

Three Eagles Communications Quarterly Issues & Programs List

Three Eagles Communications radio stations are involved in their communities. Management and staff regularly attempt to ascertain the most pressing issues and needs of the community, and then to present programming which addresses those issues and needs. The following list shows some of the significant issues responded to by the station noted, along with examples of programming aired to address those issues during the quarter noted. The listing is by no means exhaustive, and the order in which the issues appear does not reflect any priority or significance.

RADIO STATION: KZKX-FM FOR THE QUARTER ENDING: September 30, 2013

ISSUE	PROGRAM/SEGMENT	DATE-S	TIME-S	DURATION-S	DESCRIPTION OF THE PROGRAM OR SEGMENT
Waverly Jaycees	Primary Sponsor	June 24- July 3, 2013	Various	Morning Show Interview 3 Minutes; Live mentions 30 seconds	<p>KX 96.9 served as then Primary Media sponsor for the Annual Waverly Jaycees Waverlyfest. This yearly event raises funds for the Jaycees to carry out community projects they have planned for the year. As the exclusive radio sponsor, KX 96.9 provided:</p> <p><u>Live Mentions:</u> KX 96.9 on-air talent provided 35 Live mentions about the event from June 24-July 3</p> <p>Value: \$2,100</p> <p><u>Website Exposure:</u> On the KX website Home Page from June 24-July 3</p> <p><u>Live Broadcast:</u> JP served as the MC at the event, introducing the band</p> <p>Value: \$750</p>
Seward Independence Day Celebration	Morning Show Interview, Live Mentions, Station presence at event	June 4- July 4, 2103	Various	Morning Show Interview 5 Minutes; Live Mentions 30 seconds	<p>Each Year the Community of Seward hosts a Grand 4th of July Celebration. Known as Nebraska's 4th of July City, thousands of people attend the parades, shop with vendors, check out the car show, fireworks and kids events. As the KZKX City of license, KX always has a big presence at this event.</p>

					<p>From Pre-Promotion to participation.</p> <p><u>Recorded Promos:</u> KX aired 20 promos highlighting the festivities in Seward.</p> <p><u>LIVE Mentions:</u> Total of 40</p> <p><u>Website Exposure:</u> On the KX Website home page from June 24-July4, 2013</p> <p><u>Morning Show Interview:</u> Tonia Natkes, chairperson for the 4th of July Celebration</p> <p><u>KX Party Patrol:</u> JP, Ally, Brian, Rob & Coryelle took the KX vehicle through the parade handing out treats, t-shirts and More to the masses.</p>
7 th Annual Eric Anderson Memorial Softball Tournament	Morning Show Interview	July 1 st	Various	3 Minutes	7 th Annual Eric Anderson Memorial Softball Tournament on Saturday, July 13 th . Promoted the even on air, website and had Carrie with the Tournament in for an on air interview
Alzheimer's Association	Morning Show Interview	July 10 th	Various	3 Minutes	<p>Mark Feit is the Development Director for the Alzheimer's Association Great Plains Chapter. He joined the KX Morning Show to talk about the "Walk to End Alzheimers." The Walk will take place Sept 16th at the Village Gardens, 56th Pine Lake Road.</p> <p>Registration will begin at 1p with the walk following at 2p. It's the Nation's Largest event to raise awareness and funds for Alzheimer's Care, Support and research. Mark encourages KX listeners to form teams</p>

					and collect pledges for the event.
Light the Night Leukemia & Lymphoma Society	Morning Show Interview	August 6 th , 2013		3 Minutes	Hana Norval in to promote 9/19 Light the Night Walk to benefit Leukemia & Lymphoma Society – promoted event on website for multiple weeks
Alzheimer's Association	Morning Show Interview	August 15 th , 2013	Various	3 minutes	August 15 th had folks in to talk about and promote Simply Unforgettable....a Walk to end Alzheimer in September
Ted X Event	Morning Show Interview	August 16 th , 2013	Various	3 minutes	Randy Bretz & students in to discuss the upcoming Ted X Event at Lincoln High School
Lied Center	Morning Show Participation / Promotion	August 20 th , 2013	Various	3 minutes	August 20 th – Bill the Executive Director from the Lied Center came in to promote individual ticket sales at the Lied.
Light the Night Leukemia & Lymphoma Society	Morning Show Interview	September 3rd, 2013		3 Minutes	Hana Norval in to promote 9/19 Light the Night Walk to benefit Leukemia & Lymphoma Society – continued to promote event on website for multiple weeks
Boys Town-Nebraska Family Helpline	Morning Show Interview	September 18 th , 2013	Various	3 Minutes	Pat Thomas is the Helpline Coordinator for the Boys Town: Nebraska Family Helpline. It makes it easier for families to obtain assistance by providing a single contact point 24 hours a day, 7 days a week. Pat explained the duties of the trained operators and also gave background inof oin the Nebraska Family Helpline and what lead to it's development.
Friendship Home Safe Shelter for Women & Children	Morning Show Interview	September 24, 2013		3 Minutes	Tracy Hoffman with the Friendship home Safe Shelter for Women and Children stopped by to talk about the "Safe Quarters" campaign. Tracy asked for listeners to volunteer their time to help walk the City of Lincoln on Sunday, October 6 th .
Streets Alive	Morning Show Interview	September 25 th , 2013		3 Minutes	Interview to discuss Lincoln's Streets Alive event. A Free Community Wide Event 3.23 mile loop of streets so thousands will be provided the opportunity to walk, ride a bike,

					propel your wheelchair, skate Any Human Powered Transportation to bring the Streets Alive. Event planned for Sept. 29 th with JP broadcasting Live from the event.
University of Nebraska-Lincoln	Morning Show Interview	September 26 th , 2013		3 Minutes	Skye Sabatka works with the University of Nebraska Lincoln Student involvement Committee on East Campus. She joined us to talk about the Upcoming UNL Homecoming concert with Craig Morgan. The Concert is Free and open to the public along with the entire student body. KX partnered with the University in the event, including giveaways of Meet & Greet Passes to meet Craig at the Event.
University of Nebraska-Lincoln	Sole Media Sponsor	October 3 rd , 2013		Various	<p>KX 96.9 served as the Sole Media Sponsor for the UNL Homecoming Concert, organized by several student organizations including UPC, ASUN and CASNAR. The concert, which is FREE for UNL Students and the public featured Craig Morgan and Brynne Marie.</p> <p><u>KX 96.9 provided:</u></p> <ul style="list-style-type: none"> - Minimum of 5 Live On-Air Mentions each day from September 1st to October 3rd Value: \$3,850 - KX Morning Show interview with 1 or 2 members of the committee and/or organizations who are sponsoring the event. Interview to be scheduled. Value: \$200 - KX 96.9 staff

					<p>conducted interviews with Craig Morgan and opening act Brynne Marie</p> <ul style="list-style-type: none"> - Promotion of the event on the KK 96.9 Website and Social Media Value: \$2,500 - Event information to be included in a KX E-Blast is received by more than 8,000 members of the KX Rewards Club. Value: \$7,000 <p>Total Value of Promotional Sponsorship: \$13,550</p>
United Way	PSA	June 2-30		:30	42 aired
Partnership for A Healthy Lincoln – 2013 Streets Alive	PSA	June 16-28		:30	35 aired
Lincoln Arts Festival	PSA	June 14-28		:30	63 aired
Lincoln Cares	PSA	September 10-29		:30	14 aired
Safe Quarters	PSA	September 23-30		:30	28 aired
Walk to End Alzheimer's	PSA	September 1-14		:30	69 aired
Dine Out to Help Out	PSA	September 1-10		:30	79 aired
OktoBEERFest	PSA	September 23-30		:30	30 aired
Light The Night Walk	PSA	September 2-18		:30	131 aired
We Are Broadcasters	PSA	August 1-31		:30	86 aired
TEDx Youth	PSA	August 13-16		:30	24 aired
Walk to End Alzheimer's	PSA	August 26-31		:30	30 aired
Dine Out to Help Out	PSA	August 26-31		:30	48 aired
Light The Night Walk	PSA	August 1-31		:30	125 aired
We Are Broadcasters	PSA	July 1-31		:30	87 aired
Big Stick Softball	PSA	July 1-5		:30	25 aired

Light The Night Walk	PSA	Jul 29-31		:30	125 aired
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