

89.3FM

KZUM

3534 S 48th St, Suite 6
Lincoln, NE 68506

402 / 474 / 5086
kzum.org

For the community,
by the community,
since 1978.

Community Issues and Programming Report
Fourth Quarter, 2018
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Prepared and certified by:



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Ryan D. Evans, 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:

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)
- 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
 - 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 warm line offering assistance to those experiencing urgent
 - PSA for Lincoln Municipal Band performances.
 - PSA for Vote 411 – a nonprofit online project sponsored by the League of Women Voters to inform voters of registration information, their polling site information, candidate statements, etc.
 - PSA for the Ponca Tribe of Nebraska’s free weekly produce pickup program for elderly tribal members.
 - PSA for Coats of Hope winter wear drive conducted by the nonprofit Centerpointe.
 - PSA for World AIDS Day community event conducted by the Salvation Army and City/County Health Department.
- 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 10: Several guests from Pioneers Park Nature Center discussed preservation efforts and public opportunities on the Haines Branch Prairie Corridor.
 - October 17: Gerry Steinauer and Krista Lang are the guests this week. Gerry is a state botanist with the Game and Parks Commission and Krista is a Woodland Ecologist with the Northern Prairies Land Trust. They are leading the charge for woodland burning in eastern Nebraska.
 - October 24: Ben Bohall of the Nebraska Forest Service and the products being produced by the often invasive Eastern Red Cedar.
 - November 28: Jason 'The Bird Nerd' St. Sauver is the guest this week, talking about winter happenings at the Spring Creek Prairie Audubon Center.

- 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 9: Interpreting the comments of Nebraska senators concerning the confirmation hearings of Judge Brett Kavanaugh to the U.S. Supreme Court.
 - October 30: Discussion of Nebraska Representatives in Congress and their attitude toward preexisting conditions.

- November 28: Examining whether or not the economy is really as great as the president is sometimes given credit for.
- 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 1: Nebraska State Sen. Kate Bolz discussed the upcoming session and issues important to her district and the state.
 - October 22: Discussing how citizens can find information about voting in the upcoming election with the Lancaster County Election Commissioner.
 - November 26: David Grabarkewitz, the new executive director at Community CROPS, discussed what his goals are for the local nonprofit that works to empower people to grow food through education, experiences and resources.
 - December 17: Discussing resources available for urban gardening throughout Lincoln and what current urban gardeners are doing to take advantage of the spaces available to them.
- 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) Cause Collective Radio, Thursdays, 1 p.m.-1:30 p.m. (30 minutes)
- a. 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.
 - b. October 11: Marcee Metzger, with Voices of Hope, discussed Domestic Violence Awareness Month.
 - c. October 18: Fresh Start Home Executive Director Monica Zinke discussed the nonprofit's work offering assistance to women who are homeless in our community.
 - d. October 25: Valerie Murphy, of St. Monica's Behavioral Health Services, discussed the nonprofit's work helping women in our community to recover from substance abuse issues and other services.
 - e. November 1: Rhonda Mattingly, executive director at Bridges to Hope, discussed the nonprofit's work assisting the recently incarcerated in our community in the hopes of reducing recidivism.
 - f. November 29: Mariana de Schell, of the Food Bank of Lincoln, discussed the organization's available services and how the public can help throughout the holiday season.
 - g. December 6: Randy Hawthorne, executive director of The Foundry, discussed the new additions to the coworking space created specifically for local nonprofit organizations and the benefits to the community they've seen so far.
 - h. December 20: Abbi Swatsworth, of OUTLinc, discussed the nonprofit's work making Lincoln a better place to live and work for the LGBTQ+ community.

- 6) Earth to Lincoln, Tuesdays, 6-7 p.m. (60 minutes)
 - i) 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.
 - ii) October 30: Christa Yoakum, candidate for Nebraska Public Service Commission, discussed her campaign and what she is seeking to do with a seat on the commission.

- 7) Story Strong, Wednesdays, 6-6:30 p.m. (30 minutes)
 - i) Interview with staff from the nonprofit Civic Nebraska, to discuss how the organization is working to engage all Nebraskans with the voting process and how voters in the state can access information related to their voting rights ahead of election day.
 - ii) November 28: Nebraska Wildlife Rehab Executive Director Laura Stastny, discussed the nonprofit's work educating about, rescuing and rehabilitating wildlife in the state.

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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	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	Cause Collective Radio	Interviews w/ local nonprofit agencies.		
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	02:00:00	Intertribal Beats	Features Native American pow-wow music		L