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[LINCOLN, NE]

QUARTERLY ISSUES AND PROGRAMS REPORT

7/01/21-9/30/21

FILED [10/10/21]

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PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS

The following summarizes a representative sample of programming that provided the most significant treatment of community issues during the past quarter. Programming frequently deals with more than one issue.]

Coverage Addressing the Following Issues:

- 1) [City & State Government]
- 2) [Health]
- 3) [Finances]
- 4) [Education]
- 5) [Politics]
- 6) [Civil Rights]
- 7) [Entertainment]

KLMS					
ISSUE	Dates Aired and/or Program Segment	Time(s)	Duration		Description of Segment
Government - Military	7/1/21-9/30/21	5a-12m	82	:30	<ul style="list-style-type: none"> - Promoted to join the Army National Guard to protect national and local communities. - Earn extra dollars as a High School Junior in the Split Option program. You can serve full-time and part-time. - NE Army Guards are on the front lines of your community supporting essential personnel, first responders, law enforcement and Medical professionals. - The National Guard is always ready and always there to assist the community with issues of Covid 19. - The Army National Guard will always be there during fires and whatever Mother Nature dishes out. You can help by serving part-time. - Learn a trade profession through the National Guard. - Learn how you can live and serve part time in your own community. - Give back to your community you love by joining the National Army Guard. (NE Broadcasters - Army National Guard)
Health - Mental Health	7/1/21-9/30/21	5a-12m	80	:30	<ul style="list-style-type: none"> - Awareness of the Good Samaritan Law. If someone is overdosing, call 911 right away. The Good Samaritan Law provides protection from criminal activity while acting in good faith to save someone. - Awareness of Opioid Use Disorder. How addiction can happen with just a minor surgery. - Awareness campaign to download the Free OpiRescue APP if you or someone is at risk of an opioid overdose. The APP will guide you through the steps on how to respond. (NE Broadcasters Assoc. - DHHS - Opioids)
Health - Public Health	7/1/21-9/30/21	5a-12m	85	:30	<ul style="list-style-type: none"> - Awareness that stress, being bored or even being hungry can cause cravings. Find ways to deter smoking such as chewing gum. Call NE Tobacco quickline for help. 1-800 Quit Now. - Dangers of 2nd hand aerosol which is created when using E-cigarettes which can contain heavy metals and cancer causing agents. (NE Broadcasters Assoc. - Tobacco Free)
Community - Charitable & Volunteer	7/1/21-9/30/21	5a-12m	69	:30	<ul style="list-style-type: none"> - Awareness of the Americorp program and how it makes our communities better and how you can join. - The Step Forward Award event which recognizes volunteers that have served our community or as part of the Pandemic is moving virtual.

					(NE Broadcasters Assoc. - ServeNebraska)
Health - Public Safety	7/1/21-9/30/21	5a-12m	83	:30	- Promoting people to get their vaccine so we can be together again. - Thank our heroes: doctors, nurses and front line workers by getting your vaccine shot. (NE Broadcasters Assoc. - Helmsley Charitable Trust)
Health - Mental Health	7/1/21-9/29/21	5a-12m	84	:30	- Help a friend. If you have a concern about a friend that is having trouble with alcohol or prescription drugs, tell a teacher or parent. Be a friend. (NE Broadcasters Assoc. - DHHS Samhsa)
Government - Education	7/1/21-9/30/21	5a-12m	82	:30	- Promoting awareness to plan your next trip/adventure at Nebraska's State Parks. -Share your love of fishing by taking a beginner along with you. (NE Broadcasters Assoc. - NE Game & Parks)
Community - Education	8/1/21-9/30/21	5a-12m	54	:30	- The past challenging school year was successful because of dedicated educators and resourceful families by finding a way to work together, adapt, innovate and persevere. - Productive day at school by getting a good night's sleep. - Attend Back to School Night to help your child prepare for success. - Children do a better job if their parents are supportive and involved. - Establish good learning habits by creating good study and bedtime routines. - To keep public schools open for in person learning, follow health and safety guidelines from medical experts. (NE Broadcasters Assoc. - NSEA)
Health - Mental Health	7/1/21-9/30/21	12a-12a	83	1:00	Be an adult and don't buy alcohol for minors. Procuring alcohol for a minor the penalties can be up to 3 years in and a 10K fine. (NE Broadcasters Assoc. - Project Extra Mile)
Health - Public Safety	7/1/21-7/31/21	5a-12m	27	:30	Awareness of the possibility of lead poison in older homes in Nebraska and to have your child checked. (NE Broadcasters Association - DHHS - Lead Poison)
Health - Mental Health	9/11/21-9/25/21	12a-12a	27	:30	Promoted that September is National Suicide Prevention Awareness Month and Region V Systems and Regional Prevention Coalition will host Q-P-R Gatekeeper Training sessions for the public. Q-P-R stands for Question, Persuade and Refer—three simple steps anyone can learn to recognize the warning signs of a suicide crisis and help save a life. (Regional Prevention Coalition - National Suicide Prevention Awareness Month)
Community - Charitable	7/1/21-7/14/21	12a-12a	19	:30	Nebraska Strong Recovery Project will provide recovery support services to individuals affected by the COVID-19 pandemic. Region V Systems has six immediate full-time positions to fill for the project in southeast Nebraska. (Nebraska Strong Recovery Project)

Health - Public Safety	7/1/21-7/31/21	12a-12a	60	:30	Reasons why to get the Covid-19 vaccine. Finish Strong Nebraska campaign. Find out when it's your turn to get the vaccine by registering at finish strong@ne.gov. (Lancaster County Medical Society- Covid Vaccine)
Community - Charitable	7/1/21-7/6/21	12a-12a	15	:30	Fundraiser for the United Way. All proceeds go to creative learning spaces for youth in Lincoln and Lancaster County. (United Way - Wingfest 2021)
Community - Charitable	9/13/21-9/30/21	12a-12a	23	:30	Fundraising for Operation Warm non-profit that provides brand-new winter coats for children. In partnership with the local fire department. (Operation Warm)
Community - Charitable	9/5/21-9/7/21	5a-12m	8	:30	Awareness to dine out to participating restaurants who donated 10% of net proceeds to the Lincoln Food Bank on Dine-out-to-Help-Out Day - 9/8/21. (Food Bank - Dine-Out-to-Help-Out)
Community - Charitable	7/12/21-8/20/21	5a-12m	56	:30	A fundraiser event - Brews at the Zoo - for the Lincoln Children's Zoo. (Lincoln Children's Zoo)
Community - Charitable	7/1/21-7/16/21	5a-12m	43	:30	Awareness of the Cornhusker State Games event that organizes over 50+ sporting events for people to compete to try to win a Gold, Silver or Bronze medal. (Nebraska Sports Council)
Community - Charitable	7/19/21-7/30/21	12a-12a	33	:30	Railyard Rims Lincoln's Premier 3 on 3 streetball tournament July 30-31st. Proceeds from Railyard Rims support the economically and culturally disadvantaged youth of Lincoln. (The Bay - Railyard Rims)
Community - Charitable	7/1/21-7/17/21	5a-12m	62	:30	Million Dollar Hole in One golf fundraiser for the Boy Scouts of America (Boy Scouts Million Dollar Shot)
Public Safety	7/1/21-9/30/21	12a-12a	256	:30	Motorcycle Awareness Campaign - Check your mirrors, blind spots, always look twice, don't follow too close or look at your phone. (Motorcycle Awareness Campaign)
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