

Grantee Information

ID 1484
 Grantee Name KZUM-FM
 City Lincoln
 State NE
 Licensee Type Community

1.1 Employment of Full-Time Radio Employees

Jump to question: _____

Please enter the number of FULL-TIME RADIO employees in the grids below.
 The first grid includes all female employees, the second grid includes all male employees,
 and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees

Jump to question: _____

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000					1		1
Managers - 2000					0		0
Professionals - 3000					2		2
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	3	0	3

1.1 Employment of Full-Time Radio Employees

Jump to question: _____

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000					1		1
Professionals - 3000							0
Technicians - 4000					0		0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	1	0	1

1.1 Employment of Full-Time Radio Employees

Jump to question: _____

Major Job Category / Job Code / Joint Employee	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	

Sales Workers - 4500	<input type="text"/>
Office and Clerical - 5100	<input type="text"/>
Craftspersons (Skilled) - 5200	<input type="text"/>
Operatives (Semi-Skilled) - 5300	<input type="text"/>
Laborers (Unskilled) - 5400	<input type="text"/>
Service Workers - 5500	<input type="text"/>
Total	<input type="text" value="0"/>

1.1 Employment of Full-Time Radio Employees Jump to question: _____

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers Jump to question: _____

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

1.2 Major Programming Decision Makers Jump to question: _____

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

	Jump to question: _____						
	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>
Male Major Programming Decision Makers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="0"/>	<input type="text" value="2"/>

1.3 Employment of Part-Time Radio Employees Jump to question: _____

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

	Jump to question: _____						
Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Service Workers - 5500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

1.3 Employment of Part-Time Radio Employees Jump to question: _____

	Jump to question: _____						
Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Managers - 2000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="1"/>
Sales Workers - 4500	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>

Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	1	0	1

1.3 Employment of Part-Time Radio Employees

Jump to question: _____

Major Job Category / Job Code

Persons with Disabilities

Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment

Jump to question: _____

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment

Jump to question: _____

Number working less than 15 hours per week

1.4 Part-Time Employment

Jump to question: _____

Number working 15 or more hours per week

1.5 Full-Time Hiring

Jump to question: _____

Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring

Jump to question: _____

No full-time employees were hired (check here if applicable)

1.5 Full-Time Hiring

Jump to question: _____

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000					0
Professionals - 3000		1		0	1
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	0	1	0	0	1

1.6 Full-Time and Part-Time Job Openings

Jump to question: _____

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

1.6 Full-Time and Part-Time Job Openings

Jump to question: _____

Number of full-time and part-time job openings

1.7 Hiring Contractors

Jump to question: _____

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors

Jump to question: _____

Check all that apply

Underwriting solicitation related activities

- Direct Mail
- Telemarketing
- Other development activities
- Legal services
- Human Resource services
- Accounting/Payroll
- Computer operations
- Website design
- Website content
- Broadcasting engineering
- Engineering
- Program director activities
- None of the above

Comments

Question Comment

No Comments for this section

2.1 Corporate management

Jump to question:

	# of Employees	Avg. Annual Salary	Average Tenure
	1.00	\$ 54,358	6
Chief Executive Officer - Joint		\$	
Chief Operations Officer - Joint		\$	
Chief Financial Officer - Joint		\$	
Chief Digital Media Operations - Joint		\$	

2.1 Corporate Management

Jump to question:

Please list the Other Job titles in this sub-category not listed above

2.2 Communication and Promotions

Jump to question:

Publicity, Program Promotion Chief - Joint		\$	
Communication and Public Relations, Chief - Joint		\$	
Head of Audience - Joint		\$	
Social Media Specialist / Manager - Joint		\$	

2.2 Communication and Promotions

Jump to question:

Please list the Other Job titles in this sub-category not listed above

2.3 Programming and Productions

Jump to question:

Programming Director - Joint	1.00	\$ 42,000	2
Production, Chief - Joint		\$	
Executive Producer - Joint		\$	
Producer - Joint		\$	

	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Digital Content Director - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Digital Project Manager - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Managing Director, Audience Engagement - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>

2.3 Programming and Productions Jump to question: _____

Please list the Other Job titles in this sub-category not listed above

2.4 Development and Fundraising Jump to question: _____

	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Development, Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Member Services, Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Membership Fundraising, Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Major Giving Fundraising Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
On-Air Fundraising, Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Auction Fundraising, Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>

2.4 Development and Fundraising Jump to question: _____

Please list the Other Job titles in this sub-category not listed above

2.5 Underwriting and Grant Solicitation Jump to question: _____

	<input type="text" value="1.00"/>	\$	<input type="text" value="43,000"/>	<input type="text" value="1"/>
Underwriting, Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Corporate Underwriting, Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Foundation Underwriting, Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Government Grants Solicitation, Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>

2.5 Underwriting and Grant Solicitation Jump to question: _____

Please list the Other Job titles in this sub-category not listed above

2.6 Broadcast Engineering and Information Technology Jump to question: _____

	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Operations and Engineering, Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Engineering Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Broadcast Engineer 1 - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Production Engineer - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Technical Operations, Chief - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>
Information Technology, Director - Joint	<input type="text"/>	\$	<input type="text"/>	<input type="text"/>

Web Administrator/Web Master - Joint			

2.6 Broadcast Engineering and Information Technology Jump to question: _____
 Please list the Other Job titles in this sub-category not listed above

2.7 Journalists, Announcers, Broadcast and Traffic Jump to question: _____

	1.00	\$ 35,000	1
News / Current Affairs Director - Joint		\$	
		\$	
		\$	0
		\$	
Announcer / On-Air Talent - Joint		\$	
		\$	
Reporter - Joint		\$	
		\$	
Public Information Assistant - Joint		\$	
		\$	
Broadcast Supervisor - Joint		\$	
		\$	
Director of Continuity / Traffic - Joint		\$	

2.7 Journalists, Announcers, Broadcast and Traffic Jump to question: _____
 Please list the Other Job titles in this sub-category not listed above

2.8 Education and Community Engagement Jump to question: _____

		\$	
Education, Chief - Joint		\$	
		\$	
Volunteer Coordinator - Joint		\$	
		\$	
Events Coordinator - Joint		\$	
Section 2. Average Salary Totals	4.00	\$ 174,358	12

2.8 Education and Community Engagement Jump to question: _____
 Please list the Other Job titles in this sub-category not listed above

Comments
 Question Comment
 No Comments for this section

3.1 Governing Board Method of Selection Jump to question: _____
 Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection Jump to question: _____
 Ex-Officio (Automatic membership because of another office held) _____

3.1 Governing Board Method of Selection Jump to question: _____
 Appointed by government legislative body (including school board) or other government official (e.g. governor) _____

3.1 Governing Board Method of Selection Jump to question: _____
 Elected by community/membership _____

3.1 Governing Board Method of Selection Jump to question: _____
 Other (please specify below) _____

3.1 Governing Board Method of Selection Jump to question: _____

3.1 Governing Board Method of Selection Jump to question: _____
 Elected by board of directors itself (self-perpetuating body) 11

3.1 Governing Board Method of Selection

Jump to question: _____

Total number of board members (Automatic total of the above)

3.2 Governing Board Members

Jump to question: _____

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members

Jump to question: _____

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members

Jump to question: _____

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="4"/>	<input type="text"/>	<input type="text" value="6"/>
Male Board Members	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="4"/>	<input type="text"/>	<input type="text" value="4"/>
Total	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="8"/>	<input type="text" value="0"/>	<input type="text" value="10"/>

3.2 Governing Board Members

Jump to question: _____

Number of Vacant Positions

3.2 Governing Board Members

Jump to question: _____

Total Number of Board Members (Total should equal the total reported in Question 3.1.)

3.2 Governing Board Members

Jump to question: _____

Number of Board Members with disabilities

Comments

Question Comment

No Comments for this section

4.1 Community Outreach Activities

Jump to question: _____

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities

Jump to question: _____

- | | Yes/No |
|--|--------|
| Produce public service announcements? | Yes |
| Did the public service announcements have a specific, formal component designed to be of special service to the educational community? | Yes |
| Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? | Yes |
| Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)? | Yes |
| Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community? | Yes |
| Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? | Yes |
| Produce/distribute informational materials based on local or national programming? | Yes |
| Did the informational programming materials have a specific, formal component designed to be of special service to the educational community? | Yes |
| Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? | Yes |
| Host community events (e.g. benefit concerts, neighborhood festivals)? | Yes |
| Did the community events have a specific, formal component designed to be of special service to the educational community? | Yes |
| Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? | Yes |
| Provide locally created content for your own or another community-based computer network/web site? | Yes |
| Did the locally created web content have a specific, formal component designed to be of special service to the educational community? | Yes |
| Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? | Yes |
| Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school district)? | Yes |
| Did the partnership have a specific, formal component designed to be of special service to the educational community? | Yes |
| Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences? | Yes |

Comments

Question Comment

No Comments for this section

5.1 Radio Programming and Production

Jump to question: _____

Instructions and Definitions:

5.1 Radio Programming and Production

Jump to question: _____

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production

Jump to question: _____

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	<input type="text" value=""/>	<input type="text" value="5,070"/>	<input type="text" value="5,070"/>
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)	<input type="text" value=""/>	<input type="text" value="936"/>	<input type="text" value="936"/>
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)	<input type="text" value=""/>	<input type="text" value="234"/>	<input type="text" value="234"/>
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value="0"/>
All Other (incl. sports and religious — Do NOT include fundraising)	<input type="text" value="26"/>	<input type="text" value="26"/>	<input type="text" value="52"/>
Total	<input type="text" value="26"/>	<input type="text" value="6,266"/>	<input type="text" value="6,292"/>

5.1 Radio Programming and Production

Jump to question: _____

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

6.1 Radio Programming and Production

Jump to question: _____

Approx Number of Original Program Hours

Comments

Question Comment

No Comments for this section

6.1 Telling Public Radio's Story

Jump to question: _____

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2023. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 8 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website.

Joint licensee Grantees that have filed a 2023 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story

Jump to question: _____

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

Our goals for 2023 included building relationships with communities in Lincoln who do not have representation in the media. We hired a full time news director the previous year and have consistently created a weekly, community news program for a year. Our community partnerships have helped us to build trust throughout the community and to identify community issues. This has led to creating educational and enlightening programming that is not found anywhere else in Lincoln. We have covered the State of Nebraska unicameral, local mayoral office, various state government entities and local community organizations meetings and focus on how leadership's decisions affect everyone living in our community. We have also covered protests, environmental news and emergency weather events. Our goal is to cover all communities in Lincoln. Not just people who our community is used to seeing represented on traditional media. We try to focus on communities of color, refugees and immigrants, and under-resourced communities. New partnerships created this year were ROSS (refugees of South Sudan) and Mundo Latino. Mundo Latino creates a weekly program of community and regional news en español for KZUM. We also have a successful podcast of community news and interviews en español, as well as a weekly music program that includes community interviews. We also have weekly content produced in Vietnamese. We were able to serve many communities in Lincoln due to our diverse broadcast schedule and community partnerships. The partnerships are extremely important to us as they help KZUM identify communities that might be left out of the media in Lincoln. Through these partnerships, we are able to amplify community needs and encourage support and engagement.

6.1 Telling Public Radio's Story

Jump to question: _____

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

New partnerships for content include Mundo Latino. This is a group of Lantix journalists who reside in our community and in Omaha. They are producing a weekly community and regional news program en español. In 2024 we are bringing on paid news interns to enhance our news offerings. We are working with community centers in Lincoln to eliminate barriers for bilingual aspiring journalists to apply. We have also tapped a partner for assistance in translation of key features. We started running National Native News by Native Voice One. KZUM now offers 3 programs that includes Native and Indigenous music, culture and news. Two of the programs are produced at KZUM. We work with the Lincoln Public Libraries to produce a weekly program on music related books in all genres. This program has been made available on the national market for other stations to carry. We do have some stations including this program in their schedule. We work with over 70 local non profits on public service announcements. Many of these PSAs are read live as operations for local vital services changed to accommodate the pandemic and safety protocols. We are very much looking forward to sponsoring more events, once our community opens up to gathering. Many of these organizations are featured on a weekly program called "Cause Collective Radio". In addition to programming, we had several event partnerships that included cultural institutions such as Star City Pride, El Centro Des Las Americas Latino Fest, Lincoln Arts Council and music organizations including Nebraska Folklife and Lincoln's Association for Traditional Arts.

6.1 Telling Public Radio's Story

Jump to question: _____

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

Our news programming has received a lot of positive feedback. We routinely feature stories that explore communities in Lincoln that are not included in most media locally. We are planning on doing a border survey that will inform us how we can build and improve on our news programming. In 2023, we were approached by Mundo Latino, a group of Lantix journalists to partner on a spanish language news program. When asked "how did you hear about KZUM?" they replied "We started asking around in the spanish speaking community of Lincoln who we should partner with, we overwhelmingly heard KZUM." We also have had a great response to our call for intern journalists. The ROSS

LEaders (refugees of South Sudan) are prepping some young folks to apply for the internship. Our General Manager has been working as a co-chair on the City of Lincoln's Welcoming and Belonging strategic plan. As Lincoln is a refugee resettlement community, including engagement with new Americans is vitally important for KZUM to prioritize. Our social media channels show lots of engagement from new Americans. When working with a group of new Americans on how to submit comments to the city council, our GM found that several of the young folks in the group were already following KZUM's social channels due to recommendations from other organizations and peers. A goal is to build this engagement into trust and programming and online content.

6.1 Telling Public Radio's Story

Jump to question: _____

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

We have 3 languages that we broadcast in: English, Spanish and Vietnamese. We have podcasts in Spanish and English. We have additional programming that supports women in music, world music, the LGBTQIA2+ communities, our Native/ Indigenous community. We added a national news program about Native News to further serve our local Native community. We did this due to some feedback from some folks in our local Native community. Our newsroom strives to focus on communities of color, refugees and immigrants, and under-resourced communities. We are working with community centers in Lincoln to eliminate barriers for bilingual aspiring journalists to apply. Our General Manager has been working as a co-chair on the City of Lincoln's Welcoming and Belonging strategic plan. As Lincoln is a refugee resettlement community, including engagement with new Americans is vitally important for KZUM to prioritize. We have several programs in development with refugee communities including Iraq, Karan and South Sudan. Discovering barriers to volunteering is currently the main priority. We hope to eliminate as many as possible and gain some invested volunteers so that we can serve the community well.

6.1 Telling Public Radio's Story

Jump to question: _____

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Because of our CSG grant, we are able to work our creative vision and extend access to media for communities that otherwise would not have a place to amplify their voices. Without it, we would not be able to have a content/ production staff member to train volunteer producers, edit content or run the website or an underwriting person to gain and manage important business relationships. Our operation would just be about minimum on air programming and keeping the lights on. The CSG grant really supports our engagement efforts in person and behind the mic. KZUM is always striving to mean more to more people in Lincoln. Our engagement strategies cost us a lot of time and energy. With every year, we see more trust and engagement in meaningful ways. Community radio is at its best when those who listen, hear themselves and all the possibilities of an engaged, informed, safe and joyful community. KZUM is the only community station in Lincoln. We have 2 other non commercial stations in Lincoln but they only do a fraction of local engagement on air or in person that we do. And their programming suffers from it. As a non commercial station in a mostly white region, our engagement strategy and educational mission is at the heart of our station and vital to the well being of our community. Without KZUM and our content, so many voices would be left out of the conversation. Our community would not know about our vibrant arts and culture scene. Many of our local businesses would be left out. We would not sound like Lincoln. We need to be able to support people regardless of their ability to donate. About 20% of our budget is the CSG grant. And our community gives more because they know you will invest more, based on their support. We are so thankful to receive it and are motivated to serve our community as a partner with the CPB. Thank you for your support!

Comments

Question Comment

No Comments for this section

7.1 Journalists

Jump to question: _____

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic
News Director	1				1					1
Assistant News Director										
Managing Editor										
Senior Editor										
Editor										
Executive Producer										
Senior Producer										
Producer										
Associate Producer										
Reporter/Producer										
Host/Reporter										
Reporter										
Beat Reporter										
Anchor/Reporter										
Anchor/Host										
Videographer										
Video Editor										
Other positions not already accounted for										
Total	1	0	0	0	1	0	0	0	0	1

Comments

Question Comment

No Comments for this section

Print Survey

8.1 Which Content Management System (CMS) is your station using?

Jump to question:

CMS is a platform that facilitates creating, editing, organizing, publishing web and mobile content.

8.1 Which Content Management System (CMS) is your station using?

Jump to question:

Check all that apply

Grove

Bento

WordPress

Drupal

None

8.1 Which Content Management System (CMS) is your station using?

Jump to question:

Other

Apple/ Adobe and Wordpress

8.2 Which Customer Relationship Management (CRM) System is your station using?

Jump to question:

CRM is a platform for planning and tracking direct marketing and fundraising programs and lead campaigns; managing and tracking communications with prospective and current donors/members; and serves as a database for storing user, donor and/or member data to build profiles.

8.2 Which Customer Relationship Management (CRM) System is your station using?

Jump to question:

Check all that apply

CDP

Salesforce

Blackbaud

Carl Bloom

Roi Solutions

Adobe

Allegiance

None

8.2 Which Customer Relationship Management (CRM) System is your station using?

Jump to question:

Other

Oracle/ Netsuite

8.3 Which Email Service Provider (ESP) is your station using?

Jump to question:

ESP is a platform that provides services and templates for developing, launching, tracking email campaigns and email marketing activities.

8.3 Which Email Service Provider (ESP) is your station using?

Jump to question:

Check all that apply

Mailchimp

Constant Contact

GoDaddy

SendGrid

None

8.3 Which Email Service Provider (ESP) is your station using?

Jump to question:

Other

8.4 Which Marketing Automation Platform is your station using?

Jump to question:

Marketing Automation Platform is a platform to automate marketing actions or tasks, streamline marketing workflows, and measure the outcomes of marketing campaigns. These tools provide a central marketing database for all marketing information and interactions, create segmented, personalized, and timely marketing experiences for donors and members. They also provide automation features across multiple aspects of marketing including email, social media, lead generation, direct mail, digital advertising, and more.

8.4 Which Marketing Automation Platform is your station using?

Jump to question:

Check all that apply

Mailchimp Marketing Platform

Hubspot Marketing Hub

Adobe

None

8.4 Which Marketing Automation Platform is your station using?

Jump to question:

Other

Comments

Question Comment

No Comments for this section

9.1 Did your station have the capability to relay CAP messages from IPAWS in FY{{FY}}? Jump to question: _____

Yes

No

9.1 Did your station have the capability to relay CAP messages from IPAWS in FY{{FY}}? Jump to question: _____

If no, why not?

9.2 How many CAP messages did your station release in FY{{FY}}? (Available from CAP log from your encoder(s)) Jump to question: _____

9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into effect December 12, {{FY}}? <https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages> Jump to question: _____

Yes

No

9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into effect December 12, {{FY}}? <https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages> Jump to question: _____

If no, why not?

9.4 Please describe your internal policy and threshold for pass-through of EAS messages, including how your system checks for CAP-compliant alerts. Jump to question: _____

We have one staff member that checks records and routinely runs tests, then logs them.

9.5 Please describe the relationship between your station and local emergency management agency. Jump to question: _____

We have a good relationship. Especially during the COVID 19 pandemic, we had weekly check ins with law enforcement. We also cover emergencies and are included on any city and state health and emergency updates and alerts.

9.6 Are you currently able to measure the number of individuals with Access and Functional Needs* (AFN) in your broadcast coverage area? Jump to question: _____

Yes

No

9.6 Are you currently able to measure the number of individuals with Access and Functional Needs* (AFN) in your broadcast coverage area? Jump to question: _____

If Yes Please list the source(s) from which you obtain data on the AFN individuals in your coverage area:

9.7 Are you currently able to reach the AFN community in your coverage area with your emergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals; Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure -- we do not have enough data to know) Jump to question: _____

Yes

No

Somewhat

Unsure

9.7 Are you currently able to reach the AFN community in your coverage area with your emergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals; Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure -- we do not have enough data to know) Jump to question: _____

(Optional) What barriers are preventing you from better reaching your AFN communities with emergency alerts?

9.8 For each transmitter, please list the make, model, current firmware version, location (specify studio, transmitter site, or other location), and internet connectivity of your EAS equipment. If you have more transmitters to add, please press the TAB button while on the last row. Jump to question: _____

	Call letters	Location	Model	Firmware Version	Make	Connected
1	KZUM	Transmitters	Harris	We are updat	Harris EX 20	Yes
2						
3						

4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
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37					
38					
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42					
43					
44					
45					
46					
47					
48					
49					
50					

Comments

Question	Comment
Is your station compliant with the new FCC rules for EAS encoder systems? - Yes	Sage just came out with the update and we are currently working on that.