



KZKX-FM  
Alpha Media USA  
Seward, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

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October 1st-December 31st

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FILED 01-08-2020

SUBMITTED BY JP Kyhn

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
<b>YOUTH ISSUES/Health Event – Operation Warm</b>	<b>09/27/19</b>	<b>Morning Show Interview 3 Minutes</b>	<b>5 minute interview</b>	<b>Interviewed the folks from Love The Locals, which encourages &amp; lends support to our local makers and businesses in Nebraska. Their event helping raise money for Operation Warm.</b>
<b>COMMUNITY EVENT – Women &amp; Families</b>	<b>10/15/19</b>	<b>Morning Show Interview 3 Minutes</b>	<b>3 Minutes</b>	<b>Monica with Fresh Start Home in studio. Project Funway is a clothing design competition showcasing local designers while benefiting Fresh Start at the same time. Lauren participating as a Judge.</b>
<b>COMMUNITY EVENT – Child Health</b>	<b>10/18/19</b>	<b>Station presence at event</b>	<b>1 hour</b>	<b>Liz helped promote the Scheels Fashion Show for the Friendship Home, Existing to support, shelter and advocate for victims of domestic violence and their children.</b>
<b>COMMUNITY EVENT – Helping Youth</b>	<b>10/23/19</b>	<b>Live Mentions, Station presence at event</b>	<b>3 Hours</b>	<b>Lincoln Police Department held their Annual Free Trunk or Treat event for kids in Lincoln.</b>
<b>COMMUNITY EVENT – Zoo in Community</b>	<b>10/26/19-10/30/19</b>	<b>6a-MID ROS / Morning Show Interview 3 Minutes; Live mentions 30 seconds / Sponsor</b>	<b>3 Minutes</b>	<b>Jungle John Chapo with Boo at the Zoo, Lincoln's largest trick-or-treat event. All of the money raised during Boo at the Zoo directly supports the Zoo.</b>
<b>YOUTH ISSUES/Health Event – Helping Youth</b>	<b>10/28/19, 10/30/19 &amp; 11/20/19</b>	<b>Live Mentions, Station presence at event</b>	<b>2 Hours each (6 hours total)</b>	<b>Lincoln Firefighters Local 644 &amp; KX have teamed up for Operation Warm, which raises money for Coats for Kids in Lincoln. Distribution of the coats to three Elementary schools.</b>
<b>COMMUNITY EVENTS – Helping Families in Need</b>	<b>11/07/19</b>	<b>Morning Show Interview 3 Minutes</b>	<b>3 Minute Interview / Sponsor</b>	<b>Sarah with Union Bank LIVE in studio to talk about Magic Moments, a joint effort to grant special gifts to 10 individuals or families in the Lincoln community who are less fortunate than others.</b>

<b>COMMUNITY EVENT – Veterans Awareness</b>	11/8/19	6a-Mid RIOS / Promos, Live Mentions, Station presence at event	2 hours onsite	The 2nd Annual Lincoln Veterans Parade was held with staff in the parade.
<b>COMMUNITY EVENT / YOUTH ISSUES- Santa Cop</b>	11/09/19	Live mentions 30 seconds / Primary Sponsor	3 hours	29th annual Santa Cop auction event Sunday, November 9th sponsored by the Lincoln Police Union. JP & Coryelle participated as the Emcees.
<b>YOUTH ISSUES/Health Event – Operation Warm</b>	11/15/19	6a-Mid ROS / Live Mentions, Station presence at event	2 Hours each	Lincoln Firefighters Local 644 & KX have teamed up for Operation Warm, which raises money for Coats for Kids in Lincoln. This night it was our Husker Prep Rally Friday & Fundraiser with the Firefighters.
<b>COMMUNITY EVENT – Zoo in Community</b>	11/29/19	6a-MID ROS / Morning Show Interview 3 Minutes; Live mentions 30 seconds / Sponsor	3 Minutes	Jungle John Chapo with Zoo Lights, Lincoln's largest Christmas Light event. All of the money raised during Boo at the Zoo directly supports the Zoo.
<b>PSA – Community Assistance</b>	10/07/19-12/09/19	Scheduled	:30 sec PSA / 73 total	PSA for Lincoln Children's Zoo
<b>PSA – Children's Welfare</b>	09/30/19-10/27/19	Scheduled	:30 sec PSA / 44 Total	PSA for Operation Warm
<b>PSA – NBA</b>	10/01/19-11/30/19	Scheduled	:30 sec PSA / 28 Total	PSA for Media Of Nebraska
<b>PSA – NBA</b>	10/01/19-12/31/19	Scheduled	:30 sec PSA / 49 Total	PSA for Nebraska State Education Association

<b>PSA – NBA</b>	<b>10/02/19-12/30 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 20 Total</b>	<b>PSA for NE Army National Guard</b>
<b>PSA – NBA</b>	<b>10/01/19-12/31 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 19Total</b>	<b>PSA for First Five of NE</b>
<b>PSA – NBA</b>	<b>10/05/19-12/31 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 47 Total</b>	<b>PSA for Serve Nebraska</b>

<b>PSA – NBA</b>	<b>10/01/19-12/30 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 47 Total</b>	<b>PSA for Tobacco Free Nebraska</b>
<b>PSA – NBA</b>	<b>10/01/19-11/26 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 28 Total</b>	<b>PSA for NE Game &amp; Parks</b>
<b>PSA – Motorcycle Safety</b>	<b>10/01/19-10/06 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 7 Total</b>	<b>ABATE Motorcycle Awareness</b>
<b>PSA – Animals</b>	<b>10/28/19-12/29 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 109 Total</b>	<b>PSA for Capital Humane Society</b>
<b>PSA – Veterans Services</b>	<b>10/29/19-10/30 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 4 Total</b>	<b>PSA for Veterans Day Parade</b>
<b>PSA – NBA DHHS</b>	<b>11/01/19-12/30 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 10 Total</b>	<b>PSA for NE Dept of Health &amp; Human Services</b>

<b>STATION PROMO – Habitat for Humanity</b>	<b>11/25/19-12/22 /19</b>	<b>Scheduled</b>	<b>:30 sec PSA / 29 Total</b>	<b>PSA for Habitat for Humanity</b>
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## Nebraska Broadcasters Association

### PSA information for Programs / Issues Report 4Q 2019

ISSUE	CLIENT	Dates Aired	Description of Segment
Health - Hazards of Smoking	NBA Tobacco Free	10/1/19-12/31/19	Promoting call the Nebraska Quit Line. Do not smoke in your car with passengers due to 2 <sup>nd</sup> hand smoke. Testimonial from past smoker on how to quit and stop cravings.
Education- Civil Rights	NBA Media of Nebraska	10/1/19-12/31/19	Education on the 5 freedoms guaranteed in the First Amendment – Speech, Religion, Press, Peacefully Assemble and Petition the Government.
Volunteers - Community Volunteers	NBA Serve Nebraska	10/1/19-10/14/19  10/28/19-11/4/19  12/1/19-12/31/19	- Promoting the Step Forward program and award which recognizing outstanding people & groups for their service. - Thank you to nominees, recipients and sponsors of the Step Forward program. - Promoting volunteering by donating the gift of time during the holidays.
Army National Guard /career opportunity.	NBA Army National Guard	10/1/19-12/31/19	-Promoting to join the Army National Guard to protect national and local communities. -Earn extra dollars in as a High School Junior in the Split Option program – Serve part-time.
Education	NBA (NSEA) Nebraska State Education Association	10/1/19-10/31/19  11/1/19-11/30/19	-Schools need to be discrimination free. Show respect in our school and school activities. -Tips on getting the most out of Parent-Teacher Conferences.

		12/1/19-12/31/19	- Preparing your child for a productive day at school with good night of sleep tips. -Invest in our education system. It will bring strength to our economy over long-term. Teachers are preparing students for their life ahead and their success.
Health – Drug Addiction	NBA (DHHS) Nebraska Department of Health & Human Service	11/1/19-12/31/19	Opioids Addiction Awareness and Risk of prescription Opioids. Speak to your physician for treatment options.
Health – Outdoor Activities	NBA NE Games & Park	10/1/19-11/30/19	Share the enjoyment of hunting and fishing. Pass on tradition of Nebraska by hunting & fishing with friends.
Health – Education	NBA First Five	10/1/19-12/31/19	Early Learning program to help children gain experiences to grow up prepared with skills such as setting goals, self confidence, responsibility, problem solving.

## Other PSA's airing in 4Q

Traffic Safety	Motorcycle Awareness	10/1/19-12/31/19	Motorcycle Awareness campaign
Health	Friendship Home –Safe Quarter	10/1/19-10/5/19	Fundraiser for Friendship Home. An organization that provides victims of domestic violence and their children with safety and support.
Health	Go Red for Women	10/1-10/2/19	Promotion of a dinner event to raise money for the American Heart Association.
Health	NAB Congressional PSA – Jeff Fortenberry	10/1/19-12/31/19	Supporting American Veterans in career, education as well as benefits. When veterans thrive our community thrives
Economy	NAB Congressional PSA - Jeff Fortenberry	10/1/19-12/31/19	Shop at local businesses. It's small businesses that drive our nation's economy.

Health	Walk to End Alzheimer's	10/1-12/31/19	Promotion of participation in Alzheimer's Walk on Oct 13 <sup>th</sup>
Health	Operation Warm	10/1/19-10/27/19	Fundraiser with local firefighters to raise funds to buy new coats for deserving children in Lincoln.
Community	Veterans Day Parade	10/21/19-11/8/19	Promotion of the Veteran's Day Parade that highlighted pride, sacrifice and service of American Veterans.
Health	NE Sports Council -Pumpkin Run	9/29/19-10/4/19	1-mile run for kids to raise awareness of health.
Community	Boo at the Zoo	10/7/19-10/30/19	Fundraiser for local zoo – Lincoln Children's Zoo with trick or treat stations.
Education	Harvest of Books	10/2/19-10/15/19	Lincoln Education Associations annual event promoting purchasing books for 1 <sup>st</sup> and 2 <sup>nd</sup> graders to instill the love of reading.
Health	Monster Dash	10/1/19-10/18/19	Run to benefit the Child Advocacy Center.
Health	Barstool Open	12/25/19-12/31/19	Fundraiser benefitting of UCP of Nebraska.
Health	Salvation Army	12/9/19-12/22/19	Promoting donate of volunteer for the Salvation Army during the holiday season.
Community	Lincoln Cares	10/1/19-12/31/19	Awareness Campaigns for - Funding for trees - 2 for Trees - Funding Aging Partners' fitness program for older adults. - Support Libraries - Support Trail Systems
Health	Starry Nights	11/22/19-11/29/19	Fundraiser event for the People's City Mission
Community	Legacy Awards	11/12/19-11/17/19	Honoring people in the community who are unsung heroes in volunteering.
Community	Gatsby Gives	11/18/19-12/22/19	Event to benefit Habitat for the Humanity of Lincoln.
Community	Trunk or Treat	10/25/19-10/26/19	Free Trunk or Treat event retirement home.

Community	Operation Santa Claus	11/1/19-12/31/19	Fundraiser to purchase toys for less fortunate children in Lincoln
Community	Capital Humane Society	10/28/19-12/31/19	Awareness of homeless pets and how you can be their forever home.
Community	Operation Warm	10/1/19-10/27/19	Local Firefighter fundraiser to raise money to buy new coats for children in Lincoln.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Lincoln Live This Week	10/6/19	8:30am	25 min	Fire Chief, Micheal Despain on Fire Prevention Week and <b>Joel Sartore</b> , award winning National Geographic photographer on his new book, "Vanishing"
Lincoln Live This Week	10/13/19	8:30am	25 min	Lancaster Event Center Director, <b>Amy Dickerson</b> on National High School Finals Rodeo AND <b>Alex McKierman</b> with <b>Lydia Foundation for Social Engagement</b> on panel discussion in NE Student Union on medical marijuana.
Lincoln Live This Week	10/20/19	8:30am	25 min	<b>LPS Superintendent, Dr. Steve Joel</b> on option of 8am school starts and a bond issue to pay for new schools AND <b>Gerry Beckley</b> , co-founder of AMERICA
Lincoln Live This Week	10/27/19	8:30am	25 min	<b>RANDY and JILL NEEMAN</b> of Lincoln back from Red Cross rescues in North Carolina, Georgia and the Bahamas connected to Hurricane Dorian AND <b>Mayor Leirion Gaylor Baird</b>
Lincoln Live This Week	11/2/19	8:30am	25 min	<b>Seth Siegel</b> , author of "Troubled Water" on the large degree of contaminated water in this country AND <b>Thor Schrock</b> of Schrock Innovations on 5G technology



<b>Lincoln Live This Week</b>	<b>11/10/19</b>	<b>8:30am</b>	<b>25 min</b>	<b>Willa DeCostanzo and Sarah Maron on need for people to clean recycled items AND LPS Superintendent, Dr. Steve Joel</b>
<b>Lincoln Live This Week</b>	<b>11/17/19</b>	<b>8:30am</b>	<b>25 min</b>	<b>Lincoln Mayor Leirion Gaylor Baird and gun ordinances and street improvements AND Lancaster Event Center Managing Director, Amy Dickerson on upcoming events and the National High School Finals Rodeo coming in the summer of 2020 AND Lincoln children's group, String Beans, on new CD</b>
<b>Lincoln Live This Week</b>	<b>11/24/19</b>	<b>8:30am</b>	<b>25 min</b>	<b>County Board chair, Roma Amundson talks about an ordinance allowing a multi-barn poultry operation AND City Parks and Rec Director, Lynn Johnson</b>
<b>Lincoln Live This Week</b>	<b>12/1/19</b>	<b>8:30am</b>	<b>25 min</b>	<b>Mary Riddle, chair of the NE Public Service Commission on strengthening rural Internet AND City Council chair, Jane Raybould</b>
<b>Lincoln Live This Week</b>	<b>12/8/19</b>	<b>8:30am</b>	<b>25 min</b>	<b>Lincoln Fire and Rescue Public Information Officer, Capt. Nancy Crist AND Chris Goforth with History NE on December NE history</b>
<b>Lincoln Live This Week</b>	<b>12/15/19</b>	<b>8:30am</b>	<b>25 min</b>	<b>Lincoln Police Chief, Jeff Bliemeister on body cameras, 2019 crimes AND Lincoln Public Schools Superintendent, Dr. Steve Joel on School Board voting to set Feb 11 as date for \$290 million bond AND Bruce and Jeff Melichar, 3<sup>rd</sup> generation owners/operators of Melichar 66 at 9<sup>th</sup> and P</b>
<b>Lincoln Live This Week</b>	<b>12/22/19</b>	<b>8:30am</b>	<b>25 min</b>	<b>City Council chair, Jane Raybould re. vaping ordinance and 2019 review AND City Parks and Recreation Director, Lynn Johnson re. winter activities and what parks staff do during the winter</b>

<b>Lincoln Live This Week</b>	<b>12/29/19</b>	<b>8:30am</b>	<b>25 min</b>	<b>Mayor Gaylor Baird on her letter to Trump reaffirming openness to refugees AND Lancaster County Sheriff, Terry Wagner re. No Shave November fund raiser for Fallen Law Enforcement Memorial and no use of seat belts</b>
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