



KLIR-FM

Digity 3E License, LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

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October, November, December 2015

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FILED 1-6-2016

SUBMITTED BY David Gustafson

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## PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS

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### **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

<b>Issue</b>	<b>Date(s) Aired</b>	<b>Time(s) Aired</b>	<b>Duration</b>	<b>Description of the Segment</b>
<b>Government and Politics</b>	October 1st to December 31st	80	30 seconds	Columbus Human Resources hosting HR meetings to discuss retention/posting compliance, recruitment, health insurance
<b>Government and Politics</b>	October 1 <sup>st</sup> to December 30 <sup>th</sup>	35	30 seconds per feature	Aired segments with Governor Pete Ricketts on tax and prison reforms, K-12 public education financing and new Medicaid legislation.
<b>Government and Politics</b>	December 1st to December 10 <sup>th</sup>	12	30 seconds per feature	Broadcast coverage of the announcement that the Grand Island Veterans Home property would be turned over to the city.
<b>Government and Politics</b>	December 17th to December 20 <sup>th</sup>	10	30 seconds per feature	Covered a story of a group that wants to keep Nebraska's death penalty off the books.
<b>Education and Youth</b>	October 1st to December 31st	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.
<b>Education and Youth</b>	October 1st to December 31st	60	30 seconds	School fundraisers, bake sales, boy scout fundraisers, girl scout fundraisers.
<b>Education and Youth</b>	October 1st to December 31st	85	30 seconds	After School programs linking kids with educators
<b>Education and Youth</b>	October 1st to December 31st	80	30 seconds	Wrestling, football, basketball clinics and fundraisers

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
<b>Education and Youth</b>	November 1st to November 11th	45	30 seconds	CCC-Student Veterans hosted an evening of fellowship to provide more information about their programs to reach out to veterans coming back to school and to showcase to the community their programs.
<b>Health</b>	October 1st to December 31st	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.
<b>Health</b>	October 10 <sup>th</sup> To December 30 <sup>th</sup>	20	3 minutes per feature	Aired features with Hospital officials on topics such as diseases, kids health, diabetes, and wellness.
<b>Health</b>	October 1st to December 28 <sup>th</sup>	30	30 seconds per feature	Broadcast a number of stories from UNMC on different health topics like itchy eyes, hearing tests, food allergies and more.
<b>Weather</b>	October 1 <sup>st</sup> to December 3 <sup>rd</sup>	20	90 second feature	Aired segments with officials from Platte County Emergency Management warning motorists about the dangers of winter with and safety tips listeners should take in an emergency.
<b>Weather</b>	October 1st to October 21st	6	2min	Updates on how the fall weather has effected harvest around the Midwest
<b>Weather</b>	November 14th to October 21st	6	2min	Drought coverage in the western part of the US with a strong focus on California Ag
<b>Weather</b>	December 1st to December 30th	6	2min	Warm weather in the fall and the effects of heavy weight livestock, stories on change in weather effecting livestock, and forecasts for the upcoming winter

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
<b>Community Events</b>	October 1st to December 31st	75	30 seconds	Promoted community arts councils and their events from plays, to art shows and community art fundraisers.
<b>Community Events</b>	October 1st to December 31st	90	30 seconds	Promoted church fall bazaars, Festival of trees and church craft shows, church night of entertainment events.
<b>Community Events</b>	October 20 <sup>th</sup> to December 30 <sup>th</sup>	30	30 second feature	Aired coverage from the 2016 100 Miles 100 days event.
<b>Community Events</b>	October 30 <sup>th</sup> To November 1 <sup>st</sup>	10	2 minute feature	Aired feature on the grand opening of the new Columbus Wellness Center.
<b>Community Events</b>	November 15th to December 31st	50	30 seconds	Christmas programs featuring area schools, home schools and churches & community choirs.
<b>Community Events</b>	December 1st to December 31st	15	30 seconds	Kiwanis bowling tournament, Sertoma pancake feed
<b>Community Events</b>	December 1st to December 31st	30	30 seconds	Community holiday cookie exchanges, bake sales,