

The Heartbeat of



Your Community...

Community Issues and Programming Report
Second Quarter, 2014

2 July, 2014

Prepared and certified by

A handwritten signature in blue ink that reads 'Ryan D. Evans'.

7/2/2014

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 Centerpointe's Crisis Line - the local nonprofit's counseling line for those dealing with suicidal thoughts.
3. Regularly aired announcement detailing the services of Friendship Home, educating listeners about the local nonprofit's system of care for victims of domestic violence and their children.
4. Regularly aired announcement for the local nonprofit, Volunteer Partners, educating listeners about how to use the agency's resources to both find volunteers and sign up to fill volunteer opportunities.
5. Regularly aired announcements educating listeners about the services offered by the Malone Community Center, a local nonprofit offering educational, cultural, and advocacy programs to better the community.
6. Regularly aired announcement educating listeners about local programs available for the safe and responsible disposal of prescription medications.
7. Regularly aired announcement informing listeners about the annual Everett Gong Show -- a community event functioning as a fundraiser for one of the city's most disadvantaged elementary schools.
8. Regularly aired announcements to inform listeners about the importance of adoption in the state of Nebraska (statewide campaign).
9. Regularly aired announcements for the local community free health clinic, Clinic With A Heart, informing listeners of how to take advantages of its services.
10. Regularly aired announcements for the Lincoln Bike Kitchen, a local nonprofit encouraging the use of bicycles as a responsible means of transportation.

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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 Housing and Urban Development, educating listeners about the signs of illegal housing discrimination.
2. Regularly aired announcements from the national AMD Awareness campaign, educating listeners on the signs of Age-related Macular Degeneration.
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 EPA's Living Green program, encouraging responsible and sustainable lifestyle choices.
6. 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. April 30: Lincoln Southwest High School student Taylor Boesiger and Legacy Retirement Community members Judy Martin and Ruby Augustine discuss what the act of creating flash mobs has brought to the senior community.
 - b. May 14: Marge Schlitt on how she's brought non-violent conflict resolution practices to incarcerated individuals via the Alternatives to Violence Project.
- 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. April 16: Ellen Wright, an Environmental Health Educator with the City of Lincoln's Watershed Management Division, discussed the problem of pollution in the local water supply.
 - c. April 30: Billine Nemecek, with Buy Fresh Buy Local, discussed the upcoming Farmers' Market season, while Ingrid Krist and Rosina Paolini joined the program.

- to discuss the city's "Let's Grow! Get Out and Garden!" campaign, urging the community to grow its own food locally.
- d. May 21: Milkweed expert and author Benjamin Vogt joined the program to discuss the importance of the plant to the local ecosystem.
- 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. April 30: A discussion focused on the ongoing protests in Washington D.C. of the proposed Keystone XL Pipeline construction and its potential effects on Nebraska.
 - c. May 20: Discussing the controversy over the Congressional investigations into the Benghazi incident involving the death of a U.S. Consulate.
 - 4) Our Street, Mondays 6-6:30 p.m. (30 minutes)
 - a. April 7: Dallas Jones, a candidate for the District 28 seat in the State Legislature, joined the program to discuss his campaign and stance on the issues facing the state.
 - b. April 14: James Michael Bowers, a candidate for Lincoln's District 46 seat in the State Legislature, discussed his campaign and stance on the issues facing the state.
 - c. April 21: Chuck Hassebrook, the Democratic nominee for Nebraska Governor, joined the program to discuss his campaign and visions for the state.
 - d. April 28: Sandra Myers, Recreation Manager with the City of Lincoln Parks and Recreation Department, discussed the upcoming summer programming available for Lincoln youth.
 - e. May 12: Amanda McGill, candidate for State Auditor, joined the program to discuss her campaign and visions for the office she is seeking.
 - f. May 19: Captain Mike Woolman, with the Lincoln Police Department, and Jon Carlson, Mayoral Aide for Neighborhood Projects, joined the program to provide an update on safety issues in the city over the past few months.
 - 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. April 8: Representatives from Green UNL -- a network of sustainable campus groups the University of Nebraska-Lincoln -- discussed Earthstock, a month-long event seeking to educate UNL students about sustainability.
 - c. April 14: A long-form report from the second annual Farm to School Summit held on March 18, 2014, in West Point, Neb., focused on the challenges and

opportunities in getting more farm-fresh foods in our local schools. The program featured interviews with school district representatives, growers, producers and community members who are concerned about food sources in schools across the state.

- d. April 29: An interview with Nebraska landowner Art Tanderup, from the National Mall in Washington D.C., where the Reject and Protect event drew together thousands of farmers, ranchers, tribal leaders and concerned citizens to encourage President Obama to reject the proposed Keystone XL Pipeline.
 - e. May 13: A conversation with Michael Farrell, co-founder, and Sierra Harris, production associate and news editor, of the Platte Basin Timelapse project, which is visually documenting watershed changes in the Platte River Basin.
 - f. June 3: U.S. Senate candidate Dave Domina joined the program to discuss his campaign and stance on issues facing the state and the country, with a special focus on environmental and sustainability issues.
- 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. April 7: Brooke Jones, manager of the Random Acts of Kindness Foundation, joined the program to discuss the importance of kindness and philanthropy in the development of communities.
 - c. April 14: Renee Hobbs, Professor and Founding Director of the Harrington School of Communication and Media at the University of Rhode Island, joined the program to discuss the importance of media literacy to healthy communities.
 - d. May 26: Laura Musikanski, with the Happiness Initiative, joined the program to discuss the Gross National Happiness Index and why communities should care about happiness.
 - e. June 30: Dr. Bob Rauner, director of the Partnership for a Healthy Lincoln, joined the program to discuss how communities can collaborate to increase fitness and decrease obesity.
- 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. April 3: Lauren Peterson, Development Coordinator with Friendship Home, discussed the organization's efforts to provide safe and confidential shelter and support services for women and children who are victims of domestic violence.
 - c. April 10: Jenny Cardwell, Vice President of Fund Development at the Girl Scouts Spirit of Nebraska, discussed the programs helping to enrich the lives of thousands of girls across the state.

- d. April 17: Monica Zinke, Executive Director at Fresh Start, discussed the organization's commitment to empowering women to move out of homelessness and get on the path to a more successful life.
- e. May 1: Ingrid Kirst, Executive Director at Community CROPS, discussed the organization's quest to create a more sustainable community through farm education.

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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