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[LINCOLN, NE]

QUARTERLY ISSUES AND PROGRAMS REPORT

10/01/21-12/31/21

FILED [01/10/22]

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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]

ISSUE	Dates Aired	Time(s)	Duration		Description of Segment
Government - Military	10/1/21-12/31/21	5a-12m	65	: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. - Make a Difference and be a part of something bigger that matters and changes things. Join the Army National Guard - Be First by serving part-time to help pay for school and also home loan benefits. (NE Broadcasters - Army National Guard)
Health - Mental Health	10/1/21-12/31/21	5a-12m	62	:30	<ul style="list-style-type: none"> - Awareness of how prescription Opioids can be addictive and dangerous. - Signs of Opioids overdose awareness campaign. How 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	10/1/21-12/31/21	5a-12m	62	: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. - Testimonial of someone with depression who smoked to feel better but it didn't help. They took control and quit smoking and started to run and feel that there's a much better world. - 2nd Hand Smoke to someone who has Asthma can actually put them in the emergency room. Don't feel bad about asking someone not to smoke around someone who has asthma. (NE Broadcasters Assoc. - Tobacco Free)
Community -Volunteer	10/1/21-10/31/21	5a-12m	14	:30	<ul style="list-style-type: none"> - 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)

Community - Volunteer	11/1/21-12/31/21	5a-12m	21	:60	- The Step Forward Award recipients recognition. The award is for volunteers that have served our community and helped during the Pandemic. (NE Broadcasters Assoc. - ServeNebraska)
Health - Public Safety	10/1/21-12/31/21	5a-12m	53	:30	- Thank our heroes: doctors, nurses and front line workers by getting your vaccine shot. (NE Broadcasters Assoc. - Helmsley Charitable Trust)
ISSUE	Dates Aired	Time(s)	Duration		Description of Segment
Health - Mental Health	10/1/21-12/31/21	5a-12m	58	: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. - Risks of vaping. Vaping can contain microscopic particles and metals and high nicotine levels. Talk to your kids about the risks. - Talk to your kids about expectations and consequences that can happen from drinking. They will hear you. (NE Broadcasters Assoc. - DHHS Samhsa)
Government - Education	10/1/21-12/31/21	5a-12m	68	:30	- Promoting awareness to plan your next trip/adventure at Nebraska's State Parks. - People have been vacationing at Nebraska State Parks for 100 years. Celebrating 100 years of Nebraska Parks Go to Nebraskaparks100.org . - Learn how Nebraska's parks keep green, thrive by caring and conserving our Nebraska resources. Go to OutdoorNebraska.org . (NE Broadcasters Assoc. - NE Game & Parks)
Community - Education	10/1/21-12/31/21	5a-12m	58	:30	-Build a partnership with your child's teacher. To guide you on how you can help with their strengths and weaknesses. - Come to Parent Teacher Conferences prepared with questions. Sharing information can help your child succeed. - Kids need a quiet place to do homework away from TV and background noise. Good study habits start with a quiet learning environment. - Best learning happens when children are in school. To keep public schools open for in person learning, follow health and safety guidelines from medical experts. - Spark a child's imagination by encouraging reading in your home. Make it fun and a priority. - Your local library is a great place to learn and spend time together to help your child succeed. (NE Broadcasters Assoc. - NSEA)
Health - Mental Health	10/5/21-12/31/21	5a-12m	56	:30	- Promoting a free crisis support line 1-800-273-8255 for people who are struggling with suicidal thoughts. (NE Broadcasters Association - NE DHHS - Suicide Prevention)
Health - Public Safety	11/15/21-12/31/21	12a-12a	128	:30	Awareness campaign on not starting your car to warm-up in the winter months to prevent theft of cars. Campaign: " Stay with Keys Please". (Lincoln Police Department)
Community - Charitable	10/1/21-10/31/21	5a-12a	29	: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 - Mental Health / Safety	10/3/21-10/31/21	5a-12m	72	:30	Awareness campaign (Safe Quarters) to raise awareness of domestic violence and fundraising for the Friendship Home who helps/houses women/children who have experienced domestic violence. (Friendship Home)
Community - Charitable	10/6/21-10/24/21	12a-12	63	:30	Trick or Treat Fundraiser (Boo at the Zoo) to raise funds for the local children's zoo. (Lincoln Children's Zoo)
Community - Charitable	10/18/21-10/29/21	12a-12a	14	:30	Supported a fundraiser for Jet Splash Haunted Tunnel. A drive-thru haunted house for a \$15 donation with all proceeds donated to 4 Lincoln nonprofits. (Jet Splash)
ISSUE	Dates Aired	Time(s)	Duration		Description of Segment
Community - Charitable	11/15-12/23/21	12a-12a	111	:30	Message to encourage the public to help those less fortunate in our community by giving to the People's City Mission. (People City Mission)
Government - Education	10/12/21-11/6/21	5a-12m	50	:30	Promotion of the Veteran's Day Parade. Highlighted the pride, sacrifice, and service of America's Veterans and showed support for Nebraska's troops and veterans. (Lincoln Veterans Parade Group)
Health - Public Safety	10/1/21-10/3/21	12a-12a	8	: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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