



KZKX-FM
Alpha Media USA
Seward, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

January 1st - March 31st 2024

KZKX ISSUES & PROGRAMS 1Q 2024					
ISSUE	Dates Aired and/or Program Segment	Time(s)	Duration		Description of Segment
Government - Military	1/1/24-3/31/24	12a-12a	85	:30	<p>- Benefits...See what benefits are available on a local, state and federal level for you and your family as a veteran. Go to veterans.Nebraska.gov.</p> <p>- Vets Homes...Nebraska State Veteran Homes are available for veterans, their spouses, surviving spouses and Gold Star parents. Retirement with a sliding scale and a medical team.</p> <p>- Vets 988Promotion of Veterans Crisis Line...988. (NE Broadcasters Assoc. - NE Dept of Veterans' Affair)</p>
Government - Education	1/1/24-3/31/24	12a-12a	87	:30	<p>- Relevance...A lot of work goes into keeping Nebraska fun and green. Learn how Nebraska Game and Parks care for the outdoors, water, wildlife and conserve Nebraska's natural resources at OutdoorNebraska.org.</p> <p>- Hiring... Nebraska Game & Parks is hiring with jobs opening in state parks, biologist, conservation office, accounts and more. apply at OutdoorNebraska.org. (NE Broadcasters Assoc. - NE Game & Parks)</p>
Community - Volunteer	1/4/24-3/31/24	5a-12a	169	:30	<p>- 30 Years...Governor Jim Pillen discusses the importance of ServeNebraska Volunteer Service Commission. And to help celebrate its 30 years, become a volunteer. Nebraska's best resources are its people. You have the potential to make a significant impact by volunteering. (NE Broadcasters Assoc. - ServeNebraska)</p>
Community - Volunteer	1/3/24-2/29/24	12a-12a	175	:30	<p>- Nebraska Broadcasters Association is asking for applications for their two, \$2,000 scholarships to 4-year college and university students who will have completed 30 credits as of May 31, 2024 in the broadcast field. (NE Broadcasters Assoc. - NBA Scholarship Program)</p>

Health - Public Health	1/1/24-3/31/24	12a-12a	85	:30	<p>- Kristy's Tip...Testimonial of someone who quit smoking because of a smoker's cough and severe shortness of breath. Tried e-cigarettes, but just ended up using both. Didn't get better until she quit smoking completely.</p> <p>- Precautions Aerosol...Dangers of secondhand smoke from aerosol from e-cigarettes. Science shows that 2nd hand aerosol contains nicotine, heavy metals and cancer causing agents. For help quitting, call the Nebraska Tobacco Quitline - 1-800-Quit Now.</p> <p>- No Place for SHS...A smoke free environment is the only way to fully protect you from dangers of secondhand smoke. Smoke free policies are important to protect us.</p> <p>- Aline Lung Cancer...Testimonial of someone whose life was saved from early cancer detection from a lung cancer screening. It is never too late to quit and even if you are still smoking get an annual screening. It's just 30 minutes. (NE Broadcasters Assoc. - Tobacco Free)</p>
Health - Public Safety	1/24/24-3/31/24	5a-12a	129	:30	<p>Binge 1...Drinking and Driving causes serious harm to friends, family and loved ones. In 2021, 65 people were killed in Nebraska by a car crash involving a drunk driver. Do not drink and drive. If you or a loved one need help - find a treatment facility by you at findtreatment.gov.</p> <p>- Binge 2....75% of parents or guardians report current alcohol use. Drinking alcohol can cause harm to your children and loved ones. By drinking less your child will be excited to see you at their basketball game or event.</p> <p>- Binge 3...You're spending \$300 a month. Binge drinking is the most common form of excessive drinking which costs the US more than 100,091 billion dollars each year. Find a treatment facility by you at findtreatment.gov.</p> <p>- Binge 4...Be a memory for your grandchildren. Among Nebraska adults 65+ or older, 47% report current alcohol use. Drinking less, you will be around for your grandchildren. Find a treatment facility by you at findtreatment.gov.</p> <p>- Binge 5...Alcohol can strain relationships. Drinking too much can cause harm to friends, family members and loved ones.</p>

					Drinking less will save a relationship. Find a treatment facility by you at findtreatment.gov . (NE Broadcasters Assoc. - NE DHHS-Binge Drinking Prevention)
Community - Education	1/1/24-3/31/24	12a-12a	85	:30	<ul style="list-style-type: none"> - Celebrate Learning...It's important to celebrate learning with your child. Focus on the positives, re-enforce good effort and determination. Children need your encouragement and support. - Future...Parent and community support is critically important to a student's success. Support your public schools, get involved or become a school volunteer. Great schools and great communities work hand in hand - Education & The Economy...The best way to strengthen our economy for the long term is investing in our education system and raising the skills of American workers. Support public schools. - Black History Month...A wise nation learns from its past. February is Black History Month, the celebration of contributions that African Americans made to American History in their struggles for freedom. - Tradition...Research shows students do better in school when parents are supportive. In Nebraska, parents have a long tradition in being involved in public schools. That's one reason why Nebraska students consistently score in the top 10 on national tests. Working together can help every child succeed. - Reading...Reading may be your most valuable skill your child will ever learn and research proves when children read outside the classroom, they do better in school. Older children also need encouragement to read. - Reach Goals...Teach your children how to set and reach goals. Motivation and goal setting build confidence. Instill a drive that will benefit your children their entire life and become a more positive thinker. (NE Broadcasters Assoc. - NSEA)
Health - Public Safety	3/1/24-3/31/24	12a-12a	45	:10	<ul style="list-style-type: none"> - Message to Motorcyclists to look twice and save your life. - Message to Motorcycles - don't drink and drive your motorcycle. (Abate of Nebraska)

Health - Public Safety	3/5/24-3/17/24		30	:30	-Awareness of a recent uptick in SPAMS targeting Lincoln Electric System customers. If you receive a call, email or text that seems suspicious, do not provide your personal financial information. Instead all LES direct. (Lincoln Electric System)
Health - Public Safety	1/124-3/3/24		175	:30	-Awareness campaign on not starting your car to warm-up in the winter months to prevent theft of cars. Campaign: " Stay with Keys Please". (Lincoln Police Department)
Health - Public Health	3/20/24-3/31/24		30	:30	-Registration is open for the Lincoln Marathon on 5/5 at lincolmarathon.org A running event for all ages and abilities. (Lincoln Marathon)
Community - Charitable	1/1-2/24		100	:30	-Promotional announcements encouraged participation in the annual Onesie Crawl to support Operation Warm's local IAFF chapter, to help purchase and award brand new coats to local youth.
Community - Charitable	2/1-2/17		20	:30	-On air chatter encouraged fans to participate in the Tyson's Treasure Chest Foundation Deuces Cancer fundraiser event at Sun Valley Lanes. Host JP participated in the event
			1215		

Community - Education Lincoln Children's Zoo	Fridays 1/5-3/29	8:00 am	5:00		Representatives of the Lincoln Children's Zoo visit KX to share info about current happenings, educational events, and ways to support the local zoo.
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Community - Charitable Capital Humane Society	Thursdays 1/4-3/28	8:15 am	5:00		Capital Humane Society staff members bring in an adoptable dog to the KX studio to encourage donations to the society along with consideration for adoption and info about pet health and well being.
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