

The Heartbeat of



Your Community...

Community Issues and Programming Report
First quarter, 2017

3 April 2017

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. 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 Snow Angels programming linking snow removal volunteers with elderly residents in need of assistance.
- PSA for nonprofit theatre company auditions.
- PSA for human trafficking panel sponsored by Nebraska League of Women Voters.
- PSA for panel on challenges refugees face in our statio

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.
 - January 18: Natalia Bjorklund, with the University of Nebraska-Lincoln Extension Office in Dodge County, discussed the importance of habitat maintenance for plant species in Nebraska
 - March 22: Betsy Goodman, of Common Soil Seed Library, discussed the importance of maintaining a seed library to care for the longevity of species in Nebraska.

- 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.
 - January 24: Discussion and debate on the issue of cannabis legalization in Nebraska.

- 3) Our Street, Mondays 6-6:30 p.m. (30 minutes)
 - January 2: Discussing Matt Talbot Kitchen's innovative new residence program which aims to provide cost-free housing to people who are homeless in Lincoln.
 - February 20: UNL Journalism Professor Matt Waite, one of the world's leading experts on applications of drone for civic and journalistic uses, discussed the possible applications for drones in Nebraska.
 - March 13: Discussion of the upcoming city primary election on April 4, including voter registration information.
 - March 20: Bennie Shobe, a candidate of Lincoln City Council, discussed his campaign and issues important to voters ahead of the city's primary election on April 4.
 - March 29: (Special Wednesday presentation): Deb Andrews, a candidate for Lincoln City Council, discussed her campaign and issues relevant to the upcoming election.
 - March 30: Published online interviews with all eight city council candidates recorded with Our Street. Portions of these aired sporadically throughout the end of March.

- 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. January 2: Nicholas Bell, of the Nebraska Writer's Collective, discussed the importance of literature to preserving Nebraska's culture and heritage and its contributions to the state's culture in the future.
 - c. January 23: Kjerstin Egger, from Lincoln's We Stand United event, spoke about the organization's desire to help Lincoln remain an inclusive community.

- 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. January 5: Paige Piper, of the Child Advocacy Center, spoke about the organization's work helping child victims in our community and the lengths they go to in helping aid a child's recovery following a traumatic incident.
 - c. January 19: Kiersten Hill, of Heartland Big Brothers, Big Sisters, on what the community mentoring program has done to help at-risk youth in our community, and what exactly the needs are today and look like they will be in the future.
 - d. February 23: Lori McAlister, of the Lincoln Arts Council, spoke about the importance of arts and culture to the vibrance of a city and how Lincoln is doing in its support for these areas.
 - e. March 9: Bill Michener, executive director at Lighthouse, detailed the nonprofit's work serving at-risk youth with after-school and extended day activities in Lincoln.
 - f. March 16: Rhonda Mattingly, executive director of Bridges to Hope, spoke about the nonprofit's work to reduce recidivism in our area by gathering donated supplies to assist the recently incarcerated to land on their feet upon their release from correctional institutions.
 - g. March 30: Teri Robers, of VolunteerLinc, spoke about disaster preparedness and what the nonprofit organization is doing to prepare volunteers for possible disasters in our area.

- 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. January 17: Graham Christensen, GC Reserve, spoke about water quality in Nebraska and what's on the horizon as far as the renewable energy outlook in our state.
 - c. January 24: Following the inauguration of President Trump, the program surveyed some of his promised environmental policies and examined their potential effects on Nebraska.
 - d. February 21: Lakota leader Frank LaMere discussed the issues surrounding the controversial sale of alcohol in Whiteclay, Nebraska, a tiny town adjacent to a Native American Reservation.
 - e. March 21: John Hansen, president of the Nebraska Farmers Union, spoke about environmental hurdles facing Nebraska agriculture as we head into the spring season.
 - f. March 28: Sara Gilliam and Gillian Jenkins discussed their work with refugees both in Lincoln and around the world and addressed the needs that some refugees coming to Lincoln have.
- 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.
 - b. January 14: Former pro football player turned author and activist, Walter Beach, discussed the history of inequality in professional sports, including today.

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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	
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
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	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