

The Heartbeat of



Your Community...

Community Issues and Programming Report
Third Quarter, 2018

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Prepared and certified by

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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 Disability Advocacy Training Sessions for parents and peers of persons with disabilities through the nonprofit Disability Rights Nebraska.
 - PSA for events for nonprofits Community CROPS and Fresh Start
 - PSA calling for artists submissions for new public art project.
 - 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.
- 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.
 - July 4: Dan "The Butterfly Man" discussed how the local ecosystem is affecting our butterfly population and what benefits butterflies have for our community.
 - July 18: Andrea Faas, of Pioneers Park Nature Center, discussed the park's educational programs for children and adults and its wildlife sanctuary operated by the City of Lincoln.
 - July 25: Megan McGuffey, Coordinator of the Lincoln-Lancaster County Food Policy Council discussed the group's work to improve the local food system in and around Lincoln.
 - August 15: Heather Nober, with the Nebraska Forest Service, discussed the Great Plains Biochar Initiative to create pure carbon product from organic material for benefits in soil health, water filtration, etc.
 - August 29: Sarah Browning, extension educator for University of Nebraska-Lincoln Extension, discussed current pest and weed issues in our area and how the community can combat them in sustainable ways.

- 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.
 - July 10: Discussion of the recent vandalism in Lincoln at the Republican Party Headquarters.

- August 21: Jessica McClure, candidate for U.S. Congress, discussed her campaign and policy positions while opening up questions to listeners.
- September 5: Discussing recent projects in Lincoln and whether or not they have really been “improvements” as mostly marketed or if their benefit to the community leaves something to be desired.
- September 25: An update on news for various candidates on the ballot for Nebraska’s general election on November 6.

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.
- July 23: Rachel Barth and Scott Benson, with Lincoln Electric System, discussed the utility’s work promoting sustainability in the community and their upcoming Sustainable Living Festival.
- August 13: Guests from Collective Impact Lincoln discuss their work creating resident-led investment and positive change in six of Lincoln’s core neighborhoods.
- August 20: Representatives of the South of Downtown neighborhoods discussed the controversy involving reconstructing the 13th Street corridor to downtown and how bike lanes and restructuring would affect the neighborhood.
- August 27: Lincoln Public Schools Board Member Barb Baier discussed the Lincoln Public Schools Citizen Education Academies that provide the public with hands-on interactive information to familiarize them with our city’s school system.

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.
- b. July 4 – Molly George, Alzheimer’s Association of Nebraska, discussed Alzheimer’s in the LGBT community and what resources are available locally.
- c. July 15 – Representatives from Queerniverse Nebraska discussed the group’s work to create a platform for Queer/Trans people of color to express themselves in Nebraska.
- d. July-August – Series of interviews with local seminarian, Levi Powers, discussing issues surrounding the intersection of LGBT issues and religion.

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. July 16: Bryan Seck, with Prosper Lincoln, discusses the coalition’s response to the Lincoln Vital Signs report, which detailed three areas of focus for the city to focus on, including early childhood development, innovation and

entrepreneurship and employment skills. He talked about his work addressing unemployment and underemployment as they relate to poverty in Lincoln.

- c. August 13: Professor Dawn Braithwaite, chair of communications studies at the University of Nebraska-Lincoln, discussed local research into wellbeing.

6) 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. July 5: Ashley Frever, executive director of Community Action of Nebraska, discuss the nonprofit's work across the state serving local Community Action agencies and what services are available locally for those in need of services.
- c. July 12: Representatives from the Nebraska Children's Home Society discuss the agency's work in the state's child welfare system and what the community can expect in terms of its current growth.
- d. July 19: Members of the Mandela Washington Fellowship for Young African Leaders discussed their visit to Lincoln through the University of Nebraska-Lincoln and what they have learned about our community and how it compares to their own.
- e. August 23: Community Health Endowment of Lincoln CEO Lori Seibel spoke about the organization's work to make Lincoln a healthier city through funding long-term change.
- f. August 30: Drew Duncan, executive director of Abendmusik, discusses the nonprofit's upcoming concert season and its mission to bring choral music to the Lincoln community.
- g. September 6: Abbi Swatsworth, CenterPointe, discussed the nonprofit's mission to offer more than 35 programs in crisis response, rehabilitation, treatment, housing and more to those in our community facing mental health issues.
- h. September 13: Rose Hood Buss, of the Lincoln/Lancaster County Suicide Prevention Coalition. Discuss September as National Suicide Prevention Month, including suicide statistics in Nebraska, what work is being done to address suicide risk and how people can find resources.

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. July 10: Audio from Katie Mack's keynote speech at the University of Nebraska-Lincoln's Science Slam on how community members can have a tangible effect on the environment.

8) KZUM News, Thursdays, 6-6:30 p.m. (30 minutes)

- a. The weekly program started in June as a way to bring community-based news affecting those who live in Lincoln to the airwaves. Its format begins with local headlines followed by feature stories.

- b. July 5: Dan Hohensee, director of the Lincoln Public Schools Career Academy, discussed how it is helping to fill the void of trade skill training for local high school students.
- c. July 12: Coverage of Lincoln families protesting ICE and migrant family separation in Omaha, plus a segment on the city's priorities for gun safety.
- d. August 16 and 23: Interviews with the Mandela Washington Fellowship for Young African Leaders discussed their visit to Lincoln through the University of Nebraska-Lincoln and what they have learned about our community and how it compares to their own.

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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	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	Cause Collective Radio	Interviews w/ local nonprofit agencies.		
R	18:00	00:29:00	KZUM News	Community news reporting.		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
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	03:00:00	Intertribal Beats	Features Native American pow-wow music		L