



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

April, May, June, 2020

FILED 7 - 6 - 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	April 1 st to June 30 th	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.
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Government and Politics	April 1st to June 30th	30	30 seconds features	Gave updates about the effects COVID-19 has had on the state economy.
Government and Politics	April 1st to May 20th	30	2 minutes per feature	Aired Weekly press conferences from local officials including East Central District Health Department, Columbus Mayor and others about what they are doing to stop the spread of COVID-19
Government and Politics	April 1st to June 20th	40	30 seconds features	Aired coverage of daily press conferences held by Governor Pete Ricketts about the restrictions set in place by COVID-19 throughout the state.
Government and Politics	April 10th to June 10th	25	30 seconds per feature	Updated listeners on the fight over the Keystone XL Pipeline that would carry oil from Canada through Nebraska.
Government and Politics	April 14th to May 20th	15	30 seconds features	Covered the fight to lower property taxes in the state. The fight would be put on hold because of COVID-19.
Government and Politics	April 15th to April 30th	10	30 seconds per feature	Covered the Nebraska Farm Bureau encouraging the U.S. Department of Justice to undertake a "full investigation" to monitor and address any potential price fixing or market manipulations in U.S. cattle markets to ensure the cattle meat packing industry is in compliance with the federal antitrust laws targeted to maintaining a competitive marketplace.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Government and Politics	May 5th to May 20th	20	30 seconds per feature	Covered the fight that officials have been having over lowering property taxes.
Education and Youth	April 1 st to June 30	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	April 1 st to June 30	65	60 seconds	Updated listeners about upcoming events hosted by all 3 Columbus schools during our daily school news feature.
Education and Youth	April 1 st to June 30	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	April 1st to April 5th	35	30 seconds per features	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	April 1st to May 30th	30	30 seconds features	Covered cancelations of school activities and graduations around the listening area from both High Schools and Colleges due to COVID-19.
Education and Youth	May 3rd To May 5th	5	2 minutes per feature	Interviewed members of the Boy Scouts for America about their Food Drive at Scotus High School.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Education and Youth	May 1st To May 10th	15	30 seconds per feature	Covered the NCAA facing a lawsuit accusing the organization of failing to address gender-based violence by male athletes against female students at colleges and universities including Nebraska.
Education and Youth	May 12th To May 15th	15	30 seconds per feature	Covered Governor Pete Ricketts announcement for youth sports and activities to return during the COVID pandemic.
Education and Youth	June 8th To June 10th	15	2 minutes per feature	Interviewed local college presidents about what they are doing to make their campuses inclusive after the death of George Floyd.
Health	April 1 st to June 30	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	April 1st To June 30th	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	April 1st To June 30th	60	30 seconds per feature	Interviewed local health officials about the battle with COVID-19 and what they are doing to help flatten the curve.
Health	April 1st To June 30th	80	30 seconds per feature	Gave daily updates on the number of positive COVID-19 cases and deaths in the state.
Health	April 15th To June 10th	15	30 seconds per feature	Interviewed local officials about how to reduce the effects of allergy season.
Health	May 20th to June 25th	30	30 second features	Interviewed officials from Columbus Area United Way about mental health services in the area during the COVID pandemic.

Weather	April 1st To June 30th	40	30 seconds per feature	Updated listeners on severe weather that began to hit the area at different times throughout spring and summer.
Weather	April 10th to June 25th	30	30 second features	Interviewed members of Platte County Emergency Management about severe weather safety tips.
Weather	April 9th To May 31st	15	30 second features	Aired coverage of the National Weather Service warning residents that flooding remains a concern in several states along the Missouri River.
Weather	April 15th to June 15th	20	30 second features	Interviewed local Emergency Management Officials about Severe Weather Siren Testing in the region.
Community Events	April 1st To June 30th	30	30 seconds per feature	Informed residents about different COVID-19 testing sites and what times they are open.
Community Events	April 3rd To June 10th	20	30 seconds per feature	Covered City of Columbus officials developing a program with Hy-Vee to assist the most vulnerable individuals with grocery shopping during COVID-19
Community Events	April 13th To April 15th	15	30 seconds per feature	Covered volunteers in Grand Island supplying 25-pound boxes of food during a mobile food bank distribution that ended up having 1,000 cars lined up.
Community Events	June 5th To June 18th	15	30 seconds per feature	Interviewed officials from Columbus Senior Center updating listeners on construction at the new senior center.
Community Events	June 8th To June 22nd	25	30 seconds per feature	Interviewed officials from the Nebraska Tourism Board and Platte County Historical Museum about the 2020 passport program.

Community Events	June 9th To June 12th	10	30 seconds per feature	Covered Hy-Vee donating \$1 million, as they committed to providing one million volunteer hours to organizations that support racial unity and equality primarily throughout its eight-state region.
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