

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: March 31, 2013

ISSUE	PROGRAM/SEGMENT	DATE-S	TIME-S	DURATION-S	DESCRIPTION OF THE PROGRAM OR SEGMENT
Nebraska Sports Council	Morning Show Interview, Live Mentions, Station presence at event	January 2 nd , 2013	Various	Morning Show Interview 5 Minutes; Live mentions 30 seconds	DAVE MLNARIK...DAVE IS THE EXECUTIVE DIRECTOR OF THE NEBRASKA SPORTS COUNCIL, WHICH FACILITATES THE ANNUAL LIVE HEALTHY NEBRASKA 100-DAY CHALLENGE. THE CHALLENGE IS A WEIGHT LOSS AND PHYSICAL ACTIVITY PROGRAM THAT RUNS FROM JANUARY THROUGH APRIL. DAVE ENCOURAGED KX LISTENERS TO SIGN UP FOR THE CHALLENGE AT LIVEWELLCHALLENGE.COM , AND TAKE ADVANTAGE OF THE MANY RESOURCES OFFERED AT THEIR WEB SITE TO ACCOMPLISH THEIR GOAL OF A HEALTHIER LIFESTYLE.
Lincoln Area Crimes	Crime Stoppers Update	On-going	8am- each Wednesday	5 minutes	Interview with Lincoln Police Department regarding recent crimes in Lincoln; encourages those who may have witnessed a crime to call Crime Stoppers with any information that may help LPD solve the case.
Dick Turpin	Morning Show Interview	January 10 th , 2013		5 minutes	NEBRASKA OUTDOORSMAN, DICK TURPIN, STOPPED BY THE KX MORNING SHOW TO INVITE LISTENERS TO A FUNDRAISER TO HELP BUILD TWO SPECIAL NEEDS FISHING PIERS AT BOWLING LAKE IN AIR PARK. IT IS A JOINT EFFORT BY THE ANGLERS OF THE BLUE MOON, NEBRASKA STATE STROKE ASSOCIATION, AND THE IZZAK WALTON LEAGUE. THE EVENT WILL BE HELD JANUARY 15TH, FROM 5P

					TO 9P AT LA PALOMA MEXICAN RESTAURANT. LA PALOMA IS DONATING 15% OF ALL DINING PROCEEDS TO THE BUILDING OF THE PIERS, WHICH ARE DESIGNED TO ALLOW THOSE WITH MOBILITY CHALLENGES TO SAFELY EXPERIENCE FISHING. THERE WILL ALSO BE RAFFLE DRAWINGS AND VARIOUS PRIZES.
Benefit for Lynetter Earnest	Morning Show Interview	January 15 th , 2013		5 minutes	PHIL WHARTON/KARA BURWELL. PHIL AND KARA JOINED THE KX MORNING SHOW TO TALK ABOUT A BENEFIT & SILENT AUCTION FOR LYNETTE EARNEST. LYNETTE WAS DIAGNOSED WITH COLON CANCER IN 2011, AND SINCE THEN THE CANCER HAS SPREAD TO HER LUNGS. THE EVENT WILL BE HELD ON FRIDAY EVENING, JANUARY 18TH, AT THE PLAMOR BALLROOM, 6600 WEST O STREET. THERE WILL BE A DINNER SERVED FOR A FREE WILL DONATION, FOLLOWED BY THE SILENT AND LIVE AUCTION.
Lincoln Community Playhouse	Morning Show Interview	January 15 th , 2013		5 Minutes	MORRIE ENDERS. MORRIE IS THE EXECUTIVE DIRECTOR OF THE LINCOLN COMMUNITY PLAYHOUSE. MORRIE JOINED THE KX MORNING SHOW TO TALK ABOUT THE PULITZER PRIZE WINNING PLAY "DOUBT", COMING TO THE LINCOLN COMMUNITY PLAYHOUSE. MORRIE GAVE A BRIEF DESCRIPTION OF THE PLAY ALONG WITH PERORMANCE TIMES, AND TICKET INFORMATION.
RAM Rodeo series PRCA Championship Rode	Morning Show Interview	January 25 th , 2013	Various	5 Minutes	RANDY TAYLOR AND DEREK ANDERSON STOPPED BY THE KX MORNING SHOW TO INVITE LISTENERS TO THE RAM RODEO SERIES PRCA CHAMPIONSHIP RODEO. IT IS THE ONLY PRCA SANCTIONED RODEO IN THE AREA THIS WINTER.

					<p>RANDY TALKED ABOUT THE 7 CHAMPIONSHIP EVENTS, THE RODEO COWBOYS AND COWGIRLS, AND MUTTON BUSTIN' FOR THE KIDS. DEREK ANDERSON, MARKETING DIRECTOR FOR PERSHING CENTER PASSED ALONG TICKET INFORMATION AND PERFORMANCE TIMES.</p>
Big Brothers Big Sisters-Scheel's	Morning Show / Media Sponsor	January 31st		5 Minutes	<p>DEANNA KASTRINOS IS DIRECTOR OF EVENTS FOR SCHEELS. SHE DROPPED BY THE KX MORNING SHOW AND SHARED THE DETAILS OF THE "BIG BROTHERS FOOTBALL TOSS." THE EVENT WILL TAKE PLACE ON FRIDAY, FEBRUARY 1ST AT SHEELS AT SOUTH POINTE PAVILLION SHOPPING MALL. FOR EVERY PASS MADE, SCHEELS WILL DONATE 1-DOLLAR TO THE HEARTLAND BIG BROTHERS/BIG SISTERS ORGANIZATION. DEANNA SAID THEY WILL ALSO BE SERVING UP FREE SNACKS.</p>
Lincoln Community Playhouse	Morning Show Interview	February 4th, 2013		5 Minutes	<p>MORRIE ENDERS. MORRIE IS THE EXECUTIVE DIRECTOR OF THE LINCOLN COMMUNITY PLAYHOUSE. MORRIE TALKED ABOUT "PINKALICIOUS," WHICH WILL BE OPENING AT THE LINCOLN COMMUNITY PLAYHOUSE ON FEBRUARY 8TH. MORRIE GAVE A BRIEF DISCRIPTION OF THIS FUN MUSICAL, AS WELL AS TICKET INFORMATION AND PERFORMANCE DATES AND TIMES.</p>
Junior Achievement	Morning Show Interview	February 7 th , 2013		5 Minutes	<p>JESSICA STATES. JESSICA IS THE SPECIAL EVENTS DIRECTOR FOR JUNIOR ACHIEVEMENT. SHE STOPPED BY THE KX MORNING SHOW TO ENCOURAGED LISTENERS TO ASSEMBLE A TEAM FOR THE</p>

					ANNUAL BOWL-A-THON, ON FEBRUARY 23RD. THE BOWL-A-THON IS ONE OF THE LARGEST FUNDRAISERS FOR JUNIOR ACHIEVEMENT, WHICH SERVES OVER 10-THOUSAND STUDENTS IN THE AREA. VOLUNTEERS TEACH STUDENTS ABOUT DEVELOPING AND MARKETING PRODUCTS. JESSICA PASSED ALONG ALL THE SIGN UP INFORMATION.
Lincoln Community Playhouse	Morning Show Interview	February 11th, 2013		5 Minutes	MORRIE ENDERS. MORRIE IS THE EXECUTIVE DIRECTOR OF THE LINCOLN COMMUNITY PLAYHOUSE. HE STOPPED BY THE KX MORNING SHOW TO ANNOUCE ADDITIONAL PERFORMANCES OF "PINKALICIOUS." DUE TO THE DEMAND FOR TICKETS, SEVERAL MORE SHOWINGS OF THE MUSICAL HAVE BEEN ADDED. HE PASSED ALONG PERFORMANCE DATES, AND TICKET INFORMATION.
National Wild Turkey Federation	Morning Show Interview	February 11th	Various	5 Minutes	ARLAN URMACHER. ARLAN IS A COMMITTEE MEMBER FOR THE NATIONAL WILD TURKEY FEDERATION'S HUNTING HERITAGE BANQUET, SPONSORED BY THE SALT VALLEY LONGBEARDS. THE EVENT WILL TAKE PLACE ON SATURDAY, FEBRUARY 16TH AT THE HAVELOCK SOCIAL HALL, LOCATED AT 4538 NORTH 62ND STREET IN LINCOLN. THIS IS A FAMILY EVENT, AND YOUTH OF ALL AGES ARE INVITED AND ENCOURAGE TOO ATTEND. THE MEAL WILL BE FOLLOWED BY A SILENT, THEN LIVE AUCTION. THE MONEY RAISED GOES TOWARDS WILDLIFE CONSERVATION IN NEBRASKA. ARLAN PASSED ALONG TICKET INFORMATION AND A SCHEDULE OF THE EVENING'S ACTIVITIES.

LIED Center	Morning Show Interview	February 12th		5 minutes	PETRA WALQUIST. PETRA IS WITH THE LIED CENTER FOR THE PERFORMING ARTS. PETRA DROPPED IN ON THE KX MORNING SHOW TO VISIT ABOUT SEVERAL PERFORMANCES COMING TO THE LIED. PETRA GAVE A BRIEF DESCRIPTION OF "ELVIS LIVES", JOHN TARTAGLIA'S "IMAGINOCEAN," WHICH IS PART OF FAMFEST, AND SPENCER'S THEATRE OF ILLUSION. SHE PASSED ALONG TICKET INFORMATION AND PERFORMANCE TIMES.
Raymond Central FFA	Morning Show Interview	February 19th	Various	5 Minutes	RAYMOND CENTRAL FFA. OFFICERS OF THE RAYMOND CENTRAL FFA JOINED THE KX MORNING SHOW TO TALK ABOUT NATIONAL FFA WEEK. THEY DISCUSSED THE ACTIVITIES THAT WERE PLANNED FOR THE WEEK, AS WELL AS, LEADERSHIP CONFERENCES, CLASSES, COMMUNITY SERVICE AND COMPETITIONS. THEIR FFA INSTRUCTOR, JEFF SHELLPEPPER TALKED ABOUT TODAY'S FFA, AND THE MANY NEW OPPORTUNITIES FOR ALL MEMBERS.
Norris FFA	Morning Show Interview	February 20th	Various	5 Minutes	NORRIS FFA. OFFICERS OF THE NORRIS FFA CELEBRATED NATIONAL FFA WEEK WITH A STOP BY THE KX MORNING SHOW. THE FFA MEMBERS VISITED ABOUT THE ACTIVITIES THEY HAD IN PLACE FOR FFA WEEK, THE COMMUNITY SERVICE PROJECTS THEY ARE INVOLVED IN, AND THEIR PARTICIPATION IN STATE-WIDE COMPETITIONS AS WELL AS THE STATE FAIR. THEY ALSO STRESSED THAT TODAY'S FFA IS NOT JUST FOR KIDS LIVING ON FARMS, ACREAGES.
American Cancer Society	Morning Show Interview	February 25th	Various	5 Minutes	AARON DAVIS. AARON IS INVOLVED WITH THE "BOOTS AND BLING HOPE GALA" TO BENEFIT THE AMERICAN CANCER SOCIETY. THE EVENT IS FRIDAY EVENING MARCH 1ST AT THE CHAMPIONS

					CLUB. THERE WILL BE INFIELD ACTIVITIES, A SILENT AUCTION, DELICIOUS FOOD, A LIVE AUCTION AND LIVE ENTERTAINMENT. TICKETS ARE AVAILABLE THROUGH THE AMERICAN CANCER SOCIETY.
Bright Lights	PSA	March 5-31		:30	100 aired
Girl Scouts - Cookies	PSA	February 15-March 24		:30	150 aired
Big DREAMS Red-White Tailgate	PSA	March 30-31		:30	10 aired
Stuff The Bus	PSA	March 30-31		:30	16 aired
Veterans Freedom Music Fest	PSA	February 16-21		:30	44 aired
Lincoln Cares	PSA	February 1-24		:30	120 aired