



KZKX-FM  
Alpha Media USA  
Seward, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

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July 1st-September 30th

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FILED 10-08-19

SUBMITTED BY JP Kyhn

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
<b>COMMUNITY EVENT – Importance of Small Towns</b>	<b>07/1/2019-07/4/2019</b>	<b>6a-MID ROS / Morning Show Interview, Live Mentions, Station presence at event</b>	<b>:30 ea x 40</b>	<b>Each Year the Community of Seward hosts a Grand 4<sup>th</sup> of July Celebration. Known as Nebraska’s 4<sup>th</sup> 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. From Pre-Promotion to participation in the Parade.</b>
<b>COMMUNITY EVENT – Zoo in our community</b>	<b>07/5/2019-09/27/2019</b>	<b>Fridays at 8am</b>	<b>3 mins</b>	<b>Lincoln Children’s Zoo Fundraiser – Jungle John Chapo in every Friday as a character for the Morning Show but also to promote events to benefit the Zoo with supplies/food/programs/maintenance</b>
<b>COMMUNITY EVENT – Supporting Veterans</b>	<b>07/11/19</b>	<b>9:45a</b>	<b>3 Minutes</b>	<b>Alex Bratt &amp; Jake Fry with Marine Corps League Department of Nebraska to promote the Silkies Hike for Veterans August 26<sup>th</sup>.</b>
<b>COMMUNITY EVENT – Zoo in our community</b>	<b>07/13/2019</b>	<b>6a-MID ROS / Morning Show Interview, Live Mentions, Station presence at event</b>	<b>:30 ea x 40</b>	<b>Brews At The Zoo Lincoln Childrens Zoo Fundraiser –Benefit the Zoo with supplies/food/programs/maintenance</b>
<b>COMMUNITY &amp; HEALTH EVENT – Staying Active</b>	<b>07/19/19</b>	<b>6a-MID ROS / Morning Show Interview, Live Mentions, Station presence at event</b>	<b>3 Hours</b>	<b>JP emceed the Cornhusker State Games, Nebraska’s amateur sports festival. The sports offered provide a broad appeal to athletes of all ages and abilities, ranging from highly competitive Olympic sports to those that are more recreational and geared to participation.</b>
<b>YOUTH EVENT – Youth Brain Cancer Awareness</b>	<b>07/20/19</b>	<b>Appearance</b>	<b>All Day Event</b>	<b>The 6th Annual Tee Off for Treasures Golf Event Saturday, July 20th. Tyson’s Treasure Chest Foundation mission is to raise money for toys along with building chests and donate them to hospitals that treat Childhood Cancer &amp; diseases. JP was an Emcee &amp; Host of the event as well as being on the board of the foundation.</b>

<b>COMMUNITY – Supporting the Arts in Lincoln</b>	<b>7/30/19</b>	<b>9:45a</b>	<b>3 Minutes</b>	<b>Bill with TADA Theatre in studio to promote “Pumpboys &amp; Dinettes”</b>
<b>HEALTH EVENT – Women &amp; Families</b>	<b>08/1/2019 -08/24/2019</b>	<b>6a-Mid ROS / Morning Show Interviews, Live Mentions, Station presence at event</b>	<b>:30 ea x 30 / 3 Min Morning Show Interview</b>	<b>Local adventure race benefits women and families overcoming addiction and mental illness at St. Monica’s Behavioral Health Services for Women.</b>
<b>HEALTH EVENT – Women’s Assistance</b>	<b>08/08/2019</b>	<b>9:50a</b>	<b>3 Mins</b>	<b>Mary Barry Magsamen in Studio to talk about the Local adventure race benefits women and families overcoming addiction and mental illness at St. Monica’s Behavioral Health Services for Women. JP, Lauren &amp; Coryelle along with Kevin from local band Bucka Ruse competed in the event on August 26th</b>
<b>COMMUNITY EVENT – Zoo in our community</b>	<b>08/03/2019</b>	<b>6a-MID ROS / Morning Show Interview, Live Mentions, Station presence at event</b>	<b>:30 ea x 40</b>	<b>Brews At The Zoo Lincoln Childrens Zoo Fundraiser –Benefit on August 10<sup>th</sup> at the Zoo with supplies/food/programs/maintenance</b>
<b>COMMUNITY EVENT – Helping Kids</b>	<b>8/16/19-8/17/19</b>	<b>2-Day Event</b>	<b>All Day Event</b>	<b>Railyard Rims – 3-on-3 Basketball event to benefit the Boys &amp; Girls Clubs of Nebraska. Husker Nick competed and hosted the event.</b>
<b>HEALTH EVENT – Women &amp; Families</b>	<b>08/24/2019</b>	<b>Station presence at event</b>	<b>All Day Event</b>	<b>Local adventure race benefits women and families overcoming addiction and mental illness at St. Monica’s Behavioral Health Services for Women. JP, Lauren &amp; Coryelle along with Kevin from local band Bucka Ruse competed in the event.</b>
<b>HEALTH EVENT – Healthy Kids</b>	<b>09/17/19</b>	<b>8am</b>	<b>3mins</b>	<b>Dave Mlnarik with the Nebraska Sports Council in to promote the 2019 Pumpkin Run, promoting healthy lifestyles for kids on October 6<sup>th</sup>.</b>

<b>HEALTH EVENT – Healthy Kids</b>	<b>09/17/19</b>	<b>9:50 am</b>	<b>3mins</b>	<b>Jason Love with Lincoln Firefighters Local 644 teaming with Love the Locals event on September 29th. Proceeds raised will help our Operation Warm Coat Drive.</b>
<b>PSA – Community Health</b>	<b>07/01/19-07/19/19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 36 Total</b>	<b>PSA for Cornhusker State Games</b>
<b>PSA – Safety</b>	<b>07/01/19-09/29/19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 88 Total</b>	<b>PSA for Motorcycle Awareness</b>
<b>PSA – Community Health</b>	<b>07/01/19-08/04/19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 28 Total</b>	<b>PSA for Community Crops</b>
<b>PSA – Child Health</b>	<b>07/01/19-08/04/19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 35 Total</b>	<b>PSA for Child Advocacy Center</b>

<b>PSA – NBA DHHS</b>	<b>07/01/19-08/04/19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 55 Total</b>	<b>PSA for NE Dept of Heath &amp; Human Services</b>
<b>PSA – NBA</b>	<b>07/01/19-09/29/19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 54 Total</b>	<b>PSA for Tobacco Free Nebraska</b>
<b>PSA – NBA</b>	<b>07/01/19-09/29/19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 14 Total</b>	<b>PSA for NE Army National Guard</b>
<b>PSA – NBA</b>	<b>07/01/19-08/04/19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 60 Total</b>	<b>PSA for Serve Nebraska</b>

<b>PSA – NBA</b>	<b>07/01/19-08/04 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 27 Total</b>	<b>PSA for NE SAMHSA</b>
<b>PSA – NBA</b>	<b>07/01/19-09/30 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 51 Total</b>	<b>PSA for NE Game &amp; Parks</b>
<b>STATION PROMO – Food Bank Of Lincoln</b>	<b>08/26/19-09/10 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 23 Total</b>	<b>PSA for Dine Out to Help Out</b>
<b>PSA – NBA</b>	<b>07/29/19-09/30 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 46 Total</b>	<b>PSA for Media of Nebraska</b>
<b>PSA – NBA</b>	<b>07/29/19-09/30 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 39 Total</b>	<b>PSA for Nebraska State Education Association</b>
<b>PSA – Community Involvement</b>	<b>08/26/19-09/20 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 21 Total</b>	<b>PSA for Lincoln Police Dept Fun Run</b>
<b>PSA – Flooding</b>	<b>09/02/19-09/26 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 42 Total</b>	<b>PSA for Fremont Flood Aid</b>
<b>PSA – Children’s Welfare</b>	<b>09/09/19-09/29 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 35 Total</b>	<b>PSA for Operation Warm</b>
<b>STATION PROMO – Cancer Awareness</b>	<b>09/16/19-09/30 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 27 Total</b>	<b>PSA for American Cancer Society</b>

**Nebraska Broadcasters Association  
PSA information for Programs / Issues Report 3Q 2019**

<b>ISSUE</b>	<b>CLIENT</b>	<b>Dates Aired</b>	<b>Description of Segment</b>
<b>Health - Hazards of Smoking</b>	<b>PSA – NBA Tobacco Free</b>	<b>7/1/19-9/30/19</b>	<b>Promoting call the Nebraska Quit Line. Do not smoke in your car with passengers due to 2<sup>nd</sup> hand smoke. Testimonial from past smoker on how to quit and stop cravings.</b>
<b>Education-Civil Rights</b>	<b>PSA – NBA Media of Nebraska</b>	<b>8/1/19-9/30/19</b>	<b>Education on the 5 freedoms guaranteed in the First Amendment – Speech, Religion, Press, Peacefully Assemble and Petition the Government.</b>
<b>Volunteers - Community Volunteers</b>	<b>PSA – NBA Serve Nebraska</b>	<b>7/1/19-8/31/19</b>  <b>9/15-9/30/19</b>	<b>- Join Americorp and make a different with programs helping kids, people in poverty and the environment. - Promoting the Step Forward program and award which recognizing outstanding people &amp; groups for their service.</b>
<b>Army National Guard /career opportunity.</b>	<b>PSA – NBA Army National Guard</b>	<b>7/1/19-9/30/19</b>	<b>-Promoting to join the Army National Guard to protect national and local communities. -Earn extra dollars in as a High School Junior in the Split Option program – Serve part-time.</b>
<b>Education</b>	<b>PSA – NBA Nebraska State Education Association</b>	<b>8/2/19-9/30/19</b>	<b>- Preparing your child for back to school with good night of sleep tips. -Schools need to be discrimination free. Show respect in our school and school activities.</b>
<b>Health – Drug Addiction</b>	<b>PSA – NBA DHHS</b>	<b>7/1/19-8/31/19</b>	<b>Opioids Addiction Awareness and Risk of prescription Opioids. Get a free Opioids Rescue APP for your phone. Call 911 – Good Samaritan Law.</b>
<b>Health – Outdoor Activities</b>	<b>PSA – NBA NE Games &amp; Park</b>	<b>7/1/19-9/30/19</b>	<b>Share the enjoyment of hunting and fishing. Pass on tradition of Nebraska by hunting &amp; fishing with friends.</b>
<b>Health – Substance Abuse</b>	<b>PSA – SAMHSA (Substance Abuse &amp; Mental Health Services Administration</b>	<b>7/1/19-8/31/19</b>	<b>Speak to your physicians for treatment options for prescription and Opioids addictions.</b>

Other PSA's airing in 3Q

Traffic Safety	PSA – 2019 Motorcycle Awareness	7/1/19-9/30/19	Motorcycle Awareness campaign
Health – Child Abuse	PSA – Child Advocacy Center (CAC 19-20 KFOR PSA)	8/1/19-8/31/19	- Awareness of Child Advocacy Center thru fact finding interviews helping child victims talk about possible abuse, medical evaluations and mental health services
Health – Child Abuse	PSA – Child Advocacy Center (CAC 19-20 KFOR Schedule) and (Harvest of Hope Child Advocacy Center)	8/19/19-9/6/19	- Promotion of an event to raise money for the Child Advocacy Center who helps child victims.
Health – Healthy Lifestyle	PSA – Cornhusker State Games	7/1/19-7/18/19	- Promote Healthy living through sports competition put on by the Nebraska Sports Council.
Health	PSA – Food Bank – Dine out to Help Out	8/26/19-9/10/19	- Promotion of event to raise money for the Food Bank of Lincoln. Encourages the community to go to over 100 restaurants on 9/11 and 10% of their proceeds goes to the Food Bank
Health	PSA – Community Crops	7/1/19-9/30/19	Help your neighborhood to grow its own healthy food in a community gardens throughout Lincoln.
Health	PSA – Friendship Home –Safe Quarter	9/23/19-9/30/19	Fundraiser for Friendship Home. An organization that provides victims of domestic violence and their children with safety and support.
Health	PSA – Go Red for Women	9/2-10/2/19	Promotion of a dinner event to raise money for the American Heart Association.
Community	PSA – Haymarket in White	7/22/19-8/7/19	Promotion of a dinner event to raise money for the Historic Haymarket District.
Health Flood recovery	PSA – Nebraska Strong Recovery Project	7/26/19-7/28/19	Provided outreach efforts to fill full-time temporary positions through Region Five System to help flood survivors in surrounding counties
Health	PSA – United for Life Broadcasters Blood Drive	7/5/19-7/10/19	Blood drive with TV Partner 10/11
Health	PSA – NAB Congressional PSA – Jeff Fortenberry	7/23/19-9/30/19	Supporting American Veterans in career, education as well as benefits. When veterans thrive our community thrives
Economy	PSA – NAB Congressional PSA Jeff Fortenberry	7/23-9/30/19	Shop at local businesses. It's small businesses that drive our nation's economy.
Health	PSA – Walk to End Alzheimer's	8/26-9/30/19	Promotion of participation in Alzheimer's Walk on Oct 13 <sup>th</sup>
Safety	PSA – Catch a Cop	8/26/19-9/20/19	Lincoln Police Department 1-mile fu run on 9/21 to bring positive interaction of police with the community.

Health	PSA - Feed the Need	9/10/19-9/17/19	Local business donation of % of sales to local food bank. (Runza)
Health	PSA – Fremont Flood Aid	9/19/19-9/26/19	Flood Aid Nebraska event – raising money to support the NE Rural Response Hotline, repair county roads and general fund for rural communities.
Health	PSA – Operation Warm	9/9/19-9/30/19	Fundraiser with local firefighters to raise funds to buy new coats for deserving children in Lincoln.
Health	PSA – Subway - Feeding America	9/13/19-9/29/19	Local business donation of meals to local area food banks for a special purchase. (Subway)
Health	PSA – NE Sports Council –Pumpkin Run	9/29/19-10/4/19	1-mile run for kids to raise awareness of health.

ISSUE	Date aired	Length	Description of Segment - Lincoln Live
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NE History	7/14/19	:25 min	Chris Goforth from History Nebraska on history for month of August and LFR PIO, Nancy Crist.
Safety	7/21/19	:25 min	“Jody” from Lincoln Police on the Victim Assistance Unit, which helps victims navigate the law enforcement and legal systems when they become victims of crime AND Lancaster County Sheriff, Terry Wagner.
NE History	7/28/19	25 min	Trevor Jones, NE State Historical Society Director on his new book “Major – A Soldier Dog”.
Safety	8/4/19	25 min	Lincoln Police Chief, Jeff Bliemeister.
History/ Safety	8/11/19	25 min	Chris Goforth-History NE-NE history in August. Nancy Crist-LFR-new fire stations.
NE History	8/18/19	25 Min	Dr. Joel Christensen, historian and author of a book dealing with the Great Train Wreck of 1894 in Wilderness Park...mystery never solved AND Trevor Jones, NE State Historical Society Director on his new book “Major – A Soldier Dog”.
Agriculture	8/25/19	25 min	Lancaster County Board chair, Roma Amundson AND Doane Chemistry professor, Dr. Andrea Holmes on first in state to offer Hemp certification.
History/ Safety	9/1/19	25 min	Mike Babcock-Hail Varsity-new book on Husker years before Devaney. Plus, Lancaster County Sheriff, Terry Wagner-crimes from August.



<b>Safety/ History</b>	<b>9/8/19</b>	<b>25 min</b>	<b>Lincoln Fire Chief, Micheal Despain-new fire stations Chris Goforth-Marketing Director for History NE-September NE history.</b>
<b>Education/ Health</b>	<b>9/15/19</b>	<b>25 min</b>	<b>LPSchools Superintendent, Dr. Steve Joel-7 year old wondering away from school. Lincoln PD Cheif, Jeff Bliemester on CDB oil.</b>
<b>Safety</b>	<b>9/22/19</b>	<b>25 min</b>	<b>County Board chair, Roma Amundson on more wheel tax public meetings. City Council chair, Jane Raybould on her stolen gun safety ordinance.</b>
<b>Corrections/ Parks</b>	<b>9/29/19</b>	<b>25 min</b>	<b>E Corrections Dir Scott Frakes-2 prison lockdowns and searches. Lynn Johnson-City Parks and Rec Dir-dedication of Ponca Chief Standing Bear in Washington D.C.</b>