



KZKX-FM
Alpha Media USA
Seward, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

October 1-December 31

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SUBMITTED BY JP Kyhn

KZKX 4Q 2020

ISSUE	Dates Aired and/or Program Segment	Time(s)	Duration		Description of Segment
Government - Military	10/1/20-12/31/20	5a-12m	75	:30	<p>-Promoting to join the Army National Guard to protect national and local communities.</p> <p>-Earn extra dollars as a High School Junior in the Split Option program. You can serve full-time and part-time.</p> <p>-NE Army Guards are on the front lines of your community supporting essential personnel, first responders, law enforcement and Medical professionals.</p> <p>- The National Guard is always ready and always there to assist the community with examples 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.</p> <p>- Learn a trade profession through the National Guard.</p> <p>- Learn how you can live and serve part time in your own community.</p> <p>- Give back to your community you love by joining the National Army Guard.</p> <p>(NE Broadcasters - Army National Guard)</p>
Health - Mental Health	10/1/20-12/31/20	5a-12m	73	:30	<p>- 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.</p> <p>- Awareness of Opioid Use Disorder. How addiction can happen with just a minor surgery.</p> <p>- 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.</p> <p>(NE Broadcasters Assoc. - DHHS - Opioids)</p>
Health - Public Health	10/1/20-12/31/20	5a-12a	72	:30	<p>- Awareness that stress, being bored or even being hungry can cause cravings. Call NE Tobacco quickline for help. 1-800 Quit Now.</p> <p>- How 2nd hand smoke can trigger asthma attacks. One reason why not smoke around kids. (NE Broadcasters Assoc. - Tobacco Free)</p>

Community - Charitable & Volunteer	10/30/20-12/20/20	5a-12m	37	:30	<ul style="list-style-type: none"> - Promoting joining the Americorps program and the opportunities and benefits - Message to donate to the Food Bank due to the need with the spread of Covid-19. - Promoting the Step Forward Award (virtual) event which honors outstanding Volunteers on 10/29. - Promoting volunteering by giving blood to the American Red Cross. - Encouraging Nebraskans to share their time and resources this holiday helping those in need. (NE Broadcasters Assoc. - ServeNebraska)
Government - Education	10/1/20-10/31/20	5a-12m	23	:30	Nebraska Secretary of State soliciting Poll Workers for the General Election and also encouraging people to vote and that the polls will be safe for voters and poll workers. (NE Broadcasters Assoc. - NE Secretary of State)
Health - Aging & Disability	11/4/20-12/31/20	5a-12m	53	:30	Promoting awareness of services available helping loved ones make choices for senior care at ourseniorcare.org. (NBA - NE Health Care Assoc.)
Health - Mental Health	11/1/20-12/31/20	5a-12m	51	:30	<ul style="list-style-type: none"> - Discuss with kids the consequences of drinking. - Risks of vaping for youths because of microscopic particles into your lungs and nicotine stunt brain development. (NE Broadcasters Assoc. - DHHS Samhsa)
Health - Public Safety	10/6/20-11/5/20	5a-12m	19	:30	Message from Department of Health and Human Services of the importance of getting a flu shot to help protect against the flu and preserve hospital capacity during the Pandemic. (NE Broadcasters Assoc. - DHHS Flu)
Community - Charitable Organization	10/1/20-11/15/20	12a-12a	5	:30	Fundraising for Operation Warm non-profit that provides brand-new winter coats for children. (Operation Warm)
Health - Public Safety	10/1/20-10/14/20	12a-12a	9	:30	Lincoln is Greater Than Campaign promoting beating Covid-19 by wearing a mask, washing hands and social distancing. (Stronger Than Covid)
Health - Public Safety	10/1/20-10/4/20	12a-12a	3	:30	<ul style="list-style-type: none"> - Discuss with kids the consequences of drinking. - Risks of vaping for youths because of microscopic particles into your lungs and nicotine stunting of brain development. (NE Broadcasters Assoc. - DHHS Samhsa)

Health - Mental Health	10/1/20-10/16/20	12a-12a	5	:30	Fundraising virtual event (Amazing Chase) for St. Monica's Life Changing Recovery for Women to provide substance abuse and mental health services to women. (St. Monica's - Amazing Chase)
Community - Charitable	10/19/20-10/30/20	12a-12a	2	30	Supported a fundraiser for JetSplash Haunted Tunnel. A drive-thru haunted house for a \$15 donation\$ with all proceeds donated to 3 Lincoln nonprofits. (Jet Splash)
Community - Charitable	10/7/20-10/25/20	5a-mid	23	:30	Trick or Treat Fundraiser (Boo at the Zoo) to raise funds for the local children's zoo. (Lincoln Children's Zoo)
Community - Charitable	11/14/20-11/17/20	5a-mid	15	:15	Message to encourage the public to help those less fortunate in our community by giving to the People's City Mission. (People City Mission)
Community - Charitable	11/19/20-12/20/20	12a-12a	19	:30	Food Bank of Lincoln - Check Out for Hunger Campaign - Promoting to give when you check out at area participating grocery stores to give a little more for Food Bank of Lincoln. (Food Bank of Lincoln - Check out for Hunger)
Community - Charitable	11/9/20-11/22/20	12a-12a	9	:30	United Way /CHAD - Asking for donations through workplace giving programs or at unitedway.org. (United Way/CHAD)
Government - Education	12/1/20-12/31/20	5a-mid	22	:30	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. (Nebraska Broadcasters Assoc. - NE Game & Parks)
Health - Public Safety	12/14/20-12/31/20	5a-mid	11	: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)
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Lincoln Live This Week	10-11-20	8:30am	25 min	Members of Lincoln Black clergy community, Pastor Jesse Myles and Minister John Harris, on LPD use of force AND Shannon Rowen from UN-L on Scarlet Hotel on NE Innovation Campus
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Lincoln Live This Week	10-18-20	8:30am	25 min	Police Chief, Jeff Bliemeister talks about the Internal Affairs Unit AND Amy Dickerson, Managing Director of Lancaster Event Center on keeping doors open during pandemic and events
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Lincoln Live This Week	10-25-20	8:30am	25 min	Lincoln Public Schools Superintendent, Dr. Steve Joel talks about COVID Risk Dial possibly going to RED and how LPS will react AND Mark Clampin Dir. Of Sciences and Exploration @ NASA on landing on asteroid
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Lincoln Live This Week	11-1-20	8:30am	25 min	Mayor Gaylor Baird talks COVID AND Michael Betrus book : "COVID-19 Lockdowns on trial"
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Lincoln Live This Week	11-8-20	8:30am	25 min	Brian Smith-Nat'l Weather Service re Winter Weather Awareness Day AND Interim Fire Chief, Micheal Despain and Acting Fire Chief, Dave Engler talking about the transition
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Lincoln Live This Week	11-15-20	8:30am	25 min	Lincoln Public Schools Superintendent, Dr. Steve Joel on COVID, remote teaching and COVID Risk Dial AND Police Chief, Jeff Bliemeister talks about Espinoza investigation, 2020 crimes, casino gaming at horse race tracks
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Lincoln Live This Week	11-22-20	8:30am	25 min	Lincoln Airport Executive Director, Dave Haring talks about a \$44 million renovation plan AND City Parks and Recreation Director, Lynn Johnson talks about outdoor hiking, biking and trails
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Lincoln Live This Week	11-29-20	8:30am	25 min	Mayor Leiron Gaylor Baird talks about COVID, Risk Dial and recall AND Lancaster County Sheriff, Terry Wagner talks about COVID and T-giving enforcement
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Lincoln Live This Week	12-6-20	8:30am	25 min	County Board chair, Sean Flowerday talks about getting COVID, legislative interests and the election AND Acting Fire Chief, Dave Engler talks about COVID protocol
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Lincoln Live This Week	12-13-20	8:30am	25 min	Police Chief, Jeff Bliemeister talks about body cameras, 5 new officers being hired and porch pirates AND LPS Superintendent, Dr. Steve Joel talks about remote learning, test scores and absence rate
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<p>Lincoln Live This Week</p>	<p>12-20-20</p>	<p>8:30am</p>	<p>25 min</p>	<p>Lancaster Event Center Managing Director, Amy Dickerson talks about \$750,000 CARES ACT thru state grant and LEC asking to be a COVID vaccination center AND City Parks and Recreation Director, Lynn Johnson</p>
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<p>Lincoln Live This Week</p>	<p>1-3-21</p>	<p>8:45am</p>	<p>15 min</p>	<p>Ellen Riley, LPS Homeless Program Outreach Coordinator talks about the federal program providing education, including school bus pickup, for homeless children in Lincoln AND Melissa Amateis, author of NE in WWII, talk about the role the state played in supporting WW II</p>
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