

89.3FM

KZUM

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For the community,
by the community,
since 1978.

Community Issues and Programming Report Second Quarter 2020 July 1, 2020

Prepared and certified by:

 7-1-20
Patrick Monaghan, Program Director and Designated Chief Operator

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:

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 - 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 brining 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
- PSA for Native American colorectal cancer awareness and screening.
- Nebraska Recycling Council PSA to educate about current 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 hotline offering assistance to those experiencing urgent issues.
- Several PSAs for flood relief benefits and resources in the state, including those supplied by FEMA.
- PSA for Lincoln Unites, a celebration of the city's diversity and culture.
- PSA for VFW Post 131's Voice of Democracy Scholarship Contest
- PSA for Community Services Fund of Nebraska supporting local nonprofit organizations.
- PSA from Nebraska Broadcasters Association/Dept. Of Health & Human Services providing preventative information and citing resources for local COVID-19 relief efforts and education.
- PSA from Aging Partners a government agency on aging. This PSA focuses on the vulnerabilities of the elderly to the COVID-19 virus.
- PSA from Nebraska Broadcasters Association/Dept. Of Health & Human Services featuring University of Nebraska football coach Scott Frost providing preventative tips and safety recommendations from the CDC concerning the COVID-19 pandemic.
- PSA for Lincoln Earth Day Coalition providing information regarding an online virtual celebration for 2020 due to the COVID-19 pandemic.
- PSA for the 2020 Census promoting participation in the constitutionally mandated population count and providing resources for more information.
- PSA for Foodnet, a volunteer group made up of individuals from non-profit organizations trying to stop the waste of food and provide for those in need during the COVID-19 pandemic.
- PSA for Nebraska Department of Insurance. This PSA provides information on available benefits for those who may have lost their health insurance due to the COVID-19 pandemic.

- PSA for the Nebraska Community Blood Bank asking for blood donors from the community to help offset the increased need since the beginning of the COVID-19 pandemic.
 - PSA for Clean Slate Food Co. a local meal delivery service that is offering weekly meals at no charge for those in need due to the COVID-19 pandemic.
 - PSA for the Center for People in Need informing listeners of operational changes and available services including a drive thru food distribution process as result of the COVID-19 pandemic and social distancing restrictions.
 - PSA for “We Can Do This” a group of volunteers that feed children at the F Street Community Center each weekend. This PSA provided information on the organization and detailed the need for donations to continue helping children in need.
 - PSA for The Foundation For Lincoln Public Schools regarding their efforts to provide emergency financial assistance to children and families for housing, utilities, medical and child care cost during the COVID-19 pandemic. This message focused on the need for donations during the pandemic and how families in need can apply for assistance in 5 different languages at lps.org
 - PSA for Community Action Partnerships of Lancaster County to announce that grab and go hot meals are available 7 days a week at the Gathering Place at 15th and E streets nightly.
 - PSA for Friendship Home of Lincoln to provide crisis services, emergency shelter and transitional housing to victims of domestic violence and their children. The announcement also covered the 24 hour crisis line they provide and raised general awareness that domestic violence often escalates with additional stress such as that brought on by the COVID-19 pandemic.
 - Regularly aired PSA’s for Lincoln City Libraries’ “Summer Reading Program” and “One Book One Lincoln Program.”
 - PSA with details about COVID-19 testing opportunities and resources for individuals who do not speak fluent English within the community as they relate to the pandemic.
- 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
13. Regularly aired Doctors Without Borders PSA for the organization that provides healthcare in conflict and crisis zones.
14. Regularly aired PSAs for Trees For The Future organization that provides education and resources to promote tree planting and its benefits.
15. Regularly aired Project Hope PSA. This organizations delivers medicine, supplies and support to help newborns thrive.
16. Regularly aired Know Diabetes By Heart PSA. This campaign raises awareness about heart disease and diabetes.
17. Regularly aired Pop Earth PSA. This non-profit organization provides support and resources for individuals with developmental disabilities.
18. Regularly aired PSA for the Sarcoma Foundation of America that advocates for Sarcoma Patients.
19. Regularly aired PSA's from the National Association of Broadcasters promoting physical and mental health during the COVID-19 pandemic.

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)
8. Doctors Without Borders PSA for the organization that provides healthcare in conflict and crisis zones. (Spanish)
9. PSA for the 2020 Census promoting participation in the constitutionally mandated population count and providing resources for more information. (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.
- June 24: This week's guest was butterfly enthusiast, Neil Dankert. Discussion covered the importance of butterflies in regard to pollinating crops and flowering plants. Other topics included National Pollinator Week that was happening as this program aired. Dankert's background as a citizen scientist for more than 30 years and his role as State Coordinator of the Lepidopterists' Society. Also covered in this conversation were details about a butterfly guide recently published by the guest that focused on the central Platte River Valley in Nebraska.
- June 17: This episode was a rarity as it did not have a featured guest. The host focused on Poison Hemlock for a portion of the show and discussed the finer points of dealing with this species and it's impact locally. Various call-in questions from the listening audience were fielded during this program.
- June 10: The host welcomed phone-in guest Sue Kohles of Prairie Pines Nature Preserve. Discussion covered how COVID-19 has impacted this local institution that generally holds a lot of events and activities involving the public.
- May 27: Host did not have a specific phone in guest this week but fielded several phone calls from the listening audience and provided advice and answered their questions. Host also covered in detail his personal experiences with proven perennial plants in our region.
- May 20: This week's guest was Rachel Anderson a Community Landscape Specialist with the Nebraska Statewide Arboretum (NSA). In preparation for Nebraska Wildflower Week celebrated the first week of June each year, the topic of conversation centered mostly around the wildflowers of Nebraska. NSA historically holds events to celebrate but due to the COVID-19 pandemic this was not possible in 2020 and the program covered this development.
- May 13: Guests this week were RaeAnn Powers and Katie Lamke from The Xerces Society of Nebraska. Discussion centered around the roles of the guest and their society's mission to promote Invertebrate Conservation. The guest's are local representatives of this international nonprofit organization that protects the natural world through the conservation of invertebrates and their habitats.
- May 6: Joining the program this week was Jason "The Bird Nerd" St. Sauver. Jason is the Director of Education and Outreach at Spring Creek Prairie Audubon Center. Spring Creek Prairie Audubon Center focuses on conservation of the tallgrass prairie ecosystem and the birds that rely on it. The Audubon Center holds an annual Super Bird Saturday event that has been impacted by the COVID-19 pandemic. This subject was covered as well as general background information and a current operating status update in regard the Audubon Center's functionality.
- April 22: Jennifer Burianek the Market Manager for the Sunday Farmer's Market at College View joins the program. Host and guest discussed at length the impact that COVID-19 has had on this year's Farmer's Market, including postponing it's opening date and a plethora of other details such as social distancing recommendations and beyond.

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.
- June 23: The topic is “Nebraska Democrats Dump Chris Janicek”. Content of this program focuses on Chris Janicek (U.S. Senatorial Candidate) and allegations of sexual harassment.
- June 2: The program topic is “Will Jake Gardner be charged?” The discussion centers around the shooting death of James Scurlock during a recent protest in Omaha.
- May 19: This week’s the topic of the program is “The Race To Unseat Ben Sasse”. The content of this program is focused on the efforts of Nebraska Senator Sasse’s rivals in the upcoming election.
- May 12: The program’s focus this week is a review of Nebraska’s Primary Election Results. Commentary related to the results as well as KZUM’s role in the community was prevalent as this program’s air date fell during our station’s Give To Lincoln Fund Drive that encourages the support of local non-profits such as KZUM.
- May 5: This week the content revolved around the upcoming Primary Election in Nebraska. The program provided insight on issues, information and details regarding several political races in our state and the candidates involved.

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.
- June 29: The guest this week is Senator Anna Wishart. The discussion with Senator Wishart was about the feelings and concerns of her district and her efforts in the medical marijuana ballot initiative.
- June 22: This week program hosts welcome State Planner, Steve Miller. Topics of discussion centered around the development of a comprehensive plan for the City of Lincoln and what that job looks like during COVID-19.
- June 15: This episode’s guest is Chad Blahak, Director of Building & Safety. Conversation topic covered tiny homes, micro homes, and other ways of low-impact living.
- June 8: Featured guest this week is Dylan Wren of Greater Lincoln Workforce Development Board (GLWDB). They discuss in detail during this conversation how the GLWDB helps people find employment or training options locally.
- June 1: John Leonard Harris of Encouragement Unlimited Inc joins the program on this installment. Guest provided background information including how he came to Lincoln, and why he founded Encouragement Unlimited Inc. He also helped to organize one of the recent rallies at The State Capitol and that topic was also covered in the discussion.
- May 4: This episode welcomes Dr. Bob Rauner back to the program for an update on COVID-19. In a previous visit with the hosts Dr. Rauner gave his in depth analysis of the virus and its progression and impact in this community. This interview was a follow up to that discussion that provided insight on the new developments and data and potential outcomes looking to the future.

- April 27: Hosts Lynn and Kurt talk with Jacob Campbell, a candidate for Legislature for District 29. The conversation included guest's background, candidacy and platform.
- April 20: Hosts welcome Carolyn Butler of the Lincoln Earth Day Coalition. The conversation included the challenges and changes to the local Earth Day festivities and observances due to the COVID-19 pandemic. Other general Earth Day information was discussed as it pertains to our region and more specific the Lincoln community at large.

4) Lavender Hill, Sundays, 11-11:30 a.m. (30 minutes)

- On a weekly basis, this program addresses a wide variety of national and local issues relevant to the LGBTQ+ community, frequently hosting local experts and guests to speak about different topics.
- June 21: Weekly round up of LGBTQ+ issues and events. Topics of conversation included PRIDE Month and how it's being celebrated locally despite restrictions and challenges presented by the on-going COVID-19 pandemic, The Supreme Court's decision on workplace equality for the LGBTQ+ community and the response to this historical moment in Nebraska. Host also explained the finer details in clear and straightforward terms what exactly this decision on workplace discrimination means.
- May 24: Among the topics covered in this week's program was the Star City PRIDE Parade. Host Phil Kessler presented information on how event organizers faced the extreme logistical challenges of having a parade during a pandemic. The drastic differences participants could expect in regard to this year's parade. Details were provided about the Star City Pride Virtual Parade that was developed due to aforementioned logistical challenges and how those interested in getting involved with the event could do so.
- April 26: This week Phil shared an article from the Daily Nebraskan publication that addressed challenges to find acceptance as LGBTQ+ athletes at the University of Nebraska-Lincoln (UNL). He discussed some of the finer points of the article including the mention of Jace Anderson a Nebraska athlete who identifies as LGBTQ+. Phil covered Jace's story of "coming out" and the reaction he received on a previous episode of this program. Additionally, the host talked about UNL being one of the few universities to join "LGBT Sports Safe" an organization dedicated to the betterment of conditions for LGBT athletes. In addition to revisiting this topic other LGBTQ+ news was covered including a story about the Presidential administrations quiet move to allow doctors to more easily refuse treatment to patients who identify as "Trans".

5) Cause Collective Radio, Thursdays, 1 p.m.-1:30 p.m. (30 minutes)

- This weekly program is produced through a partnership with Cause Collective (formerly the Human Services Federation), a network of 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. Due to the pandemic Cause Collective has not produced any episodes with new content. Their organization has instead elected to air archived episodes of previously aired programs still highlighting local non-profits that are members of their network. This is largely due to technical and logistical production limitations.

6) Earth to Lincoln, Tuesdays, 6-7 p.m. (60 minutes)

- 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.
- June 23: This episode featured a recording of a speaker at the Nebraska Wind & Solar energy conference. David Belote is a retired Air Force colonel and five time Jeopardy champion. He spoke at the conference about relations between the military and renewable energy. The host presented this recording and provided commentary on the content.

7) Planet A, Wednesdays, 6-6:30 p.m. (30 minutes)

- This weekly program's focus is on preserving the environment, sustainable living and promoting efforts we can all take to take care of planet Earth. The program often features interviews with guests relative to this focus. Upon the COVID-19 pandemic's arrival in Nebraska this program has temporarily shifted its focus to local COVID-19 relief efforts and the experiences of community members and the impact the virus has had on them and their livelihoods.
- June 24: Host conducted an interview with Alisa Kushner about the Facebook page she started called "Eating Through the Pandemic: Food Photos & Recipes". The page is a fun, healthy environment encouraging experimentation in the kitchen. This interview celebrates food, cooking and sharing and the value of this resource during a difficult time of social distancing and quarantine.
- May 27: This episode featured a conversation with Sean Carmichael owner of local restaurants Chez Hay and Chez SoDo as part of the Small Business Owner series focusing on the challenges presented by the COVID-19 Pandemic and the impact it has had on small businesses locally.
- May 13: This week's featured guest was Katie McLeese Stephenson of local non-profit "HopeSpoke". This phone interview conducted by host Annie focused on all of the different mental health services provided by HopeSpoke and their importance during difficult times such as during a pandemic.
- April 29: The featured guest on this program was Dr. Tyler Martin an infectious disease physician specializing in virology and immunology, and he is the chairman, president and CEO of Adjuvance Technologies here in Lincoln. The recorded phone interview aired during this program and the host received insight from Dr. Martin about the likelihood of people in Lincoln contracting the COVID-19 virus. They compared and contrasted this virus with influenza. Where the virus lives and how long it survives on surfaces. Additionally, how a major pandemic like this happens was discussed among other aspects related to COVID-19.
- April 22: Host Annie talks with Paul Feilmann of the "Protect Prisons from COVID-19" Vigil that was recently organized and held in Lincoln.

- 8) Native Sounds Native Voices, Thursdays, 8-10 a.m. (120 minutes)
- The program regularly features a mix of Native music, both traditional and contemporary, along with interviews with artists and people in the local Native community.