



KZKX-FM
Alpha Media USA
Seward, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

January 1 – March 31st

FILED 4-1-19

SUBMITTED BY JP Kyhn

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
COMMUNITY – Supporting the Arts in Lincoln	1/14/19	8:10a	3 Minutes	Morrie Enders, Executive Director of the Lincoln Community Playhouse was in studio to promote two shows “Finishing School” & “Erma Bombeck at Wits End”
COMMUNITY ISSUES - Healthy & Active Lifestyle Choices	1/17/19	8:10a	3 Minutes	Dave Mlnarik of the Nebraska Sports Council in studio to talk about the upcoming Govenor’s Walk. The event created to promote the Live Well Challenge.
YOUTH – Keeping Children Warm in the Winter	2/02/19	4p-10p	6 Hours	KX Staff hosting the 2nd Annual “Onesie Crawl,” portion of the proceeds to benefit Operation Warm. Op Warm is a co-headlined Fundraiser with the Lincoln Firefighters to raise money to buy coats for kids who can’t afford them.
COMMUNITY – Supporting the Arts	2/09/19	9a-12p	3 Hours	JP was a Guest Judge of the Omaha Stormchasers National Anthem tryouts. This event encourages individuals & groups young and old to get out and sing!
COMMUNITY – Supporting Education	2/16/19	10a-12p	2 Hours	JP was Live at the Grand Opening of the 4th floor of Morrill Hall & the University of Nebraska State Museum.
COMMUNITY – Supporting the Arts in Lincoln & Lancaster County	2/19/19	8:10a	3 Minutes	Bill Stephan, Executive Director for the Lied Center for Performing Arts, Live in studio to discuss the upcoming season.
YOUTH ISSUE – Keeping Children Warm in the Winter	2/22/19	7p-10p	3 Hours	KX Staff on site at the Ice Box for Lincoln Stars “Operation Warm” night. Encouraging monetary donations from the people at the Hockey Match. Operation Warm is a co-headlined Fundraiser with the Lincoln Firefighters to raise money to buy coats for kids who can’t afford them.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
HEALTH – Fighting Breast Cancer	3/01/19	8:40a	3 Minutes	Members of the Huskers Gymnastics Team were in studio to promote their Annual Power of Pink meet for breast cancer awareness. The event occurred on March 2nd
COMMUNITY – Supporting Education	3/11/19	6p-8p	2 Hours	JP spoke to the group of approximately 40 University of Nebraska student-athlete leaders from various sports who meet monthly to grow their leadership and professionalism. The topic, The importance of developing good communication skills in life and the workplace.
COMMUNITY – Flood Relief	3/22/19	All Day	On Air Promotion	Our 6 stations along with the Nebraska Broadcasters Association teamed up for an all day telethon to raise money for the #NebraskaStrong Drive for Flood Relief with the American Red Cross. \$437,000 raised that day.
COMMUNITY – Flood Relief	3/29/19	7p-10p	On Air Promotion/ On Site	We teamed up local bands & local businesses for a fundraising concert and Live & Silent Auctions to raise money for the #NebraskaStrong Drive for Flood Relief with the American Red Cross. Over \$60,000 were raised that night.
PSA – Lock Gun Safety	1/01/19-3/31/19	12a-12a	:30 sec PSA / 126 Total	Gun Safety
PSA – NBA	1/01/19-3/31/19	Scheduled	:30 sec PSA / 59 Total	DHHS
PSA – Youth Health	1/01/19-2/28/19	12a-12a	:30 sec PSA / 70 Total	Child Advocacy Center

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PSA – Youth Health	1/01/19-4/21/19	12a-12a	:30 sec PSA / 45 Total	Child Advocacy Center
PSA – NBA	1/01/19-3/31/19	Scheduled	:30 sec PSA / 67 Total	NE Army Natl Guard PSA
PSA – NBA	1/01/19-3/31/19	Scheduled	:30 sec PSA / 126 Total	PSA for Tobacco Free Nebraska
PSA – NBA	1/01/19-3/31/19	Scheduled	:30 sec PSA / 69 Total	PSA for Media of Nebraska
PSA – NBA	1/01/19-3/31/19	Scheduled	:30 sec PSA / 126 Total	PSA for NSEA
PSA – NBA	1/01/19-3/31/19	Scheduled	:30 sec PSA / 121Total	PSA for First Five of NE
PSA – AMA Lincoln	1/30/19-2/03/19	Scheduled	:30 sec PSA / 22 Total	PSA for AMA Lincoln Summit
PSA-Support for the Arts	2/02/19-2/20/19	12a-12a	:30 sec PSA / 28 Total	Russ' Wine & Food Experience Fundraiser for Lincoln Community Playhouse
PSA-Community Crops	2/06/19-3/09/19	12a-12a	:30 sec PSA / 37 Total	PSA for Community Crops

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
PSA – NBA	2/26/19-3/31/19	Scheduled	:30 sec PSA / 50 Total	PSA for ServeNebraska
PSA – NE Pork Producers	3/23/19-3/31/19	Scheduled	:30 sec PSA / 14 Total	PSA for Baconfest

Nebraska Broadcasters Association

PSA information for Programs / Issues Report 1Q 2019

ISSUE	CLIENT	Dates Aired	Description of Segment
Health Hazards of Smoking	PSA – NBA Tobacco Free	1/1/19- 3/31/19	Promoting call the Nebraska Quit Line. Do not smoke in your car with passengers due to 2 nd hand smoke. Testimonial from past smoker on how to quit and stop cravings.
Education on the 1 st Amendment	PSA – NBA Media of Nebraska	1/1/19- 3/31/19	Educating on the 5 freedoms guaranteed in the First Amendment – Speech, Religion, Press, Peacefully Assemble and Petition the Government.
The need for volunteers in community.	PSA – NBA Serve Nebraska	2/26/19- 3/31/19	Promoting Serve Nebraska Week 4/21-4/27/19 – annual statewide celebration of Nebraska volunteer service. Volunteer opportunities available at nebraskaimpact.com
Recruitment for the Army National Guard and career opportunity.	PSA – NBA Army National Guard	1/1/19- 3/31/19	Promoting to join the Army National Guard to protect national and local communities. Selfless Service is the driver. It is a career opportunity. There is a tuition bonus offered. Testimonial from a Guardsman.
Insuring every child has access to a quality education.	PSA – NBA Nebraska State Education Association	1/1/19- 3/31/19	Awareness of NSEA long 151 history and promote the goal of the organization. Goal is to ensure every child has access to a quality education. Schools are a great investment.
Early Learning Experiences help children to grow up prepared.	PSA – NBA First Five of Nebraska	1/1/19- 3/31/19	First Five teaches qualities and skills to help children grow-up prepared such as adapt to new situations, building healthy relationships and taking pride in work.

Drug Addiction	PSA – NBA DHHS	1/1/19- 3/31/19	Opioids Addiction Awareness and Risk of prescription Opioids. Get a free Opioids Rescue APP for your phone. Naloxone is a drug used to safely reverse an Opioid overdose. It is now more readily available in Nebraska.
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LINCOLN LIVE

Community Program 4Q 2018

COMMUNITY-LINCOLN LIVE THIS WEEK	1/13/19	830am	25 min	Police Chief, Jeff Bliemeister, looks back at 2018, homicide on New Year's Eve, body cameras in 2019 AND City Parks and Recreation Director, Lynn Johnson talks about the Emerald Ash Borer Mitigation Program and 2019 parks projects
PUBLIC SAFETY and EDUCATION on LINCOLN LIVE THIS WEEK	1/20/19	8:30am	25 min	Fire Chief, Micheal Despain on LFR accreditation process and new graduating class and LPS Superintendent, Dr. Steve Joel on the need to build a new high school and options to pay for it
COMMUNITY-LINCOLN LIVE THIS WEEK	1/27/19	8:30am	25 min	Allyson Headrick, new Security Social Worker for LPS to talk about helping young people cope before they threaten themselves or others and Chris Warfield is the new Construction Manager for Habitat for Humanity in charge of volunteers helping build 6 to 8 houses a year in Lincoln
COMMUNITY-LINCOLN LIVE THIS WEEK	2/3/19	8:30am	25 min	Fred Zwonechek retired from the NE Office of Highway Safety. We talk about seat belt use, distracted driving and drunken driving and Secretary of State, Bob Evnen talks about mandatory voter registration, voter ID and voter fraud
COMMUNITY-LINCOLN LIVE THIS WEEK	2/10/19	8:30am	25 min	Tara Knuth, Executive Director of the Lincoln Children's Museum on renovation of museum and expansion of exhibits AND Dr. Trent Shrader, Director of Medicine and Conservation Projects at the Lincoln Children's Zoo talks about preparing exhibits for tigers and spider monkeys
COMMUNITY-LINCOLN LIVE THIS WEEK	2/17/19	8:30am	25 min	Police Chief, Jeff Bliemeister, talks about 2018 statistics AND KFRX Morning host, Matt McKay, talks about having a heart attack at age 45 and how it's changed his life

COMMUNITY-LINCOLN LIVE THIS WEEK	2/24/19	8:30am	25 min	Lincoln Airport Director, Dave Haring, talks about a passenger survey asking what they would like to see changed at Lincoln Airport AND LPD Capt. Jason Stille, chairs a mayoral task force studying safe gun storage in Lincoln
COMMUNITY – LINCOLN LIVE THIS WEEK	3/3/19	8:30am	25 min	LPS Superintendent, Dr. Steve Joel, talks about Superintendent Facilities Advisory Committee first meeting to determine needs and upgrades in the district, including new high schools AND Bill Achord with the NE Hemp Ass’n talks about the legalization to grow hemp in the 2019 Farm Bill and what that potentially means to NE economy
COMMUNITY – LINCOLN LIVE THIS WEEK	3/17/19	8:30am	25 min	LPD Det. Sgt. Ben Miller on human trafficking in Lincoln AND Gordon Senator, Tom Brewer, talks about his military action in Afghanistan, including getting wounded twice
COMMUNITY – LINCOLN LIVE THIS WEEK	3/31/19	8:30am	25 min	Mayor Beutler talks about potholes, the ¼ cent city sales tax increase and where money would go and a new downtown park on the south end of Canopy Street in the Haymarket AND County Board chair, Jennifer Brinkman talks about flooding, unsafe bridges and the ¼ cent city sales tax increase and where money would go