

The Heartbeat of



Your Community...

Community Issues and Programming Report
Third Quarter, 2014

3 October, 2014

Prepared and certified by

 10/3/2014
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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 Centerpointe's Crisis Line - the local nonprofit's counseling line for those dealing with suicidal thoughts.
3. Regularly aired announcement detailing the services of local libraries to the deaf and hard of hearing through the Nebraska Talking Books audio books program. They work to provide audio books to that population and to recruit volunteers to create the audio books.
4. Regularly aired announcement for WIC (Women-Infants-Children)-- a local food program for qualified families in need of monthly assistance with their groceries. Announcements detailed qualifications, reach and how to take advantage of the service.
5. Regularly aired announcements for Leadership Lincoln, the local nonprofit agency that works to encourage civic engagement in our community by connecting leaders and people interested in better serving their community in Lincoln.
6. Regularly aired announcements from the Nebraska State Education Association, promoting education and educators across the state.
7. Regularly aired announcements for the local community free health clinic, Clinic With A Heart, detailing who may be served by the program and how prospective clients can take advantage of the service.
8. Regularly aired announcements to inform listeners about the local "Art in the Garden" civic celebration of the City of Lincoln's Sunken Gardens space.

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9. Regularly aired announcement for events at Everett Elementary, a local school in need of regular assistance, promoting event inviting the community participation, such as a variety show and fun run.
10. Regularly aired announcement for Streets Alive, an event sponsored by Partnership For A Healthy Lincoln, that encouraged neighborhood activity and safety in a few of Lincoln's core neighborhoods.

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 Planning Association, promoting the importance of community involvement in successful cities.
2. Regularly aired announcements from the U.S. Department of Housing and Urban Development, describing the warning signs of housing discrimination.
3. Frequently aired new announcements for Radon awareness, as part of the Living Green Campaign from the United States Environmental Protection Agency.
4. Began airing new announcements from the local Indian Center encouraging the Native American population to vote in upcoming elections (non-partisan--call for civic engagement)
5. Regularly aired announcements from the Urban League, about the benefits of using high speed Internet to be connected for education purposes.
6. Regularly aired announcements for the Just Play! music education program, furnished by te 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. July 16: Longtime community and civic volunteer Tad Fraizer talks about his work in bringing community events in Lincoln to life over the past 20 years and how much they mean to the city.
 - b. August 27: Ferial Pearson, an Omaha educator, wrote a book about how she and her students went undercover to promote a culture of kindness at their high school.

- c. September 17: Participants in a recent fundraiser for the local chapter of Big Brothers Big Sisters talk about their experience rappelling 16 stories down to support the nonprofit, and why the work the organization is doing in our community is worth supporting.
- 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. July 23: Jerry Obrist, Water Operations Manager of Lincoln Water System, discussed the important role that each Lincoln resident plays in conserving water during the hot summer months.
 - c. August 20: Christina Hoyt, Community Landscape Specialist for the Nebraska Statewide Arboretum, discussed gardening services available to the public from the nonprofit organization.
 - d. September 24: Eric Berg, with the Nebraska Forest Service, discussed ReTree week—a statewide effort to encourage and assist with the planting of one million trees in Nebraska.
- 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. August 26: Discussion of what the U.S. and world's role should be in combatting ISIS.
 - c. September 2-10: Two programs on the feasibility of clean energy in Nebraska. Discussed how neighboring states like Iowa are harnessing clean energy, such as wind power, and why Nebraska is not.
- 4) Our Street, Mondays 6-6:30 p.m. (30 minutes)
- a. July 21: Julie Brezenski spoke about her experience joining Cosmopolitan International and forming the new club in Lincoln. She talked about how local listeners can get involved in the club's efforts to combat diabetes in the area.
 - b. August 4: Jon Carlson, a Mayoral Aide with the City of Lincoln, discussed the Stronger Safer Neighborhoods program that aims to deal with problem properties and their owners in Lincoln.
 - c. August 25: Rick Hoppe, Mayor's Chief of Staff with the City of Lincoln, discussed the proposed half-cent sales tax increase that would go to support Lincoln's infrastructure.
 - d. September 8: Dr. Bob Rauner, with Partnership For A Healthy Lincoln, discussed the organization's community health efforts and the upcoming Streets Alive event, aimed at encouraging outdoor safety in some of Lincoln's core neighborhoods.
 - e. September 22: Roy Baker, a candidate for District 30 in the Nebraska Legislature, discussed his position on important issues facing Nebraskans in the upcoming elections.
- 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. July 22: U.S. Senate candidate Dave Domina joined the program to discuss his candidacy, stance on important issues and his take on recent decisions made by a Washington D.C. court that could have an impact on the climate.
 - c. July 29: Reverend Kim Morrow, Minister of Sustainability at First Plymouth Congregational Church and Project Director at Nebraska Interfaith Power and Light, discussed the connection between faith and ecology and how local residents can get involved to explore that connection to affect positive change.
 - d. August 12: Retired National Weather Service Meteorologist John Pollack discussed the long range weather forecast as well as the potential long term effects of global warming.
 - e. September 2: Kelley Porter, Communications Manager with Lincoln Electric System, discusses the potential new solar farm coming to Lincoln, aimed at cutting down the utility's dependency on coal as an energy source. The proposed solar farm would be a cooperative effort of contributing customers.
 - f. September 9: Dennis Macek, a write-in candidate for the U.S. Senate, discussed his platform of green energy and a focus to go strictly renewable for our energy needs in the U.S.

- 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. July 28: Dan Wheeler, author of *Servant Leadership for Higher Education: Principles and Practices*, talks about the importance of servant leadership in the community.
 - c. August 4: Marcia White, Program Manager with the Community Health Endowment of Lincoln, discussed the 5 Million Minute Challenge—a city-wide campaign to keep Lincoln physically active.
 - d. September 8: Sheila Palmquist, with the Lincoln Yoga Center, and Nicole Hecht-Juranek, with Heartland Big Brothers Big Sisters, discussed well-being in the Lincoln community and the upcoming "Over The Edge" fundraiser for Heartland Big Brothers Big Sisters, while talking about the good work done by the organization in the Lincoln community.
 - e. September 29: Professor Emeritus John D. DeFrain, Extension Specialist, Family and Community Development with the University of Nebraska-Lincoln, talks about the importance of focusing on how we raise our children, and how that can affect the prosperity of our community.

- 8) Human Services Connections, Thursdays, 1 p.m.-1:30 p.m. (30 minutes)

- a. This weekly program is produced 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. July 24: Carly Runestad, of Mourning Hope, discussed the local nonprofit's services provided for grieving children in our community.
- c. July 31: Rebecca Roberts, Director of Development at St. Monica's, discussed the Lincoln' nonprofit's programs and services for women dealing with substance abuse and mental health issues.
- d. September 4: Dawn Rockey, Executive Director of CASA for Lancaster County, talks about the agency's support of court-appointed volunteer advocacy for abused and neglected children in the Lincoln area.
- e. September 18: A discussion of the new Nebraska Department of Health and Human Services Alternative Response program, for reports of less severe abuse. The program included Sherrie Spilde, Interim Service Area Administrator with DHHS; Lindy Bryceson, Field Operations Administrator with DHHS; an Betty Medinger, Vice President of Systems Integration with the Nebraska Children and Families Foundation.
- f. September 25: Nancy Shank, Associate Director of Nebraska Public Policy Center, discussed Lincoln's recent Vital Signs report that not only shines a light on the good things about life in Lincoln, but also reveals the growing struggles of people in our community.

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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