



KLIR-FM

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Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

July, August, September, 2015

FILED 10-5-2015

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 15 th and August 29 th	40	15 seconds per feature	3 Days of Local Authors-Book Presentations
Government and Politics	September 18 th to September 30 th	30	30 seconds per feature	Aired coverage of numerous debates over the Death Penalty in Nebraska.
Government and Politics	September 24 th To September 25 th	10	30 seconds per feature	Aired multiple feature stories on the Economic Freedom of the World: 2015 Annual Report which revealed that the U.S. now ranks 16 th in economic freedom.
Government and Politics	September 1st to September 30 th	12	30 seconds per feature	Broadcast coverage of allegations of wrong doing with the Winnebago Tribe of Nebraska and their spending habits
Education and Youth	July 1 st to September 30 th	66	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 1 st to September 29 th	40	30 seconds per feature	Broadcasted numerous stories on information and events courtesy of NEST scholarship fund.
Education and Youth	July 12 th to September 18 th	10	30 seconds	Aired several feature stories on Connect Columbus with how they educate healthy families and focus on Child abuse prevention.
Education and Youth	July 14 th to August 25 th	10	90 seconds	Conducted several interviews and ran a series of stories on the upcoming school year and opportunities at Central Community College in Columbus.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Health	July 1 st To September 30 th	20	30 seconds	Broadcast multiple informational features from The University of Nebraska College of Medicine on different health topics including healthy habits, allergy season, and sun exposure, and cancer support groups.
Health	July 8th to September 29 th	14	6 minutes	Broadcast features from the Columbus Community Hospital on introducing new physicians, education about health programs and new services, along with fundraising with the Foundation.
Health	July 1 st to September 30 th	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.
Weather	July 1 st to September 3 rd	3	6 minutes	Aired tips on safety preparedness from Platte County Emergency Management along with severe weather watching/precautions, new technology, and volunteer training opportunities.
Weather	July 1 st to September 29 th	80	15 second feature	Aired weather mentions from a growing perspective on what was happening with it being to wet in the east corn belt to almost perfect growing conditions in the western corn belt.
Weather	July 1 st to September 30 th	30	30 second	Provided severe weather updates on Several occasions throughout the quarter. Informed public on where storm systems were located and how to stay safe when severe weather is in their area.
Community Events	July 1 st to August 14 th	15	30 seconds	Updated listeners on Lawn Chairs on the Square. The program allows for recreation activities to all community members free of charge on Thursday evening throughout the summer.
Community Events	August 10 th to August 16 th	10	60 seconds 2 hour live broadcast	Feature on the Annual Columbus Days event held in downtown Columbus. We ran a series of stories on different events during the celebration and broadcasted live from the event on August 16 th from 3pm to 5pm.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Community Events	August 11 th and September 10 th	4	7 minutes	In depth interviews with community leaders from Columbus United Way. Information on the 19 local agencies that benefit from the United Way
Community Events	August 11 th to September 10 th	9	90 seconds	Feature stories with community leaders from Columbus United Way. Information on the 19 local agencies that benefit from the United Way
Community Events	September 18 th to September 24 th	6	2 minute feature	Aired in depth feature on the Columbus Blue Jean Benefit. A benefit for a local cancer support organization.
Community Events	September 26 th to September 30 th	4	3 minute feature	Broadcast Story of 2015 Columbus Hispanic Festival that was a 2 day event. The annual event was held at Agricultural Park in Columbus.