



KZKX-FM
Alpha Media USA
Seward, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

January 1 – March 30th

FILED 4-7-16

SUBMITTED BY JP Kyhn

PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS

[Name of program] – [Schedule]
[Description of program]

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[Description of program]

[Name of program] – [Schedule]
[Description of program]

[The following summarizes a representative sample of programming that provided the most significant treatment of community issues during the past quarter. Programming frequently deals with more than one issue.]

Coverage Addressing the Following Issues:

- 1) [Issue]
- 2) [Issue]
- 3) [Issue]
- 4) [Issue]
- 5) [Issue]
- 6) [Issue]
- 7) [Issue]

| Issue | Date(s) Aired | Time(s) | Duration | Description of the Segment |
|---|-------------------|-----------|------------------------|--|
| COMMUNITY EVENT - Extreme Bullriding | 1/15/16 | 8:50am | 3 Minutes | Wally Mosbrucker, VP of Mosbrucker Rodeos, in to discuss the Coors Light Bull Riding Challenge January 15 th & 16 th at the Lancaster Events Center. |
| YOUTH EVENT – Girl Scouts | 1/29/16 | 8:50am | 3 Minutes | Theresa Cassaday and a Girl Scout came in to bring awareness to Cookie Sales beginning. Also to promote what Girl Scouts can do for girls of all ages, whether it be College or Career related. |
| HEALTH EVENT – Husker Women’s Gymnastics | 2/26/16 | 8:50a | 3 Minutes | Members of the University of Nebraska Huskers Women’s Gymnastics team came in to promote their Masters Classic “Pink Out”. Event created to raise awareness to Breast Cancer & importance of early detection |
| HEALTH EVENT - Nebraska Organ Recovery System | 3/01/16 | 8:50a | 3 Minutes | Tom Neal with the NORS was in to talk about April being “Donate Life Month.” Promoting registering as an Organ Donor. |
| COMMUNITY EVENT - Sesostris Shrine Circus | 3/08/16 | 8:20a | 3 Minutes | Members of the Sesostris Shriners were in to promote the upcoming 70 th Annual Shrine Circus. |
| HEALTH EVENT PSA – American Cancer Society | 3/30/16 | 8:20a | 3 Minutes | Heather Gorman with the American Cancer Society in to promote UNL Relay for Life where we are co-emcees of the event |
| HEALTH EVENT PSA – American Cancer Society | 4/02/16 | 8-10p | 2 hours / Emcee Event | JP Co-Emceeing the UNL Relay for Life event with Rusty Dawkins with our TV Partner 10/11 News. |
| PSA | 01/09/16-01/22/16 | Scheduled | :30 sec PSA / 40 Total | Winterfest |

| Issue | Date Aired | Time | Duration | Description of the Event |
|-------|--------------------|----------|-------------------------|--|
| P A | 1/ 7/1 - /14/1 | cheduled | : ec P A / tot I | One Tr veler |
| P A | / 1/1 - / 1/1 | cheduled | : ec P A / 11 Tot I | NE ro dc ter A oci tion – EEO chol r hip |
| P A | 1/ 1/1 - / 1/1 | cheduled | : ec P A / 7 tot I | Nebr k ro dc ter A oci tion – Fir t Five Nebr k |
| P A | / 1/1 - / 1/1 | cheduled | : ec P A / 7 Tot I | Nebr k ro dc ter A oci tion – t te Educ tion A oci tion |
| P A | 1/ 1/1 - / 1/1 | cheduled | : ec P A / 7 Tot I | Nebr k ro dc ter A oci tion – ept of He lth Hu n ervice |
| P A | / 1/1 - / 7/1 | cheduled | : ec P A / 4 Tot I | Junior Achieve ent |
| P A | / 1/1 - / 1/1 | cheduled | : ec P A / 4 Tot I | irl cout of Nebr k |
| P A | /1 1/1 - /1 1/1 | cheduled | : ec P A / Tot I | United W y – M tch C p i n |
| P A | / 1/1 - / 1/1 | cheduled | : ec P A / 1 4 Tot I | ener I P A Order |

| Issue | Date(s) Aired | Time(s) | Duration | Description of the event |
|-------|------------------|----------|---------------------|--------------------------|
| P A | / 1/1 - / 1/1 | cheduled | : ec P A / Tot l | |
| P A | / 1/1 - / 1/1 | cheduled | : ec P A / Tot l | |