



KZKX-FM
Alpha Media USA
Seward, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

January 1-March 31, 2022

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KZKX ISSUES & PROGRAMS 4Q 2021					
ISSUE	Dates Aired and/or Program Segment	Time(s)		Duration	Description of Segment
Government - Military	1/1/22-3/31/22	5a-12m	52	:30	<ul style="list-style-type: none"> - Make a Difference and be a part of something bigger that matters and changes things. Join the Army National Guard - Be First by serving part-time to help pay for school and also home loan benefits. (NE Broadcasters - Army National Guard)
Health - Mental Health	1/1/22-3/31/22	5a-12m	58	:30	<ul style="list-style-type: none"> - Awareness of how prescription Opioids can be addictive and dangerous. - Signs of Opioids overdose awareness campaign. How to download the Free OpiRescue APP if you or someone is at risk of an opioid overdose. The APP will guide you through the steps on how to respond. (NE Broadcasters Assoc. - DHHS - Opioids)
Health - Public Health	1/1/22-3/31/22	12a-12a	87	:30	<ul style="list-style-type: none"> - Testimonial of someone with depression who smoked to feel better but it didn't help. They took control and quit smoking and started to run and feel that there's a much better world. - 2nd Hand Smoke to someone who has Asthma can actually put them in the emergency room. Don't feel bad about asking someone not to smoke around someone who has asthma. - Awareness that stress, being bored or even being hungry can cause cravings. Find ways to deter smoking such as chewing gum. Call NE Tobacco quickline for help. 1-800 Quit Now. - Protect your children by not smoking around them since 2nd hand smoke contains thousands of toxic chemicals that can have lasting effects on their health. (NE Broadcasters Assoc. - Tobacco Free)

Health - Public Health	2/1/22-3/31/22	5a-12m	29	:30	<ul style="list-style-type: none"> - Americorp Programs such as the Conservation Nebraska Program has educated 120 communities statewide on living sustainability and keeping Nebraska beautiful. - Americorp Programs such as the Lead for Nebraska Program is fighting brain drain in Nebraska rural communities by expanding access of broadband services and literacy. - Americorp Programs such as Together Inc. Program distributed food to over 54,000 people during the 2020-21 program year. - Americorp Programs such as the Rise Program succeeded in having 81% of students completing the rise curriculum without returning to the probation system. (NE Broadcasters Assoc. - ServeNebraska)
Health - Mental Health	1/1/22-3/31/22	5a-12m	63	:30	<ul style="list-style-type: none"> - Risks of vaping. Vaping can contain microscopic particles and metals and high nicotine levels. Talk to your kids about the risks. - Talk to your kids about expectations and consequences that can happen from drinking. They will hear you. - Make a choice to talk about alcohol with your kids. Kids want to know your expectations and want honest answers. - Kids are listening and hear what you are saying and it does matter. More information on talking to your kids about underage drinking ...underagedrinkingsamhsa.gov. (NE Broadcasters Assoc. - DHHS Samhsa)
Government - Education	1/1/22-3/31/22	12a-12a	87	:30	<ul style="list-style-type: none"> - Promoting awareness to plan your next trip/adventure at Nebraska's State Parks. People have been vacationing at Nebraska State Parks for 100 years. Celebrating 100 years of Nebraska Parks Go to Nebraskaparks100.org. - Learn how Nebraska's parks keep green, thrive by caring and conserving our Nebraska resources. Go to OutdoorNebraska.org. (NE Broadcasters Assoc. - NE Game & Parks)
Community - Education	1/1/22-3/31/22	12a-12a	89	:30	<ul style="list-style-type: none"> - Key Partnership - Build a partnership with your child's teacher. To guide you on how you can help with their

					<p>strengths and weaknesses.</p> <ul style="list-style-type: none"> - Homework - Kids need a quiet place to do homework away from TV and background noise. Good study habits start with a quiet learning environment. - Challenge - The past challenging school year was successful because of dedicated educators and resourceful families by finding a way to work together, adapt, innovate and persevere. - Your Help Needed - Best learning happens when children are in school. To keep public schools open for in person learning, follow health and safety guidelines from medical experts. - Healthy Schools - The importance of keeping health and safety guidelines from medical experts. Teachers' goal is to keep our schools open and our students in the classroom. In person teaching and learning is best for our students. Help our kids be healthy and learn. - Read - Spark a child's imagination by encouraging reading in your home. Make it fun and a priority. - Library - Your local library is a great place to learn and spend time together to help your child succeed. <p>(NE Broadcasters Assoc. - NSEA)</p>
Health - Mental Health	1/1/22-3/31/22	12a-12a	87	:30	<p>Promoting a free crisis support line 1-800-273-8255 for people who are struggling with suicidal thoughts.</p> <p>(NE Broadcasters Association - NE DHHS - Suicide Prevention)</p>
Community - Youth	2/1-3/26	12a-12a	90	:15	<p>KX prompted Operation Warm donations through Lincoln's Firefighters Union organized fundraiser to provide brand new coats to youth in Lincoln.</p>
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Lincoln Live This Week	1-9-22	8:30am	30 min	Lincoln Fire and Rescue Technical Coordinator, Ashley Engler and LFR Battalion Chief, Mark Majors on technical Rope Training at Lied Center and County Engineer, pam Dingman on bridge and infrastructure improvements in 2021 and schedule for 2022
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Lincoln Live This Week	1-16-22	8:30am	25 min	Police Chief, Teresa Ewins on sexual assault claims by LPD female employees and Lincoln's gang presence and Jennifer Ryan-UN-L Chair of Supply Chain Management for update on clogged supplies in L.A. ports
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Lincoln Live This Week	1-23-22	8:30am	30 min	City Parks and Recreation Director, Lynn Johnson on COVID, new disc golf course and Star City BMX track and Dr. Martin Luther King Jr. speech in Lincoln on December 20, 1962 at Pershing Center and
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Lincoln Live This Week	1-30-22	8:30am	25 min	LPS Superintendent, Dr. Steve Joel on COVID, masks and update on finding replacement and Lincoln Mayor Leirion Gaylor Baird
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Lincoln Live This Week	2-6-22	8:30am	25 min	Fire Chief, Dave Engler on February is Heart Health Month and how LFR has improved and County Board chair, Deb Schorr on legislative issues and district boundary changes
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Lincoln Live This Week	2-13-22	8:30am	25 min	Lancaster County Sheriff, Terry Wagner, on 2021 Operational Report and Police Chief, Teresa Ewins on Holding Cops Accountable meeting at Malone Community Center
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Lincoln Live This Week	2-20-22	8:30am	25 min	Molly Fletcher, former sports agent, spoke at Lincoln Chamber of Commerce luncheon and Nancy Petitto-Civic NE and Morgan Lasher –Unify America on “Unity Challenge” March 1, 3 and 5
Lincoln Live This Week	2-27-22	8:30am	25 min	Lincoln mayor Leirion Gaylor Baird on sexual assault and discrimination claims within LPD and Fairness Ordinance and Molly Holub, female farmer working family farm, speaking at NE Women in Ag conference
Lincoln Live This Week	3-6-22	8:30am	25 min	LFR Capt. Nancy Crist on fire safety tips and County Board chair, Deb Schorr on impact state correction salary raise is having on county correctional employees
Lincoln Live This Week	3-13-22	8:30am	25 min	Lincoln Police Chief, Teresa Ewins on sexual assault claims by female LPD officers, suspensions, resignations and firings and Lancaster County Sheriff, Terry Wagner on “constitutional carry” (carry without permits or fees)
Lincoln Live This Week	3-20-22	8:30am	25 min	Lincoln Chamber of Commerce Prez Jason Ball and Parks and Rec Director, Lynn Johnson talks about the Great Plains Trails Network
Lincoln Live This Week	3-27-22	8:30am	25 min	Lincoln Mayor Leirion Gaylor Baird talks about a 2 nd water supply for Lincoln, Fairness Ordinance and Workforce Development and Lancaster County Emergency Management Director, Jim Davidsaver, talks about sirens and preparedness
Lincoln Live This Week	1-2-22	8:30am	25 min	Lincoln Children Zoo Prez and CEO, John Chapo retires and LPD Mental Health Coordinator, Tim Dolberg

