



Community Issues and Programming Report  
First Quarter, 2018

2 April 2018

Prepared and certified by

A handwritten signature in blue ink that reads 'Ryan D. Evans'.

4/2/2018

Ryan D. Evans, Program Director and D.C.O.

## 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
- Nebraska Recycling Council PSA to educate about upcoming 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 mental health issues also running.
- PSAs for Blood Bank’s calls for donations
- PSA for Legal Aid of Nebraska and its upcoming benefit concert
- PSA for Lincoln Literacy’s community outreach/benefit Global Cabaret
- PSA for Friendship Home shelter’s “Stuff the Buss” supply drive.

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.
- February 7: Lucinda Mays, Chadron State University, discussed best practices for soil prep and maintenance, cover crops and more in Nebraska.
- February 28: Skylar Falter, Buy Fresh Buy Local Nebraska, discussed what the nonprofit is doing to promote local growing and local food as a means of sustainability in southeast Nebraska.
- March 14: Heather Byers, Great Plains Nursery, discussed tips and the benefits of growing and planning native Nebraska trees.

#### 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 23: Discussion of recent developments in the immigration debate and what is being done in Nebraska on that front.
- January 30: Candidate for U.S. Congress Dennis Crawford discussed his campaign and position on issues relevant this election cycle.
- February 20: A discussion of recent gun violence and how the country and state of Nebraska are approaching the issue as it relates to public health.
- February 27: Candidate for U.S. Congress Jessica McClure discussed her campaign and position on issues relevant this election cycle.
- March 6: Roundtable discussion on the status of legalizing cannabis in Nebraska and the possible health and economic benefits it could have for the state. Featuring Jane Stanley, Nebraska's 420 Women Warriors; Christopher John Rose and Mikaela Findlee, Legal Marijuana Now Nebraska; and Edward Williams, Nebraska Veterans for Medical Marijuana.

- March 27: Discussion of and summary of campaigns of candidates for Lancaster County Treasurer, one of the most active races this election cycle.
- 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.
  - January 1: Follow up on Lincoln neighborhood betterment initiatives the show first highlighted in June 2017.
  - January 26: Brie Frickenstein, UNL Lancaster County Extension discussed farm and food policy as it relates to encouraging local sustainability.
  - February 5: Featured guest speaking about the Mental Health Association of Nebraska's work with local former inmates to reduce recidivism.
  - February 26: Candidate for Lancaster County Treasurer Allen Simpson discussed his campaign and position on issues relevant this election cycle.
  - March 5: Lonnie Burkland, assistant director of transportation for the City of Lincoln, discussed traffic flow in the city and what upcoming changes recent studies are about to bring and what drivers should be aware of.
  - March 12: Discussing the new Sunday Farmers Market in College View with Kevin Loth and Jerry Cornett
  - March 26: Candidate for Lancaster County Treasurer, Rachel Garver, discussed her campaign and position on issues relevant to this election cycle.
- 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. February 12: Discussing human flourishing and how it can help Lincoln become a more vital and involved community.
  - c. February 26: Rex Walton discussed the importance of literary identity for Nebraska.
- 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 4: Rhonda Mattingly, executive director of Bridges to Hope, discussed the local nonprofit's work assisting the recently incarcerated to transition back to society in Lancaster County.

- c. January 17: Monica Zinke, Fresh Start Home, discussed the nonprofit's work helping women in our area invest in self-sufficiency through safe, structured, alcohol-free environments.
- d. January 25: Dennis Hoffman and Tammy Sassaman, with Family Service Lincoln, and the nonprofits work to provide programs and services to assist individuals and families in our community with meeting their basic needs.
- e. February 14: Guests from Legal Aid of Nebraska discussed the nonprofit's work assisting low-income and new Nebraskans navigate legal services which they could otherwise not afford.
- f. February 22: Teresa Harms, executive director of Clinic With A Heart, discussed the nonprofit clinic's work providing free medical care to low income individuals in Lincoln and talked about upcoming opportunities to access care.
- g. March 1: Discussion of mental health services available in Lincoln, especially to those with low income and other barriers, with Abbi Swatsworth and Tami Lewis-Ahrendt of Centerpointe.
- h. March 29: Learning about activities available for families and children in the Havelock neighborhood at the Northeast Family Center.

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. February 6-27: Black History Month was marked weekly with excerpts from historic speeches by Martin Luther King Jr., Malcom X. Shirley Chisolm and others.
- c. March 13: Program about the Sandhill Cranes and their importance to the ecosystem in Nebraska.
- d. March 27: Students who participated in the March For Our Lives march in Lincoln joined the program to discuss their viewpoints of how the nation and the state are handling gun violence, especially in schools.

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. March 17: Retired NBA player, author and social activist Etan Thomas discussed his book.
- c. March 31: Author and historian Larry Lester discussed the history of African Americans in baseball and the state of race and sports today.

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II. Issues and Diversity Programming

<b>Day</b>	<b>Time</b>	<b>Length</b>	<b>Program Title</b>	<b>Description</b>	<b>Syndicated</b>	<b>Local</b>
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
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
<b>Foreign Language and Cultural Programming:</b>						
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