



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

January, February, March, 2020

FILED 4 - 3- 2020

SUBMITTED BY David Gustafson

A handwritten signature in blue ink, appearing to read 'David Gustafson', is written over a horizontal line.

PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS

Community Spotlight – Monday thru Friday 7:00am

Community spotlight is a daily 15 minute program that provides a public forum for community leaders and event organizations to discuss current issues affecting the listening area. The program also provides information on upcoming events in Columbus and surrounding communities. The live 15 minute program provides great interaction between community leaders and the public. It is a great program for promoting positive programs and events in the area.

Y's Words – Monday thru Friday 9:00am

The two minute daily program is a discussion between local fitness experts at the Columbus YMCA. The program offers tips on healthy lifestyles and informs the public of education and interactive programs throughout the community. The program also informs the public of healthcare opportunities in the community.

KLIR News –Monday thru Friday

6:00am, 6:30am, 7:00am, 7:30am, 8:00am, 12:00pm, 4:00pm, 5:00pm

KLIR NEWS is a two minute program dedicated to informing the public on the latest issues that affect them personally, affect their community, and affect the state. The program provides updates on issues impacting local and state government, education, healthcare, tourism, charities, organizations and the environment.

The following summarizes a representative sample of programming that provided the most significant treatment of community issues during the past quarter. Programming frequently deals with more than one issue.

Coverage Addressing the Following Issues:

- 1) Government/Politics
- 2) Education, Youth Issues
- 3) Health
- 4) Weather
- 5) Community Events

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Government and Politics	January 1 st to March 31 st	65	30 seconds per feature	Coverage of Community committee work sessions in Columbus. Coverage of City Council meetings. Coverage of police, fire, and sheriff departments. Coverage of issues affecting counties in the coverage area.
Government and Politics	January 1 st to March 31 st	65	30 seconds per feature	Coverage of Community committee work sessions in Columbus. Coverage of City Council meetings. Coverage of police, fire, and sheriff departments. Coverage of issues affecting counties in the coverage area.
Government and Politics	January 13th to January 16th	10	30 seconds features	Aired stories on Legislation introduced that would improve insulin affordability.
Government and Politics	January 22nd to January 30th	15	30 seconds features	Covered a bill that would require students to complete the FAFSA prior to graduation from high school.
Government and Politics	January 22nd to March 31st	50	30 seconds features	Continue to interview city and state officials on the COVID-19 pandemic including steps they are taking to slow the virus from spreading and any limitations on public gatherings.
Government and Politics	February 5th to February 10th	12	30 seconds per feature	Covered Governor Pete Ricketts and the Nebraska Department of Labor announcement of \$11.4 million in new tax relief thanks to a reduction in the unemployment insurance tax rate.
Government and Politics	February 25th to March 5th	10	30 seconds features	Covered the debate of state lawmakers on gun owners being allowed to bring loaded, semi-automatic rifles into the state Capitol to protest bills that would have imposed new restrictions on gun ownership.
Government and Politics	March 7th to March 25th	20	30 seconds per feature	Previewed the May primary for both Democratic and Republican candidates.
Government and Politics	March 23rd to March 31st	10	30 seconds per feature	Covered Governor Pete Ricketts announcement that the Small Business Administration has issued a statewide economic injury declaration for Nebraska

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Education and Youth	January 1 st to March 31 st	120	30 seconds	PSA: Health education, Big Pals Little Pals of Columbus, Columbus Sports & activities council, parenting workshops, Columbus Library education seminars, youth activities, YMCA activities.
Education and Youth	January 1 st to March 31 st	65	60 seconds	Updated listeners about upcoming events hosted by all 3 Columbus schools during our daily school news feature.
Education and Youth	January 1 st to March 31 st	65	2 minute	Y's Words is a daily program that offers tips on healthy lifestyles and informs the public of education and interactive programs throughout the community. The program also informs the public of healthcare opportunities in the community.
Education and Youth	January 15th to January 18th	10	2 minutes per features	Interviewed State Treasurer John Murante as he has been pushing hard to help kids save money when going to college.
Education and Youth	January 10th to January 12th	10	30 seconds features	Covered protests held by students outside the State Capital pushing for legislation on Climate Change.
Education and Youth	January 22nd To March 31st	50	30 seconds per feature	Covered the closure of area schools due to COVID-19 and interviewed school officials on steps they are taking for students to learn from home and what they are doing to stop the spread.
Education and Youth	February 4th To February 6th	15	2 minutes per feature	Covered a Columbus High School Student who is one of two students named as Nebraska's top two youth volunteers of 2020 by The Prudential Spirit of Community Awards, a nationwide program honoring young people for outstanding acts of volunteerism.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Education and Youth	February 6th To February 10th	5	2 minutes per feature	Interviewed officials about the new US Department of Health and Human Services' Preschool Development Grant which aims to help young children prepare for school is expanding into communities across Nebraska.
Education and Youth	March 6th To March 10th	12	30 seconds per feature	Covered advocates for children in Nebraska working to ensure that all kids are counted in the upcoming 2020 Census, even children younger than five years old and not yet in school.
Education and Youth	March 12th To March 31st	15	20 seconds per feature	Interviewed school officials about the grab and go lunch program provided for students as they are learning from home during COVID-19.
Education and Youth	March 21st To March 27th	5	2 minutes per feature	Interviewed Anthony Buhrmand with Central Community College about the winter band concert.
Health	January 1 st to March 31 st	180	30 seconds	Blood Drive announcements run throughout the month to inform listeners on the importance of how crucial blood donations are in the listening area.
Health	January 22nd To March 31st	50	30 seconds per feature	Continue to run stories letting residents know the warning signs of COVID-19 and what listeners should do if they think they have it. Also what steps to take to avoid contracting the virus.
Health	January 1st To February 25th	20	30 seconds per feature	Interviewed health officials about flu prevention and the importance of residents getting their flu shots.
Health	February 19th To February 25th	15	30 seconds per feature	Spread the word about the University of Nebraska Medical Center looking for healthy children to participate in a non-invasive brain imaging research study of brain and cognitive development.
Health	February 14th To February 10th	20	2 minutes per feature	Interviewed members of 1C Church in Columbus about suicide prevention.

Health	March 4th To March 15th	22	30 seconds per feature	Interviewed members of Sammy's Superheroes after they raised \$1 Million for cancer research.
Health	March 16th To March 22nd	20	30 seconds per feature	Interviewed Pat Cool with Everlasting Love about active shooter training.
Weather	January 5th To February 15th	20	30 seconds per feature	Updated listeners on winter weather that continued to hit the area for parts of the new year.
Weather	January 12th to February 10th	20	30 second features	Interviewed members of Platte County Emergency Management about winter safety tips.
Weather	February 5th To February 12th	22	30 second features	Updated residents on flooding due to an ice jam in north central Dodge County.
Weather	February 19th to March 2nd	15	30 second features	Covered the Fremont City Council approving spending up to \$100,000 on a project to fend off floodwater caused by an ice jam along the Platte River.
Weather	March 10th to March 18th	15	30 second features	Covered a press conference where Governor Pete Ricketts was joined by State leaders at a briefing at the State Capitol to provide an update on Nebraska's recovery from the 2019 floods.
Community Events	January 1 st to March 31 st	90	30 seconds per feature	PSAs covering are community events such as musicals, plays, band concerts, festivals, and various schools and non-profit charity events.
Community Events	January 7th To January 10th	15	30 seconds per feature	Covered drone sighting reports after several nighttime drone flights caused a stir throughout Nebraska.

Community Events	January 14th To January 25th	20	30 seconds per feature	Previewed and covered the 2020 UNMC Skate-a-thon for Parkinson's at the University of Nebraska Medical Center Ice Rink.
Community Events	February 10th To February 15th	10	2 minutes per feature	Covered a town hall meeting for new plans for a public library in Columbus
Community Events	February 22nd To February 27th	15	30 seconds per feature	Previewed the Christ Lutheran Church Pancake Fundraiser.
Community Events	March 4th To March 10th	10	2 minutes per feature	Covered Aurora Cooperative Elevator Company signing a definitive agreement with Pacific Ethanol for the sale of its 74% ownership interest in Pacific Aurora, LLC for \$52.8 million before adjustments for working capital.
Community Events	March 8th To March 25th	21	30 seconds per feature	Previewed the Cattlemen's Ball that was to be held in Columbus. Updated listeners after it was canceled due to COVID-19
Community Events	March 1st To March 31st	30	30 seconds per feature	Covered Columbus, Platte County, and State officials press conferences addressing the COVID-19 outbreak and what they are doing to keep people safe.
Community Events	March 17th To March 24th	10	2 minutes per feature	Previewed the Shrine Circus that came to Columbus.

**Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO JANUARY 2020**

Your summary sheet has been submitted.
You may print this page for your records.

Station: KLIR-FM
Format: Adult Contemporary
City: Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
First Five NE	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
DHHS	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Media of NE	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NE Army National Guard	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NSEA	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Tobacco Free NE	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NE Game & Parks	30 seconds	31	\$20.00
	60 seconds	0	\$0.00

Name: David Gustafson
Position: Operations Manager

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**Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO FEBRUARY 2020**

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Station: KLIR-FM
Format: Adult Contemporary
City: Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
Dept of Behavioral Health	30 seconds	19	\$20.00
	60 seconds	0	\$0.00
DHHS	30 seconds	29	\$20.00
	60 seconds	0	\$0.00
First Five NE	30 seconds	29	\$20.00
	60 seconds	0	\$0.00
Media of NE	30 seconds	1	\$20.00
	60 seconds	0	\$0.00
NE Army National Guard	30 seconds	1	\$20.00
	60 seconds	0	\$0.00
NSEA	30 seconds	29	\$20.00
	60 seconds	0	\$0.00
NE Game & Parks	30 seconds	29	\$20.00
	60 seconds	0	\$0.00
ServeNebraska	30 seconds	19	\$20.00
	60 seconds	0	\$0.00
Tobacco Free NE	30 seconds	29	\$20.00
	60 seconds	0	\$0.00

Name: David Gustafson
Position: Operations Manager

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**Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO MARCH 2020**

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Station: KLIR-FM
Format: Adult Contemporary
City: Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
Dept of Behavioral Health	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
DHHS	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
First Five NE	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Media of NE	30 seconds	19	\$20.00
	60 seconds	0	\$0.00
NE Army National Guard	30 seconds	19	\$20.00
	60 seconds	0	\$0.00
NSEA	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NE Game & Parks	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Organ & Tissue	30 seconds	19	\$20.00
	60 seconds	0	\$0.00
ServeNebraska	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Tobacco Free NE	30 seconds	31	\$20.00
	60 seconds	0	\$0.00

Name: David Gustafson
Position: Operations Manager

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