



The Heartbeat of

Your Community...

Community Issues and Programming Report
Fourth Quarter, 2014

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Prepared and certified by

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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 following local nonprofit organizations and events (announcements describe services offered by agencies in the Lincoln community). At least one PSA is aired, on average, of once every 30 minutes.
 - Asian Community Center (assists community members with various services)
 - The Bridge (behavioral health and substance abuse assistance)
 - Fresh Start (transitional shelter for struggling women)
 - Junior League of Lincoln (community philanthropic organization)
 - Goodwill of Southeast Nebraska
 - St. Monica's (behavioral health services for women)
 - People's Health Center (local free and reduced cost medical services)
 - Nebraska Children's Home Society (providing safe and loving care to area children)
 - Child Advocacy Center (local advocacy system for child victims)
 - Lutheran Family Services (provides adoption, counseling and addiction services)
 - Leadership Lincoln (nonprofit community leadership programs)
 - Meds Take Back (describing what to do locally with unused and expired medications)
 - Community Health Endowment of Lincoln (encouraging healthy practices for local residents)
 - Lincoln Literacy (provides ESL and literacy services to area residents, especially refugees and new immigrants)

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- Lincoln Animal Ambassadors (nonprofit organization that advocates for the fair and humane treatment of animals locally)
- Community Action Partnership of Lancaster and Saunders Counties (offers services to families in crisis to meet basic needs)
- Clinic With A Heart (local free health clinic for residents in need)
- Nebraska 811 (educating listeners to call before they dig underground, as required by law)
- The Cat House (local animal shelter)
- Recycle Lincoln (offering general information about the City of Lincoln's recycling programs)
- Nebraska Specialty Dogs (advocating for and educating about service dogs)
- Tabitha (local nonprofit offering care and services for the elderly)
- Friends of Wilderness Park (local group that works to preserve and protect Wilderness Park)
- Friendship Home (shelter for women and children who have been victims of domestic violence)
- Volunteer Partners (local organization facilitating and encouraging volunteerism in Lancaster County)
- Centerpointe Crisis (informing about the nonprofit's crisis line for suicide prevention)
- Nebraska Appleseed (nonprofit working for social justice through legal advocacy and community activism)
- Food Bank of Lincoln
- Family Service Association/WIC (detailing information about the local Women/Infants/Children food assistance program)
- Malone Community Center (after school activities for at-risk youth)
- The Hub (providing support and programming to teens and young adults to help them become contributing members of society)
- CASA (Court-Appointed Special Advocates of Lancaster County, recruiting and training volunteers to act as advocates in the court system)
- Nebraska Talking Book Program (library services available to those with disabilities)
- Nebraska Adoption Programs
- Lincoln Bike Kitchen (encouraging biking for health and environmental benefits)
- Tobacco Free Parks (information about the City of Lincoln's relatively new tobacco-free parks policy)
- Nebraska Environmental Trust
- Hazardous Waste Recycling program information
- Tiny Hands International (local chapter working against human trafficking).
- 4-H Dog Program

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. Regularly aired announcements from Feeding America, encouraging awareness about hunger in our country.
4. Regularly aired 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 about the importance of financial responsibility.
6. Regularly aired announcements encouraging drivers to avoid texting and using distracting devices while on the road.

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. Announcement for the local Fresh Start transitional shelter for women (Spanish)
4. Announcement for local St. Monica's behavioral health and treatment program for women (Spanish)
5. Parent involvement (Spanish)
6. Conserving resources (Spanish and Vietnamese)
7. 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. October 22: Community member Nanatte Gingery discussed her experience at and specifics of the recent Ignite Lincoln event that featured many speakers giving talks on issues important to Lincoln residents.
 - b. November 5: Nick Hernandez discussed why he created the upcoming "Happiness Lincoln" conference at the University of Nebraska-Lincoln and why the concept of well-being is so important in our community.
 - c. December 24: Bill O'Neil joined the program to discuss his holiday tradition of being the "layaway Santa," in which he pays off the Christmas gifts of strangers at local department stores.
- 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. October 8: Natalia Bjorklund, with the University of Nebraska-Lincoln Extension office in Dodge County, discussed the importance of bees to our local ecosystem in Nebraska.
 - c. October 29: Steve Nosal and Alice Reed, with the City of Lincoln Parks and Recreation Department, discuss the history of the city's Sunken Gardens and the important roles that volunteers play in the maintenance of the gardens.
 - d. December 10: Vaughn Hammond, orchard manager at the nearby Union Orchard, discussed the importance of local food to the economy and health of area residents.
- 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. October 14: Discussion of the U.S. response to the recent Ebola crisis.
 - c. October 28: Discussion of the ballot initiative that proposed to raise Nebraska's minimum wage, featuring guest input from State Senator Danielle Conrad (District 46).
 - d. December 23: Discussion of the lawsuit brought by the states of Nebraska and Oklahoma over Colorado's legalization of Marijuana.
- 4) Our Street, Mondays 6-6:30 p.m. (30 minutes)
- a. October 6: Patty Pansing Brooks discussed her candidacy for District 28 in the Nebraska Legislature.
 - b. October 13: Brent Smoyer discussed his candidacy for District 26 in the Nebraska Legislature.
 - c. October 27: Dallas Jones discussed his candidacy for District 28 in the Nebraska Legislature.
 - d. November 17: Andrew Drevo, Lincoln-Southeast Nebraska Area Director of the Fellowship of Christian Athletes, discussed the organization's work with young people in our area.
 - e. December 8: Kellee Van Bruggen, Transportation Planner with the Lincoln-Lancaster County Planning Department, discussed the potential of a new bike share program coming to Lincoln.
 - f. December 22: State Senator Kate Bolz (District 29) discusses the work of the Aging Nebraskans Taskforce that studied how the state's aging population will be served in the coming years.
 - g. December 29: Sheree Goertzen, Community Builder with NeighborWorks Lincoln, discussed the organization's work to keep Lincoln a safe and prosperous community through strengthening neighborhoods.
- 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. October 7: The story of the City of Lincoln's solid waste management program, how it's changed over the years and how it can help strengthen the local economy in the future.
- c. October 21: Dave Domina, Nebraska's Democratic Nominee for U.S. Senate, discussed his campaign, including environmental concerns, money in politics, the national debt, and what he saw as the major differences between himself and Republican challenger Ben Sasse.
- d. November 4: Election Day coverage from an ecological perspective with guests Elliot Bostar and Chelsea Johnson, both of the Nebraska League of Conservation Voters. John Hanson, of the Nebraska Farmers Union, also provided his perspective on the events of Election Day.
- e. November 18: John Atkeison, Energy Policy Director for the Nebraska Wildlife Federation, offered his thoughts on climate change in Nebraska.
- f. December 9: Coverage of the Nebraska Conservation Summit earlier in the month, with guest speaker Bill Ritter, the former governor of Colorado and founder of the Center for the New Energy Economy.

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. October 9: Patsy Martin, Communications Coordinator at Voices of Hope, discussed the local agency's work with victims of domestic violence in Lincoln.
 - c. October 30: Corrie Kielty, Executive Director at Nebraska CASA, discussed the statewide network of programs that recruit and train community volunteers to advocate for abused and neglected children in Nebraska court systems.
 - d. November 6: Lynn Ayers, Executive Director of the Child Advocacy Center, discussed the organization's work assisting child victims in southeast Nebraska.
 - e. November 27: Kit Boesh, Administrator at the Lancaster Human Services Administration, discussed how the program helps guide the community to respond to human needs in a collaborative, cost efficient and expedient manner with available resources.
 - f. December 4: Phil Tegeler, Executive Director at The Bridge Behavioral Health, discussed the organization's work connecting people suffering from addiction and related mental health issues with support and treatment.
 - g. December 11: Brad Meyer, CEO of People's Health Center, discussed the services available to those in need of healthcare and more in our area.
 - h. December 25: Jim Blue, President and CEO of CEDARS, discussed the organization's work supporting children and building strong families in the Lincoln community.

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II. Issues and Diversity Programming

Day	Time	Length	Program Title	Description	Syndicate	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	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
R	18:00	19:00:00	Platte River Sampler	Features original work by Nebraska writers		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