

The Heartbeat of



Your Community...

Community Issues and Programming Report
Fourth quarter, 2017

4 January 2018

Prepared and certified by

 1/4/2018
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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)

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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)
- 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
- Nebraska Recycling Council PSA to educate about upcoming cardboard ban in Lincoln landfill
- 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.
- PSAs for Blood Bank’s calls for donations
- PSA for Lead Up Nebraska – nonprofit working to connect youth to college and career
- PSA for Pioneers Park Nature Center Run
- PSA and featured interviews for Girl Powr, a nonprofit promoting education, self-worth and independence for girls in developing countries.
- PSAs for Centerpointe’s Coats of Hope winter clothing drive.

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.
12. Regularly aired teacher recruitment announcements

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.
 - October 25: Alice Reed and Steve Nosal, with the City of Lincoln's Sunken Gardens spoke about the community support essential to making a community garden successful, as well as what's new at the garden.
 - November 22: Alice Henneman, of the University of Nebraska-Lincoln, joined the program to discuss Thanksgiving ideas, including how to use local late-season produce in recipes.
- 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.
 - October 3-17: three weeks of discussions on gun control issues in the country and in the state of Nebraska, following the mass shooting at the country music festival in Las Vegas.
 - October 24: Discussing symbolic protests at local sporting events throughout Nebraska and how the state fits into the national conversation about racism and police brutality.
 - November 28: Discussion of the situation on the University of Nebraska-Lincoln campus involving demonstrations between staff and students and criticism from the Nebraska legislature.
 - December 5: Detailing President Trump's tax bill proposals and how they would affect Nebraskans.

- December 19: Discussion of the FCC's revocation of Net Neutrality rules and what that might mean for the country and the state.
- 3) Our Street, Mondays 6-6:30 p.m. (30 minutes)
- The program regularly features city leaders and representative of nonprofits and other organizations to discuss issues affecting local neighborhoods.
 - October 9: Community CROPS representatives joined the program to discuss community agriculture and how Lincoln residents can get involved in neighborhood gardening.
 - October 17: State Sen. Kate Bolz, of Lincoln, joined the program to give her take on Nebraska's 2017 fall legislative session and what her goals are for the legislature in 2018.
 - October 23: Bob Krist joined the program to discuss his candidacy for Nebraska governor.
 - October 30: Representatives from Collective Impact Lincoln discuss the tools available for encouraging collaboration between the city's stakeholders, including government, business, nonprofits and citizens.
 - December 18: State Sen. Matt Hansen, of Lincoln, discussed the 2017 legislative sessions and goals for the coming year in the unicameral.
- 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. October 23: Rex Walton, with the Nebraska Literary Heritage Association, discussed Nebraska literature and resources available to those in the area interested in exploring the state's literary culture.
 - c. Staff from CASA of Lincoln/Lancaster County discussed the nonprofit's work training court-appointed advocates for children in the area who are often left without others to look out for them in the legal system.
- 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. October 12: Staff from the Nebraska State Stroke Association joined the program to discuss the state's stroke statistics, the nonprofit's work across Nebraska as well as what to look for in terms of stroke symptoms.

- c. October 26: Staff from Bright Lights discussed the local children's camp offerings to get kids involved in various technology fields and the opportunities that exist for area professionals and businesses to volunteer their time to help spark interest in their industries.
- d. November 2: Staff from Bridges to Hope spoke about how community members can support those who have been recently incarcerated by donating furniture, clothing, toiletries and more.
- e. November 9: Monica Zinke, of Fresh Start Home, and Lee Heflebower, Supporting Housing Administrator at Community Action, discussed National Hunger and Homeless Awareness Week and what poverty looks like in Lincoln, as well as what community members can do to help.
- f. December 7: CEDARS President/CEO Jim Blue discussed the nonprofit's work with young people in Lincoln as it marks 70 years.
- g. December 14: Julie Diegel, executive director of The Nebraska Recycling Council, discussed the nonprofits work to maximize resource recovery in our area.
- h. December 21: Mark Koller, of the new HOPE Federal Credit Union, discussed its mission to give the community an alternative to harmful financial institution practices, as well as financial literacy training.

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. October 3: Representatives of Nebraskans Against Gun Violence discussed the state's gun laws, statistics and their work to raise awareness and affect change in the state.
- c. November 21: Discussion of the Nebraska Public Service Commission's decision to approve the Keystone XL Pipeline construction in Nebraska.

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