



KZEN-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

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October, November, December, 2019

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FILED 1-7-2020

SUBMITTED BY David Gustafson

A handwritten signature in blue ink, appearing to read 'David Gustafson', is written over a horizontal line.

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## PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS

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**KZ Community News** – Monday thru Friday 6:02am, 7:02am, 8:02am, 9:02am, 10:02am, 11:02am, 12:02pm, 1:02pm, 2:02pm, 3:02pm, 4:02pm, 5:02pm

KZ Community News is a two minute program dedicated to informing the public on the latest issues that affect them personally, affect their community, and affect the state. The program provides updates on issues impacting local and state government, education, healthcare, tourism, charities, organizations and the environment

**Education Update** – Monday thru Friday 6:30am

The two minute program updates the public on youth and adult education opportunities throughout the area. From pesticide training, to water issues, county and community events, and meeting for area organizations, this program provides key information to area agricultural producers, community members, and youth.

**Inside Agriculture** – Monday thru Friday 8:30am

Inside Agriculture is a daily program offering listeners the latest insights into the agricultural community. The program lays out the latest innovations, problems, and solutions facing agriculture today. The program also focuses on informing listeners on the latest policies that are affecting the farming industry at the local, state, national, and world level. The three minute daily program features interviews with local agricultural and community leaders, state leaders including Nebraska Governor Pete Ricketts, and national leaders who impact agriculture on a daily basis.

The following summarizes a representative sample of programming that provided the most significant treatment of community issues during the past quarter. Programming frequently deals with more than one issue.

Coverage Addressing the Following Issues:

- 1) Government/Politics
- 2) Education, Youth Issues
- 3) Health
- 4) Weather
- 5) Community Events

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
<b>Government and Politics</b>	October 1 <sup>st</sup> to December 31 <sup>st</sup>	65	3 minutes	Inside Agriculture is a daily program offering listeners the latest insights into the agricultural community. The program lays out the latest innovations, problems, and solutions facing agriculture today. The program also focuses on informing listeners on the latest policies that are affecting the farming industry at the local, state, national, and world level. Topics covered included congressional legislation, EPA, Election implications, government regulations, trade tariffs, exports, waterways issues, trade deals.
<b>Government and Politics</b>	October 1st to December 12th	25	30 seconds features	Aired stories about corn grower leaders from across the country pushing Washington to uphold the Renewable Fuel Standard.
<b>Government and Politics</b>	October 10th to November 20th	20	30 seconds features	Aired coverage of farmers and ranchers launching a campaign urging Congress to pass a Green New Deal that supports regenerative family farm and ranching practices over industrial-scale agribusiness.
<b>Government and Politics</b>	November 5th to November 22nd	15	30 seconds per feature	Announced that Nebraska will get an extra \$266 million in tax revenue for the state budget between now and June 2021, based on new estimates that could give lawmakers more wiggle room to pay for state government services and cut property taxes.
<b>Government and Politics</b>	November 22nd to November 25th	10	30 seconds features	Covered Governor Pete Ricketts Office issuing an executive order to provide emergency relief on account of regional heating fuel shortages.
<b>Government and Politics</b>	December 5th to December 10th	15	30 seconds per feature	Interviewed local leaders on the United States and Japan agreement in which Japan will eliminate or lower tariffs for certain U.S. agricultural products.
<b>Government and Politics</b>	December 20th to December 25th	10	2 minutes per feature	Aired reactions from a number of government officials on the House of Representatives ruling on the United States-Mexico-Canada-Agreement.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
<b>Education and Youth</b>	October 1 <sup>st</sup> to December 31 <sup>st</sup>	65	2 minute	Agriculture education reports are at 6:30am daily and cover the latest in meetings in the listening area. These meetings are 4H, Extension & education meetings. From pesticide training, to water issues to different county events and meetings for 4H members. This program is one minute in length and provides key information to area agricultural producers and youth.
<b>Education and Youth</b>	October 2nd to July 20th	10	30 seconds features	Updated listeners on the search and announcement of the new president of Northeast Community College.
<b>Education and Youth</b>	October 14th To November 25th	20	30 seconds per feature	Covered lawmakers pushing to lower property taxes trying again with a proposal that would boost state aid for K-12 public schools while restricting the districts' taxing power.
<b>Education and Youth</b>	October 21st To October 24th	15	20 seconds per feature	Covered National Teen Driver Safety Week which the Nebraska Department of Transportation – Highway Safety Office pushed to empower parents to discuss the importance of driver safety with young drivers.
<b>Education and Youth</b>	November 1st To November 5th	5	2 minutes per feature	Aired reports from the Madison County Sheriff's Office who received an increase of complaints of drivers passing school buses that are stopping or stopped to load or unload the school age passengers.
<b>Education and Youth</b>	November 3rd To November 5th	5	2 minutes per feature	Covered Students and instructors from 30 Nebraska FFA chapters meeting in Tecumseh to compete in State Land Judging.
<b>Education and Youth</b>	December 13th To December 20th	12	20 seconds per feature	Aired stories on donations from seven Pinnacle Bank branches in northeast Nebraska who have come together to support Northeast Community College's Nexus project.

<b>Health</b>	October 1 <sup>st</sup> to December 31 <sup>st</sup>	65	30 seconds per feature	PSA: Informing listeners on upcoming wellness programs offered at area facilities including mental health, abuse, planned parenthood, and family counseling.
<b>Health</b>	October 1 <sup>st</sup> to December 31 <sup>st</sup>	180	30 seconds	Blood Drive announcements run throughout the month to inform listeners on the importance of how crucial blood donations are in the listening area.
<b>Health</b>	October 1st To November 10th	20	30 seconds per feature	Ran stories about the dangers associated with e-cigarettes or vaping which have been debated on being outlawed.
<b>Health</b>	October 15th To November 10th	15	30 seconds per feature	With harvest in full swing, we talked to health officials about ways to prevent tractor injuries.
<b>Health</b>	November 7th To December 31st	35	30 seconds per feature	Interviewed health officials about flu prevention and the importance of residents getting their flu shots.
<b>Health</b>	November 13th To November 24th	17	30 seconds per feature	Covered a hepatitis A outbreak that includes Nebraska, Indiana and Wisconsin has been traced to blackberries sold in Fresh Thyme grocery stores.
<b>Health</b>	November 18th To December 25th	30	30 seconds per feature	Updated residents on the flu virus that was detected in Boone, Colfax, Nance, and Platte Counties. Gave listeners tips on how to prevent and deal with the flu virus.
<b>Weather</b>	October 8th To October 12th	10	30 seconds per feature	Updated listeners on a winter storm that dumped over 10 inches of snow in areas of Nebraska and made travel difficult.
<b>Weather</b>	December 2nd To December 5th	15	30 second features	Covered a communications provider who was scrambling to restore service after a weekend storm toppled three of the company's service towers in the Panhandle.

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<b>Weather</b>	December 15th to December 18th	25	30 second features	Covered multiple winter storms that included area businesses and schools closing.
<b>Weather</b>	December 5th to December 31st	25	30 second features	Interviewed members of Platte County Emergency Management about winter safety tips.
<b>Community Events</b>	October 1 <sup>st</sup> to December 31 <sup>st</sup>	120	30 seconds Per feature	PSA's covering are community events such as musicals, plays, band concerts, festivals, and other various school and non-profit charity events. PSA's are read live throughout the day.
<b>Community Events</b>	October 4th To October 30th	10	2 minutes per feature	Covered "Christmas Comes Early to David City, Nebraska" a town square event and tree-lighting to honor the birthplace of Joyce C. Hall, founder of Hallmark Cards who is from David City.
<b>Community Events</b>	October 6th To October 10th	12	30 seconds per feature	Informed area residents that Hy-Vee was providing additional information about a payment card incident that was first reported on August 14.
<b>Community Events</b>	October 7th To December 20th	30	30 seconds per feature	Updated Nebraskans on the Lincoln South Beltway project which is designed to improve regional connectivity by creating an east to west four-lane freeway south of Lincoln, linking Highway 77 and North Highway 2.
<b>Community Events</b>	October 21 To October 25th	10	30 seconds per feature	Covered the ribbon cutting ceremony for Costco's new chicken plant in Fremont. Governor Pete Ricketts along with other area leaders took part in the event.
<b>Community Events</b>	November 5th To November 10th	10	30 seconds per feature	Informed listeners about a free forum in Columbus in an effort to hear and learn from people with disabilities, their families and their caregivers about their experiences with emergencies or disaster situations.

<b>Community Events</b>	November 20th To November 28th	15	30 seconds per feature	Aired USDA announcement that \$1.5 million will be utilized for a water project in Greeley. The water project will install a new well, update the water treatment plant, and replace inoperable valves, fire hydrants, and meters.
<b>Community Events</b>	December 2nd To December 5th	10	30 seconds per feature	Covered Part of downtown Schuyler being evacuated due to a gas leak.

**Nebraska Broadcasters Association**  
**PEP Monthly Summary Form**  
**RADIO OCTOBER 2019**

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**Station:** KZEN-FM  
**Format:** Country  
**City:** Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
First Five NE	30 seconds	0	\$0.00
	60 seconds	0	\$0.00
Media of NE	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NE Army National Guard	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NE Game & Parks	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NSEA	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Tobacco Free NE	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
ServeNebraska	30 seconds	18	\$20.00
	60 seconds	0	\$0.00

**Name:** David Gustafson

**Position:** Operations Manager

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**Nebraska Broadcasters Association  
PEP Monthly Summary Form  
RADIO NOVEMBER 2019**

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**Station:** KZEN-FM

**Format:** Country

**City:** Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
First Five NE	30 seconds	15	\$20.00
	60 seconds	0	\$0.00
Media of NE	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
NE Army National Guard	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
NE Game & Parks	30 seconds	15	\$20.00
	60 seconds	0	\$0.00
NSEA	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
Tobacco Free NE	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
DHHS	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
ServeNebraska	30 seconds	15	\$20.00
	60 seconds	0	\$0.00

**Name:** David Gustafson

**Position:** Operations Manager

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**Nebraska Broadcasters Association  
PEP Monthly Summary Form  
RADIO DECEMBER 2019**

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**Station:** KZEN-FM

**Format:** Country

**City:** Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
First Five NE	30 seconds	17	\$20.00
	60 seconds	0	\$0.00
DHHS	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Media of NE	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NE Army National Guard	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NSEA	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Tobacco Free NE	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
ServeNebraska	30 seconds	20	\$20.00
	60 seconds	0	\$0.00

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