



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

July, August, September, 2020

FILED 10 - 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	July 1 st to September 30	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	July 1st to September 30th	40	30 seconds features	Gave updates about the effects COVID-19 has had on the state economy.
Government and Politics	July 10th to September 30th	55	30 seconds features	Aired updates from press conferences held by Governor Pete Ricketts about the COVID-19 throughout the state.
Government and Politics	July 21st to August 15th	20	30 seconds features	Aired coverage of the debate over Medicaid coverage including Governor Ricketts announcing a 2 year time frame to Expand Medicaid
Government and Politics	August 9th to Sept 12	20	30 seconds per feature	Aired coverage of the debate between lawmakers over the battle to lower property taxes in the state.
Government and Politics	August 18th to Sept 25th	30	30 seconds features	Aired coverage of the debate between lawmakers over the legalization of gambling in the state.
Government and Politics	Sept 11th to Sept 16th	15	2 minutes per feature	Interviewed officials about the importance of completing the 2020 Census and informed listeners of the deadline to submit their census form.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Government and Politics	Sept 22nd to Sept 26th	15	30 seconds features	Ran stories of Gov Pet Ricketts announcement not to mandate residents getting the COVID vaccine once it becomes available.
Education and Youth	July 1 st to September 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	July 1 st to September 30	65	60 seconds	Updated listeners about upcoming events hosted by all 3 Columbus schools during our daily school news feature.
Education and Youth	July 1 st to September 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	July 1st to August 10th	30	30 seconds per features	Covered the plans made by area schools to open up during the COVID pandemic
Education and Youth	July 2nd to August 12th	30	30 seconds features	Interviewed officials from the Nebraska State Education Association about how school districts will open for the 2020 school year around the state.
Education and Youth	July 10th To July 12th	5	2 minutes per feature	Interviewed Central Community College about a \$2.3 million continuation of the Health Profession Opportunity Grant, which funds Project Health Education Laddering Program.
Education and Youth	August 2nd To August 4th	15	2 minutes per feature	Interviewed members of the Nebraska Community Foundation's Bridging the Learning Gap who invested a total of nearly \$1.2 million in 51 Greater Nebraska schools.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Education and Youth	August 13th To August 17th	15	30 seconds per feature	Interviewed officials from Youth and Families for Christ about after school programs.
Education and Youth	Sept 11th To Sept 18th	15	2 minutes per feature	Interviewed members of Central Community College about entrepreneurship programs and opportunities at the college.
Health	July 1 st to September 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	July 1st To September 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	July 1st To July 4th	15	30 seconds per feature	Interviewed officials about the firework safety tips before the 4th of July Holiday.
Health	July 1st To September 30th	80	30 seconds per feature	Gave daily updates on the number of positive COVID-19 cases and deaths in the state.
Health	July 5th To August 30th	25	30 seconds per feature	Interviewed local health officials about how to tell the difference between allergies, colds, and COVID.
Health	July 20th To August 20th	20	30 seconds per feature	Interviewed officials about how they are helping Nebraskans who lost their job-related health insurance due to economic fallout from the coronavirus pandemic
Health	Sept 10th To Sept 15th	15	30 seconds per feature	Aired the University of Nebraska Medical Center signing a master clinical trial agreement with COVAXX, a recognized leader in antibody diagnostics and vaccine development for COVID

Weather	July 1 st to September 30	40	30 seconds per feature	Updated listeners on severe weather that hit the area at different times throughout summer.
Weather	July 1st To August 20th	20	30 seconds per feature	Interviewed members of Platte County Emergency Management about severe weather safety tips.
Weather	July 17th to August 30th	30	30 second features	Gave updates on drought conditions in the state including how it would affect area farming.
Weather	August 24th To Sept 37th	15	30 second features	Updated listeners on a number of Red Flag Warnings throughout the listening area.
Weather	Sept 15th to Sept 30th	15	30 second features	Aired reminders from NPPD about farmers staying away from power lines throughout harvest season.
Community Events	July 1 st to September 30	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	July 1st To September 5th	30	30 seconds per feature	Updated changes made to the Nebraska State Fair due to COVID-19.
Community Events	July 2nd To September 25th	50	30 seconds per feature	Informed residents about different COVID-19 testing sites and what times they are open.
Community Events	July 17th To July 20th	10	30 seconds per feature	Covered the ribbon cutting of a viaduct in Columbus.

Community Events	August 8th To Sept 16th	30	30 seconds per feature	Interviewed officials from First United Methodist Church about upcoming fundraisers.
Community Events	August 15th To August 18th	10	30 seconds per feature	Interviewed officials from the United Way on COVID funding and what help was available for Nebraskans
Community Events	Sept 12th To Sept 14th	10	2 minutes per feature	Covered the new build ribbon cutting at St. Bonaventure Church