

The Heartbeat of



Your Community...

Community Issues and Programming Report
First Quarter, 2014

3 April, 2014

Prepared and certified by

A handwritten signature in blue ink, which appears to read 'Ryan D. Evans', is written over a horizontal line.

4/3/14

Ryan D. Evans, Programming Director and D.C.O.

I. Community Issues

A. Local Public Service Announcements

KZUM produced and aired several local public service announcements. At least two PSAs are aired every hour, for most hours of the day. Individual programmers can choose which PSAs to play or read from a pool of local and national announcements. Most of these are produced at KZUM. Below are a few specific examples from our local PSA library this quarter:

1. Announcement of 2-6 local volunteer opportunities twice each weekday.
2. Regularly aired announcements for the Food Bank of Lincoln that educate listeners about donations, regular food distributions and food backpack programs for area students in need.
3. Regularly aired announcement for the Family Service Association of Lincoln, educating listeners about early childhood development programs and the statewide child care food program.
4. Regularly aired announcement for the Women Infant Children (WIC) food assistance program, educating listeners about how they can utilize the program.
5. Regularly aired announcement furnished by the Nebraska MEDS Coalition about an upcoming take-back day in Lincoln for unwanted or expired medication.
6. Regularly aired announcement educating about the services of CASA (Court Appointed Special Advocates), which works to help otherwise underrepresented children in court.
7. Regularly aired announcement educating about the services offered by The Hub, which works to empower young people in our area to get on track to be positive members of the community.
8. Regularly aired announcements to inform listeners about public meetings held by Lincoln Public Schools ahead of a public vote on a \$153 million school improvement bond issue.
9. Regularly aired announcements for the One Billion Rising for Justice event-- the local celebration marking the global call to women survivors and those who love them to rise up and dance for justice.

10. Regularly aired announcements for the nonprofit Friends of Wilderness Park's third annual "Run for the Bridges," a charity run to raise money for bridge repair in our local Wilderness Park.

B. National Public Service Announcements

KZUM also aired many national public service announcements, often furnished by the Ad Council. Below is a list of example PSAs:

1. Regularly aired announcements from the American Diabetes Association, educating about the importance of early detection of the disease, directing listeners to an online test.
2. Regularly aired announcements from the U.S. Department of Health and Human Services about the importance of being an organ donor over the age 50.
3. Frequently aired new announcements for Radon awareness, as part of the Living Green Campaign from the United States Environmental Protection Agency.
4. Regularly aired announcements from the U.S. Department of Health and Human Services about free and low-cost health insurance available to children through Medicaid and the Children's Health Insurance Program.
5. Regularly aired announcements from the U.S. Department of Housing and Urban Development about the Fair Housing Act, educating listeners about the signs of housing discrimination.
6. Frequently aired announcements educating listeners about applying for Social Security benefits online, through socialsecurity.gov.
7. Regularly aired announcements for the Just Play! music education program, furnished by the NAMM Foundation.

C. Spanish & Vietnamese Public Service Announcements

KZUM aired Spanish and Vietnamese language public service announcements during its cultural programming. Here are a few examples of those spots:

1. Local recycling Information (Spanish and Vietnamese).
2. Information for victims of housing discrimination (Spanish)
3. Foster Care (Spanish)
4. Parent involvement (Spanish)
5. Conserving resources (Spanish and Vietnamese)
6. Information about the dangers of keeping expired medications in the home (Spanish)

D. Feature Programming

- 1) The Joy Factor, Wednesdays at 6:00 p.m. (30 minutes)
 - a. January 29: Frank Blythe the former (and founding) executive director of Vision Maker Media discussed how he and others in 1977 brought to life the vision of creating and distributing the stories of American Indians and Alaska Natives via public broadcasting.

- b. February 12: Local organic farmers Evrett Lundquist and Ruth Chantry joined the outreach director of the local food cooperative, Michael Walter, to share how they've worked to cultivate community through sustainable practices in our area.
- 2) How's It Growin'? Wednesdays at 11:00 a.m. (60 minutes)
- a. On a weekly, basis, this gardening/outdoor program takes calls from local listeners to answer their gardening and outdoor questions.
 - b. February 19: Kevin Poague and Chris Thody, with the Spring Creek Prairie Audubon Center, discussed the upcoming Sandhill Crane migration and what the annual event means to the state of Nebraska.
 - c. February 26: Ed Kouma, with the City of Lincoln Watershed Management, discussed how storm water can become polluted as it makes its way to area streams and lakes, and answered listener questions about the potential impact of pollution on our water.
- 3) The Servative Hour, Tuesdays at 11:00 p.m. (60 minutes)
- a. Normal programming on "The Servative Hour" focuses on political subjects and issues in the news – both local and national – with commentary by guests and comments from callers.
 - b. January 28: The hour focused on Nebraska Legislative Bill LB887 and its proposed expansion of Medicaid in Nebraska, offering the views of both sides, including the Governor's opposition to it in favor of prison reform and tax cuts.
 - c. February 18: The program focused on the potential pros and cons of Nebraska Legislative Bill LB593, which would allow for charter schools in Nebraska.
 - d. March 4: The program examined the popular arguments for and against Nebraska Legislative Bill LB1001, which would allow for industrial hemp farming in Nebraska.
 - e. March 25: Most of the program's discussion critically examined mainstream media's treatment of the pending Keystone XL Pipeline construction approval by the U.S. State Department.
- 4) Our Street, Mondays 6-6:30 p.m. (30 minutes)
- a. January 13: Dr. Steven Joel, Superintendent of Lincoln Public Schools joined the program to discuss a \$153 million school improvement bond issue that would soon be put to a public vote.
 - b. March 3: Nebraska Legislature candidate Adam Morfeld discussed why he's running to represent District 46 in the Unicameral.
 - c. March 17: Larry Weixelman joined the program to discuss his views and candidacy for Lincoln's District 26 in the Unicameral.
 - d. March 24: Lancaster County Engineer Pam Dingman joined the program to discuss her candidacy to continue serving in the office after being appointed last year.
 - e. March 31: Nebraska State Auditor Mike Foley discusses her current election campaign for governor.
- 5) Lavender Hill, Sundays, 11-11:30 a.m. (30 minutes)
- a. On a weekly basis, this program addresses a wide variety of national and local issues relevant to the LGBT community, frequently hosting local experts and guests to speak about different topics.
- 6) Earth to Lincoln, Tuesdays, 6:30-7 p.m. (30 minutes)

- a. This live, weekly, program covers local (and sometimes regional or national) environmental and social issues, including a monthly program where listeners are invited to call in to the live show.
 - b. January 28: Rosina Paolini and Amy Tabor joined the program to discuss the activities of the Local Foodshed Working Group, made up of local farmers, gardeners, organizations and individuals.
 - c. February 4: Chuck Hassebrook, candidate for governor, discussed ecological and environmental issues relevant to Nebraskans, including his plans for the development of renewable energy use throughout the state. The program also included an analysis of the recently passed farm bill, by Traci Bruckner, with the Center for Rural Affairs.
 - d. March 18: Chuck Schroeder, Founding Director of the University of Nebraska's Rural Futures Institute, discussed the organization's mission to build on the existing strengths of rural Nebraska to achieve resilient and sustainable rural futures.
 - e. April 1: The program was devoted to reporting done near Kearney, Nebraska, on the annual Sandhill Crane migration, and included a discussions with local experts on the significance of this natural event to Nebraska.
- 7) Community Matters, Mondays, 11:30 a.m.-noon (30 minutes)
- a. This weekly program features leaders from Lincoln's political, creative and economic communities, as well as those from across the country, engaging in conversation about how positive psychology and community participation can make Lincoln an even better place to live.
 - b. January 20: Linda Major, Director of the Center for Civic Engagement at the University of Nebraska-Lincoln was joined by several African students in town for several weeks through the Study of the U.S. Institutes for Student Leaders, discussing the significance of the program.
 - c. February 2: Steve Bors, Director of Southeast Community College's Entrepreneurship Center, discussed the center's work assisting Southeast Nebraska residents to start small businesses.
 - d. March 17: Judy Hart, founder of the local nonprofit Angels Theatre Company, and Dr. Bob Haller, President of the United Nations Nebraska Chapter, joined the program to discuss human rights and happiness ahead of the International Day of Happiness on March 20.
- 8) Human Services Connections, Thursdays, 1 p.m.-1:30 p.m. (30 minutes)
- a. This weekly program began in December, through a partnership with the Human Services Federation, a network of 120 local nonprofit agencies. Each week, hosts interview a leader from a different nonprofit organization, to discover what they do and how listeners can take advantage of their services.
 - b. January 30: Nebraska Appleseed is a Lincoln-based nonprofit working to fight for justice ad opportunity for all Nebraskans. Becky Gould, Executive Director, and Jennifer Carter, Director of Public Policy, joined the program to discuss the agency's work and the bills they were following during the legislative session.
 - c. February 6: Aaron Bowen, Deputy Director of Community Action Partnership of Lancaster and Saunders Counties, talks about the agency's work to assist those

who are signing up for health care coverage under the Affordable Care Act, through their Navigator program. Andrew Ritta, Asset Development Administrator with Community Action Partnership, discusses the Volunteer Income Tax Assistance program

- d. March 20: Pam Magdanz and Annie Mumgaard, with Bright Lights, discussed the summer programs that extend learning beyond the classroom for area students, as well as opportunities that exist for volunteers at the nonprofit camps.
- 9) Special Programming throughout the day on Friday, March 7 marked International Women's Day
- a. KZUM worked with the Women's Foundation of Lincoln and Lancaster County to produce and air short segments (3-4 minutes) that included interviews with women who were important to the women's rights movement in Lincoln during the 1970s and 1980s.

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II. Issues and Diversity Programming

Day	Time	Length	Program Title	Description	Syndicated	Local
MTWRF	12:00	00:59:00	Democracy Now!	Progressive/Grass Roots news featuring global and national headlines not covered by corporate media	S	
MTWRF	8:01	00:02:00	Moment In Time	Daily history lesson - world and American alike	S	
TWRF	9:30	00:01:30	Sound Beat	Background on historical sound recordings	S	
MTWRF	11:58	00:02:30	Hightower Radio	Populist commentary on national political issues	S	
MTWRF	13:00	00:03:30	Point of Law	Classic program that studies an interesting case of United States Law	S	
MTWRF	17:58	00:02:00	Pulse of the Planet	Blending interview and natural sound to inform about nature, culture and science in our world.	S	
MTWRF	2:00	02:58:00	The Thom Hartmann Program	Progressive commentary on national political issues	S	
M	11:30	00:29:00	Community Matters	Interviews w/ local/ntnl leaders about bettering comm.		L
M	18:00	00:29:00	Our Street	Local Neighborhood and City Issues Program		L
T	18:30	00:29:00	Earth to Lincoln	Features environmental and "green" issues as well as local, grassroots reporting.		L
W	18:00	00:29:00	The Joy Factor	Highlights a local individual who made a venture emotionally or financially successful		L
T	23:00	00:59:00	The Servative Hr.	Provides local progressive news and opinion		L
W	11:00	00:59:00	How's It Growin'?	Discussion of gardening and landscaping relevant to the State of Nebraska		L
R	1300	00:29:00	Human Services Connections	Interviews w/ local nonprofit agencies.		
A	9:00	00:59:00	Health Talk	Provides information on leading a healthy lifestyle		L
A	13:00	00:29:00	Religion For Life	Exploring how social justice and religion affect our collective humanity.	SL	
S	11:00	00:59:00	Lavender Hill	Focuses on LGBTQ issues, locally and nationally		L
Foreign Language and Cultural Programming:						
M	13:00	01:58:00	Buenos Tangos	Authentic Tango music and cultural perspective		L
T	13:00	00:59:00	Thunder/Plains	Celtic and Irish Events and Music		L
R	8:00	01:58:00	Native Sounds- Native Voices	Features Native Amer. popular & pow-wow music		L
F	8:00	01:58:00	The Language of Music	Foreign language music from around the world		L
A	13:30	01:58:00	Viet. Comm. Radio	Vietnamese language program		L
A	15:30	01:58:00	Mundo Latino	Spanish language program		L
S	16:00	01:58:00	Ritmo Latino	Spanish language program		L
S	18:00	00:59:00	Thunder/Plains	Celtic and Irish Events and Music		L
S	19:00	00:59:00	Seventh Wave	Music and traditions from around the world	S	
S	20:00	01:58:00	The Drum	Features Native American pow-wow music		L