



KZKX-FM
Alpha Media USA
Seward, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

January 1-March 31

FILED 04-05-21

SUBMITTED BY JP Kyhn

KZKX					
ISSUE	Dates Aired and/or Program Segment	Time(s)	Duration		Description of Segment
Government - Military	1/1/21-3/31/21	5a-12m	62	:30	<ul style="list-style-type: none"> - Promoting to join the Army National Guard to protect national and local communities. - Earn extra dollars as a High School Junior in the Split Option program. You can serve full-time and part-time. - NE Army Guards are on the front lines of your community supporting essential personnel, first responders, law enforcement and Medical professionals. - The National Guard is always ready and always there to assist the community with issues of Covid 19. - The Army National Guard will always be there during fires and whatever Mother Nature dishes out. You can help by serving part-time. - Learn a trade profession through the National Guard. - Learn how you can live and serve part time in your own community. - Give back to your community you love by joining the National Army Guard. (NE Broadcasters - Army National Guard)
Health - Mental Health		5a-12m	61	:30	<ul style="list-style-type: none"> - Awareness of the Good Samaritan Law - If someone is overdosing, call 911 right away. The Good Samaritan Law provides protection from criminal activity while acting in good faith saving someone. - Awareness of Opioid Use Disorder. How addiction can happen with just a minor surgery. - Awareness campaign 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	1/1/21-3/31/21	5a-12a	62	:30	<ul style="list-style-type: none"> - 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. - How 2nd hand smoke can trigger asthma attacks. - 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)
Community - Charitable & Volunteer	2/1/21-3/31/21	5a-12m	7	:30	<ul style="list-style-type: none"> - Awareness of how you can use your talent and passion to make our communities better by going to servenebraska on social media to learn more about the Americorps program. (NE Broadcasters Assoc. - ServeNebraska)

Health - Public Safety	1/1/21-3/15/21	5a-mid	58	:30	Covid-19 Pandemic is causing hospitals, care centers and staff to be overwhelmed. Vaccines are coming, but while we wait wear a mask, wash your hands and maintain a safe distance. (Nebraska Broadcasters Assoc. - Helmsley Charitable Trust)
Health - Aging & Disability	1/1/21-3/31/21	5a-12m	64	:30	Promoting awareness of services available to families helping loved ones make choices for senior care at ourseniorcare.org. (NBA - NE Health Care Assoc.)
Health - Mental Health	1/1/21-3/31/21	5a-12m	64	:30	<ul style="list-style-type: none"> - Promoting to discuss with your kids the consequences of drinking. Kids want to know parents' expectations and want honest answers. Talk with your kids and lead them on a positive path. - Kids are hearing you and what parents say really does matter to them. Promoting underagedrinking@samhsa.gov for parents who need help talking with their kids on underage drinking and other drugs. - Risks of vaping for youths because of microscopic particles into your lungs and nicotine stunt brain development. (NE Broadcasters Assoc. - DHHS Samhsa)
Government - Education	1/1/21-3/31/21	5a-mid	60	:30	<ul style="list-style-type: none"> - Coach Frost promotes sharing the enjoyment of hunting and fishing and passing on the tradition with friends/family. Learn how NE Game & Parks conserves Nebraska's natural resources from water to wildlife online at outdoornebraska.org. - Promoting to plan your next trip/adventure at Nebraska's State Parks. (Nebraska Broadcasters Assoc. - NE Game & Parks)
Community - Education	1/7/21-3/31/21		13		<ul style="list-style-type: none"> - Recognizing teachers for stepping up to the challenge during the pandemic. - Awareness of the Nebraska Student Education Association remains committed to schools and communities during the pandemic. - Awareness that youth with mentors are less likely than their peers to start using drugs. Consider being a mentor. - Promotion that parents need to be involved and supportive of our schools and teachers. - Recognition of Black History Month and that we need to learn from the past and knowledge is a strong tool against injustice - Tomorrow's Leaders are today's students. All students deserve schools with resources, programs and curriculum. It starts with great teachers, parents and students working together. - NSEA partnered with Brain Injury Alliance for special training for educators to see signs of concussions. Teachers are 1st responders when children display signs of concussions. - Promoting reading books with your children to help

					them discover a passion of reading - in conjunction with Read Across America. (NE Broadcasters Assoc. - NSEA)
Community - Education	1/1/21-2/28/21	5a-12m	59	:30	Awareness of Nebraska Broadcasters Association \$2,000 scholarship program for students furthering their education in the Broadcast Industry. (Nebraska Broadcasters Association - NBA Scholarship Program 2021)
Community - Charitable	1/1/21-1/14/21	12a-12a	51	:30	Promoted a fundraiser/auction for The United Way and Women in Philanthropy's to raise funds to help children and families in Lincoln and Lancaster County. (United Way-Helping Hands Auction)
			561		

Issue	Dates Aired	Time	Duration	Description of Segment
Education	1-3-21	8:30am	25 min	Ellen Riley, LPS Homeless Program Outreach Coordinator talks about providing education to homeless children around Lincoln AND Melissa Amateis, author of NE in WWII, talking about the role NE played in supporting WWII
Community	1-10-21	8:30am	25 min	Acting Fire Chief, Dave Engler in 2020 review AND Police Chief, Jeff Bliemeister on his last day as chief
Community	1-17-21	8:30am	25 min	Scott Young retires in April as Executive Director of the Lincoln Food Bank AND Lancaster Event Center Managing Director, Amy Dickerson talks about re-opening and looks ahead to January and February shows
Culture/Arts	1-24-21	8:30am	25 min	On Martin Luther King Jr. Day, Tamara Payne talked about the book she co-wrote with her father on Malcolm X entitled, "The Dead Are Rising" AND LPS Superintendent, Dr. Steve Joel
City Government	1-31-21	8:30am	25 min	Lincoln Mayor, Leirion Gaylor Baird on snow removal AND Valerie Holmes of Odyssey Travel in Lincoln talks about air travel in 2021

Culture/Arts	2-9-21	8:30am	25 min	Storyteller and author, Roger Welsch has re-released a 20 year old book on paperback, entitled "A Life With Dogs"
City Government	2-14-21	8:30am	25 min	Acting Police Chief, Brian Jackson talks about 2020 crime stats AND City Council chair, Richard Meginnis
Culture/Arts	2-21-21	8:30am	25 min	National Geographic award winning photographer, Joel Sartore has photographed his 11,000 th endangered specie AND Storyteller and author, Roger Welsch has re-released a 20 year old book on paperback, entitled "A Life With Dogs"
Community	2-28-21	8:30am	25 min	Karen Harbert, Prez and CEO of Amer. Gas ss'n talks about the natural gas supply and Marc Randolph, co-founder of Netflix, virtual guest speaker at Lincoln Chamber of Commerce annual luncheon
Community	3-7-21	8:30am	25 min	Christie Hinrichs of Tabitha talks about Meals on Wheels AND Lancaster County Sheriff, Terry Wagner
Community/City Government	3-14-21	8:30am	25 min	Acting Police Chief, Brian Jackson, tlks about O Street traffic enforcement, Lincoln's first homicide and casino crimes AND City Council chair, Richard Meginnis talks about the mayor's Climate Action Plan, Police Chief search and potholes
Community/Health	3-21-21	8:30am	25 min	City Parks and Recreation Director, Lynn Johnson talks about swimming pools open May 29 th AND Cerrick Detweiler from UN-L talks about drone technology used to fight