

The Heartbeat of



Your Community...

Community Issues and Programming Report
Second quarter, 2017

1 July 2017

Prepared and certified by

 7/1/2017
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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. 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)
 - Bright Lights (summer educational programs for Lincoln students)
 - Fresh Start (transitional shelter for struggling women)
 - Friendship Home (shelter for women and children in abusive situations)
 - 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)
 - Lincoln Animal Ambassadors (nonprofit organization that advocates for the fair and humane treatment of animals locally)

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- 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)
- Nebraska State Education Association (announcements for early childhood learning opportunities in everyday life)
- The Cat House (local animal shelter)
- El Centro de las Americas (local Hispanic community center offering children's programming and family services)
- 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
- Lincoln Food Fort – a nonprofit bringing meals and fellowship to young people in local neighborhoods in need of resources.

- Tiny Hands International (local chapter working against human trafficking).
- 4-H Dog Program
- PSAs provided by City of Lincoln to curb illegal dumping.
- University of Nebraska-Lincoln Extension
- Planned Parenthood of the Heartland (worked with local chapter to create separate announcements for healthy relationships; services offered; STD testing and prevention; and more.
- PSAs for various blood drives through the Red Cross throughout the quarter.
- PSA for Fresh Start – a local shelter for female abuse victims and their children, as well as The Daisy – a secondhand store that benefits the nonprofit.
- PSA for Wellbeing Initiative – a local nonprofit working to empower individuals living with mental illness to reach their full potential. A second PSA for their warm line offering assistance to those experiencing urgent mental health issues also running.
- PSA for fireworks cleanup from the City/County health department
- PSA for Wear Yellow Ride to support Nebraska nonprofit providing service, support and community for local cancer survivors.
- PSA for local nonprofit Prairie Pride film festival, with three days of LGBT films.
- PSA for Lincoln Unites, an event celebrating our city’s multiculturalism and a naturalization ceremony for new citizens.

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 about soil health from the UDSA.
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 about food safety and properly cooked foods from the USDA and DHHS.
4. Regularly aired announcements from the EPA about Living Green, encouraging good air quality and radon awareness for home owners.
5. Regularly aired announcements for the Just Play! campaign, encouraging people of all ages to make music
6. Regularly aired announcements promoting children's literacy and libraries, from the Library of Congress.
7. Regularly aired announcements encouraging drivers to avoid texting and using distracting devices while on the road.
8. Regularly aired announcements promoting adoption information from DHHS.
9. Regularly aired announcements with tips on saving energy in the home.
10. Regularly aired United Way announcements with information for people to mentor young people.

11. Regularly aired announcements for animal adoption from shelters.

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) How's It Growin'? Wednesdays at 11:00 a.m. (60 minutes)

- On a weekly, basis, this gardening/outdoor program takes calls from local listeners to answer their gardening and outdoor questions.
- April 19: Graham Herbst, of the Nebraska Forest Service, discussed potential forestry issues facing the area in the coming summer months as well as what local residents can do to prepare for the Emerald Ash Borer.
- May 24: Alex Svoboda, of Arise Botanicals, discussed herbs that are primed for growing in our region and their medicinal applications.

2) The Servative Hour, Tuesdays at 11:00 p.m. (60 minutes)

- 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.
- April 4: Discussion on the outlook for the Nebraska Democratic Party, based on recent events in the state and the current political climate.
- April 18: City Council candidate Maggie Mae Squires discussed her campaign and the biggest issues she sees facing our city.

3) Our Street, Mondays 6-6:30 p.m. (30 minutes)

- April 3: City Council candidate Lou Braatz discussed his candidacy and views on local issues ahead of the city primary election.
- April 10: City Council member and candidate for re-election, Roy Christenson, discussed his candidacy and work on the council so far as well as what's ahead for Lincoln.
- April 17: Organizer Doug Boyd discussed Lincoln's upcoming Earth Day celebration event and how the city is undertaking efforts to be more sustainable.
- May 22: Nebraska Sen. Kate Bolz discussed the latest legislative session and previewed an upcoming listening event for people living in her district.

- June 26: Ruth Carlson, with Released and Restored, discussed the organizations efforts to support the formerly incarcerated and to decrease recidivism rates in our area.
- 4) 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.
 - 5) Community Matters, 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 3: Author Tim Anderson discussed the life of John G. Neihardt and his influence on the Great Plains and Nebraska.
 - c. May 22: Daniel Simon discussed the current poetry community existing throughout the state.
 - 6) 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 6: Nola Derby-Bennet, executive director at the Hub, discussed the nonprofit's work with area youth to obtain their GEDs and get on track academically.
 - c. April 13: Teresa Harms and Spencer Randazzo, of Clinic with A Heart, discussed the nonprofit's free community health clinic services and described when and for what purposes area residents should access its services.
 - d. April 20: Donna Stadiq and Spencer Munson, of Lincoln Unites, discussed the upcoming event that combines a public naturalization ceremony with a daylong multicultural celebration, celebrating diversity in Lincoln.
 - e. April 27: Laura Uridil, program director at Leadership Lincoln, discussed the nonprofit's efforts to cultivate civic and community engagement among people of all ages in our city.
 - f. May 18: Clover Frederick, marketing director of the Lincoln Community Foundation, discussed the day's city-wide charitable giving event, Give To Lincoln Day
 - g. May 25: Lori Seibel, with the Community Health Endowment, gave an update on the organization's priorities for the rest of the year and discussed the progress of health among Lincoln residents.
 - h. June 29: Adam Feser, executive director at The Arc of Lincoln, discussed his organization's work advocating for area people living with developmental disabilities.

- 7) Earth to Lincoln, Tuesdays, 6-7 p.m. (60 minutes)
 - a. This weekly program focuses on ecological and social justice issues with an emphasis on the Lincoln area. The program features interviews with policy makers, politicians, community leaders, nonprofits and more.
 - b. April 11: Guests included members of Green UNL, a sustainability-focused student group at the University of Nebraska-Lincoln. They discussed their efforts to promote sustainable practices on campus and previewed their upcoming event, Earthstock.
 - c. April 25: A preview of Lincoln's People's Climate March offered perspectives from multiple people on how our city, state, country and world are doing in confronting issues facing the environment.

- 8) Sports from the Grassroots, Saturdays, 8-9 a.m. (60 minutes)
 - a. The weekly program looks at sports from a social angle, examining how issues related to racism, sexism and other forms of discrimination in sports reflect our entire society.

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II. Issues and Diversity Programming

<u>Day</u>	<u>Time</u>	<u>Length</u>	<u>Program Title</u>	<u>Description</u>	<u>Syndicated</u>	<u>Local</u>
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	
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	00:01:30	Cimate Connections	90-second reporting on Climate Change stories from Yale Center for Environmental Communication	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	00:58:00	Earth to Lincoln	Features environmental and "green" issues as well as local, grassroots reporting.		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	8:00	00:59:00	Sports from the Grassroots	Discussion of issues of social issues in sports		L
A	9:00	00:59:00	Health Talk	Provides information on leading a healthy lifestyle		L
S	11:00	00:59:00	Lavender Hill	Focuses on LGBTQ issues, locally and nationally		L
Foreign Language and Cultural Programming:						
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
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	4:00	00:59:00	Putumayo	Music and traditions from around the world	S	
S	19:00	03:00:00	Intertribal Beats	Features Native American pow-wow music		L