Health - Public Safety	5/1/21-6/30/21	5a-12m	1	:30	Awareness of the possibility of lead poison in older homes in Nebraska and to have your child checked. (NE Broadcasters Association - DHHS - Lead Poison)

Community - Charitable	5/12/21-5/25/21	12a-12a	13	:30	Promotion for Give to Lincoln Day on 5/25. A city-wide fundraiser for nonprofits. (Lincoln Community Foundation-Give to Lincoln)
Community - Charitable	5/12/21-5/25/21	12a-12a	16	:15	Promotion for Give to Lincoln Day on 5/25. A city-wide fundraiser for nonprofits. (Lincoln Community Foundation-Give to Lincoln)
Health - Public Safety	4/19/21-6/30/21	12a-12a	87	:30	Reasons why to get the Covid-19 vaccine. Finish Strong Nebraska campaign. Find out when it's your turn to get the vaccine by registering at finishstrong@ne.gov. (Lancaster County Medical Society- Covid Vaccine)
Community - Charitable	6/7/21-6/16/21	12a-12a	12	:30	In support of KOLN-TV's Can for Care fundraiser to collect food for the local food pantries across the state. (Food Bank of Lincoln - 10/11 TV Can Care a Van)
Health - Public Safety	5/11/21-6/6/21	12a-12a	60	:30	Getting a safe and effective Covid-19 vaccine protects you and the people you love. Residents age 16 and up are eligible to receive vaccines. Book your appointment. (City of Lincoln - Vaccine)
Community - Equal Rights	6/1-6/19	5a-12m	60	:30	Promotional announcements encouraging attendance/participation in the Star City Pride Festival and Parade
Health - Mental Health	6/10/21-6/30/21	5a-12m	54	:15	Promotion of the Martin Luther King Jr. Center for Nonviolent Social Change, called, "Be Love". TheKingCenter dot org (KingCenter.org)
Community - Charitable	6/9/21-6/25/21	5a-12m	50	:30	A fundraiser event - Brews at the Zoo - for the Lincoln Children's Zoo. (Lincoln Children's Zoo)
Community - Charitable	5/10/21-7/16/21	5a-12m	40	:30	Awareness of the Cornhusker State Games event that organizes over 50+ sporting events for people to compete to try to win a Gold, Silver or Bronze medal. (Nebraska Sports Council)
Community - Charitable	5/10/21-7/16/21	5a-12m	18	:15	Awareness of the Cornhusker State Games event that organizes over 50+ sporting events for people to compete to try to win a Gold, Silver or Bronze medal. Promoting Early Bird Registration. (Nebraska Sports Council)
Community - Charitable	6/2/21-6/13/21	12a-12a	93	1:00	A free music event put on in coordination with the Seniors Foundation and Veterans Advisory Group for veterans and the aging population. Event was established to distribute information on different services available for vets and the aging. (Seniors Foundation/Veterans Freedom Music Festival)
Community - Charitable	4/1/21-4/18/21	5a-12m	33	:30	Fundraiser to Stuff the Bus with items for Friendship Home and to raise awareness of domestic violence. The Friendship Home helps/houses women/children who have experienced domestic violence.(Friendship Home)
Community - Charitable	6/5/21-6/19/21	12a-12a	39	1:00	A fundraiser family bike ride on Father's Day. Proceeds go to the Great Plains Trails Network to improve local area trails (Great Plains Trails Network - Trail Trek)
Health - Public Health	6/19/21-6/30/21	12a-12a	9	:30	Nebraska Strong Recovery Project will provide recovery support services to individuals affected by the COVID-19 pandemic. Region FIVE Systems has six immediate full-time positions to fill for the project in southeast Nebraska. (Nebraska Strong Recovery Project)
Community - Charitable	6/26/21-6/30/21	12a-12a	3	:30	Fundraiser for the United Way. All proceeds go to creative learning spaces for youth in Lincoln and Lancaster County. (United Way - Wingfest 2021)

Community - Charitable	6/23/21-6/30/21	5a-12m	18	:30	Pinewood Performing Arts musical theatre summer event. Fundraiser for Pinewood Bowl non-profit community theatre. (Pinewoodbowl.org)
Health - Public Health	6/30/21-6/30/21	12a-12a	2	:30	Blood drive with partner KOLN-TV benefiting the Community Blood Bank. (Broadcasters Unite Blood Drive)
Public Safety	4/29/21-6/30/21	12a-12a	133	:30	Motorcycle Awareness Campaign - Check your mirrors, blind spots, always look twice, don't follow too close or look at your phone. (Motorcycle Awareness Campaign)
Education	4/1/21-4/15/21	12a-12a	28	:30	Promotion Registration of the Bright Lights program. Summer Enrichment Program for Kids taught by area teachers. (Bright Lights)

Issue	Dates Aired	Time	Duration	Description of Segment
Lincoln Live This Week	4/4/21	8:30am	25 min	Sheriff, Terry Wagner and Lincoln Public Schools Superintendent, Dr. Steve Joel
Lincoln Live This Week	4-11-21	8:45am	15 min	City Council chair, Richard Meginnis talks about building War Horse Casino and Fire Chief, Dave Engler talks about Mayor Gaylor Baird officially naming him Fire Chief
Lincoln Live This Week	4-18-21	8:30am	25 min	Acting Police Chief, Brian Jackson talks about officers using a Taser versus their service weapon and recruiting more females into LPD and Lincoln Public Schools Superintendent, Dr. Steve Joel talks about federal money and the upcoming last day of school
Lincoln Live This Week	4-25-21	8:30am	25 min	Brian Skerry with Nat'l Geographic talks about his book, "Secrets of Whales" AND Former KFOR Morning Show host, Ward Jacobson, who lives in Minneapolis talks about the conviction of former Minneapolis Police Officer Chauvin
Lincoln Live This Week	5-2-21	8:30am	25 min	County Board chair, Rick Vest talks about bad bridges and how to pay for them and Dr. Lydia Kang from UNMC talks about her book, "Medical Quakeries"
Lincoln Live This Week	5-9-21	8:30am	25 min	Michaella Kumke starts her new job as Food Bank of Lincoln Executive Director, taking over after the retirement of Scott Young and Multi Hall of Famer, Steve Cropper, talks about his musical history going all the way back to the 60s
Lincoln Live This Week	5-16-21	8:30am	25 min	City Council chair, Richard Meginnis and Lincoln Public Schools Superintendent, Dr. Steve Joel talks about the last day of school
Lincoln Live This Week	5-23-21	8:30am	25 min	County Engineer, Pam Dingman, talks about not having enough money to fix closed county bridges and County Board chair, Rick Vest reacts to County Engineer, Pam Dingman's statement about money to repair bridges
Lincoln Live This Week	5-30-21	8:30am	25 min	Nathan Rice with the NE Dept of Roads on motorcycle safety and Allyson Johnson with Nat'l Geographic talks

				about editing the newly released books, Secrets of the Nat'l Parks”
Lincoln Live This Week	6-6-21	8:30am	25 min	Fire Chief, Dave Engler looks back at 2020 and ahead with the strategic plan into 2025 and Zoe Olson with the NE Restaurant Ass’n talks about recovering from the 2020 pandemic
Lincoln Live This Week	6-13-21	8:30am	25 min	Acting Police Chief, Brian Jackson on the search for a new chief...candidate interviews soon AND Amy Dickerson, Managing Director of the Lancaster Event Center talks about a lack of Lincoln support for the National High School Finals Rodeo coming in July
Lincoln Live This Week	6-20-21	8:30am	25 min	City Council chair, James Michael Bowers talks about his background and what’s head in city business AND June is Pride Month. Sara Rips is with the ACLU of Nebraska
Lincoln Live This Week	6-27-21	8:30am	25 min	Mayor Leirion Gaylor Baird talks about selecting a new police chief, vaccine update and the city budget AND Rick Vest, chair of the Lancaster County Board talks about the budget