



KZKX-FM
Dignity
Seward, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

January 1 – March 30th

FILED 4-8-15

SUBMITTED BY JP Kyhn

PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS

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

[Name of program] – [Schedule]
[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
FOOD BANK of Lincoln – January Bagel Bonanza	1/13/15	8:10am	3 Minutes	John Mabry, the Development Director at Food Bank of Lincoln, talked about “January Bagel Bonanza.” The Program was set up for the month of Jan. whereas for every 5 count package of bagels sold Hy-Vee made donations to the Food Bank of Lincoln.
Extreme Bullriding	1/15/15	8:20am	3 Minutes	Wally Mosbrucker, VP of Mosbrucker Rodeos, in to discuss the Coors Light Bull Riding Challenge January 16 th & 17 th at the Lancaster Events Center.
Children’s Miracle Network	1/22-1/23/15	6am-to-6p	12 hours per day / 24 Hours total	Listeners will hear touching and inspirational stories shared by Children's families from Lincoln and communities throughout southeastern Nebraska. More than \$50,000 was raised during the 2015 radiothon. Donations are helping to purchase new equipment and fund programs and services at Children's Hospital & Medical Center.
Sesostris Shrine Circus	3/10/15	8:20a	3 Minutes	Members of the Sesostris Shriners were in to promote the upcoming 70 th Annual Shrine Circus.
Champions Cup Presented by Woods Park Tennis	3/30/15	8:50a	4 Minutes	Tennis great John McEnroe called in about the Champions Cup event at the Pinnacle Bank Arena, Presented by Woods Park Tennis
Nebraska Organ Recovery System	3/31/15	8:10a	3 Minutes	Tom Neal with the NORS was in to talk about April being “Donate Life Month.” Promoting registering as an Organ Donor.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
PSA – Winterfest	1/17/15-1/31/15	Scheduled	:30 sec PSA / 67 Total	PSA for the Winterfest Ales & Auction event
PSA	01/03/15-01/31/15	Scheduled	:30 sec PSA / 22 Total	Initiative Free The Child
PSA	2/23/15-2/27/15	Scheduled	:30 sec PSA / 19 Total	Dog Expo
PSA	02/19/15-02/21/15	Scheduled	:30 sec PSA / 15 total	Abe Lincoln Celebration
PSA	03/17/15-03/29/15	Scheduled	:30 sec PSA / 56 Total	State of America Games
PSA	03/30/15-03/31/15	Scheduled	:30 sec PSA / 4 Total	ACS Relay For Life
PSA	03/30/15-03/31/15	Scheduled	:30 sec PSA / 16 Total	Stuff the Bus for the Friendship Home of Lincoln
PSA	03/16/15-03/31/15	Scheduled	:30 sec PSA / 45 Total	Bright Lights