

-- PUBLIC AFFAIRS --

COMMUNITY ISSUES AND PROGRAMS LIST

AIRED BY KLIR, 101.1MHz, COLUMBUS, NEBRASKA

DURING THE QUARTER OF
JANUARY, FEBRUARY, MARCH, 2013

LICENSEE, KLIR, Three Eagles Communications, Inc.

Prepared by



Date

4-3-13

Under the rules and regulations of the Federal Communications Commission, the licensee of KLIR, Three Eagles Communications, Inc., is required to place in its public inspection file a list of what the licensee considered to have been some of the significant problems, needs, and issues of the service area during the last quarter, and some of the programs the station aired to help meet those problems and needs. During the quarter just ending, the licensee of KLIR made a concerted effort to ascertain the problems, needs, and issues perceived by the people in the service area. This process included personal interviews with leaders and citizens in the service area. In the pages that follow, the licensee lists and describes the representative programming elements that have been aired on KLIR designed to deal with the ascertained problems and needs in the community.

KLIR-FM, 101.1MHz, "The Best Music Variety"

Quarterly Issues/Programs addressed in News Programming

January, February, March, 2013

KLIR is committed to serving all elements of this community; KLIR continues to cover issues of significance in newscasts aired on a daily basis. During this quarter, KLIR provided service to the community through daily news coverage reflected in the current on-going schedule:

Monday through Friday, 6am, 6:30am, 7am, 7:30am, 8am, 8:30am, 12pm, 4pm, 5pm and 6pm. On Saturday at 6am, 6:30am, 7am, 7:30am, 8am, and 12pm.

A six minute interview with Nebraska Governor Dave Heineman dealing with current local and state issues runs bi-weekly at 6:30 Saturday mornings.

KLIR is also a CNN affiliate, airing national/international newscasts around the clock seven days a week airing national and international newscasts and financial minutes.

Breaking News of immediate nature is also incorporated into programming as need occurs.

In addition to regular significant coverage of issues in daily newscast, during this period the station also expanded its focus to better serve the community. Weekly news features were added to devote more attention and analysis to issues affecting residents across the region. These weekly series aired daily, with 5 minutes of coverage Monday through Friday between 6am and 6pm and 2 minutes of coverage Saturday between 6am and 10am.

FIVE ISSUES FOR THE FCC – 1st Quarter

1-15 thru 3-29 – Nebraska legislative session is underway. Our station provided weekly updates on legislation and events going on in the Unicameral with interviews from Columbus Sen. Paul Schumacher and audio from Cedar Rapids Sen. Kate Sullivan. We also held a live legislative breakfast forum for Sen. Schumacher open to the public at a local restaurant.

1-22 thru 3-28 – We provided coverage of the continuing debate surrounding the controversial Keystone XL pipeline. Our News Department spoke with state officials and advocates who are for and against the construction of the Keystone XL pipeline through Nebraska, such as BOLD Nebraska and TransCanada. Our station provided information on area forums open to the public to discuss the matter and thoughts regarding the outcome. Also, we provided updated information on the outcomes on national decisions on the progress of the proposal.

2-5 thru 3-25 – During the quarter we ran a series of stories on the expansion of Medicaid. We offered information on Medicaid expansion in Nebraska, including facts and figures both for and against the proposal and discussed the legislative side and where the issue may stand, including the possibility of a gubernatorial veto.

3-23 thru 3-30 – During March we ran a series of stories and offered tips for the severe weather season. The News Department conducted a number of interviews with local officials including Platte County Emergency Manager Tim Hofbauer about how to prepare for severe weather and changes that will be made in severe weather spotting this year. Our stories and features offered the public information on mock tornado drills, how to prepare for severe weather, and what to do when severe weather hits our area.

3-1 thru 3-30 – Throughout the entire month of March, our station ran stories and features dealing with Colon Cancer awareness. March is Colon Cancer awareness month and we interviewed several local and national organizations to explain the symptoms of colon cancer, how to prevent, and what can be done to help raise awareness of colon cancer in the state.

KLIR Recorded Promo's

Description of Issue	Beginning Date	End Date	# of Ads Ran	Duration	Description of Program/Issue
Streaming	1/1/2013	1/31/2013	137	:30	Promoting online listening of KLIR on our website www.mycentralnebraska.com
Operation Snowstorm	1/1/2013	1/31/2013	122	:30	Informing listeners on when and where to listen for weather related announcements including school closings, postponements, and cancellations.
Disclaimer	1/1/2013	1/31/2013	155	:30	A legal disclaimer providing listeners with the rules of KLIR on air contests.
Coaches Show	1/1/2013	1/31/2013	110	:30	Promo for the Pinnacle Bank High School Coaches show which airs on Wednesdays at 6pm
Pie Contest	1/1/2013	1/28/2013	108	:30	A promo for a pie baking contest open to the public which will be held at the Nebraska Farm and Life Expo in January.
Farm & Life Expo	1/1/2013	1/28/2013	188	:30	Promoting the 2013 Nebraska Farm & Life Expo held each year at Ag Park in Columbus
Teddy Bear	1/1/2013	1/5/2013	50	:60	Thank you for the collection of Teddy Bears. The bears collected were then sent to children in Connecticut affected by the shooting at Sandy Hook Elementary.

KLIR Recorded PSA's

STATION: KLIR - JANUARY 2013

<u>RECORDED PSA</u>	<u>DESCRIPTION</u>	<u>LENGTH</u>	<u>DATES</u>	<u># AIRED</u>
Blood Drive	Awareness for the importance of blood donations throughout the local area	:30	1/1-1/31	186
Teamates	Promoting and informing the public on the local mentoring chapter to help area youth	:30	1/1-1/31	48
Big Pals - Little Pals	Promoting and informing the public on the local mentoring chapter to help area youth	:60	1/1-1/31	92

**Please use
this form!**

Nebraska Broadcasters Association PEP Monthly Summary Form RADIO JANUARY 2013

Month January 2013

Station and City KLTR

	Spot Time	# Times Aired	*IMPORTANT! \$ Rate Per Spot*
I. NEBRASKA TOURISM COMMISSION 2013 Follow Traffic Instructions	30 Seconds	26	
	60 Seconds	26	
II. NEBRASKA ARMY NATIONAL GUARD 6/23/11-TFN	30 Seconds	19	
	60 Seconds	19	
III. NEBRASKA STATE EDUCATION ASSOCIATION 11/10/11-TFN	30 Seconds	19	
	60 Seconds	-	
IV. NEBRASKA HEALTH AND HUMAN SERVICES 6/1/12-TFN	30 Seconds	19	
	60 Seconds	-	
V. FIRST FIVE NEBRASKA (NE EARLY CHILDHOOD DEVELOPMENT) 3/28/11-TFN	30 Seconds	-	
	60 Seconds	19	
VI. GAMBLERS ASSISTANCE PROGRAM 11/1/12-6/30/13	30 Seconds	19	
	60 Seconds	-	
VII.	30 Seconds		
	60 Seconds		
VIII.	30 Seconds		
	60 Seconds		
IX.	30 Seconds		
	60 Seconds		

*At your normally billed rate.

****PLEASE INCLUDE AFFIDAVITS FOR INDIVIDUAL PARTNERS BY STATION BEGINNING
JANUARY 2013. NOTARY SIGNATURE NOT REQUIRED.**

PSAs	# Times Aired
	_____ _____

Signed _____ Position _____

Name _____

(Please print)

(REPORT FOR JANUARY IS DUE FEBRUARY 10, 2013.)

MAIL TO:
NEBRASKA BROADCASTERS ASSOCIATION
11414 WEST CENTER, SUITE 342
OMAHA, NE 68144
OR FAX TO: (402) 933-0059
PLEASE MAIL OR FAX YOUR REPORT!

Thank you!



KLIR Recorded Promo's

Streaming	2/1/2013	2/28/2013	120	:30	Promoting online listening of KLIR on our website www.mycentralnebraska.com
					Informing listeners on when and where to listen for weather related announcements including school closings, postponements, and cancellations.
Operation Snowstorm	2/1/2013	2/28/2013	120	:30	
Disclaimer	2/1/2013	2/28/2013	140	:30	A legal disclaimer providing listeners with the rules of KLIR on air contests.
Coaches Show	2/1/2013	2/28/2013	100	:30	Promo for the Pinnacle Bank High School Coaches show which airs on Wednesdays at 6pm

KLIR Recorded PSA's

STATION: KLIR - FEBRUARY 2013

<u>RECORDED PSA</u>	<u>DESCRIPTION</u>	<u>LENGTH</u>	<u>DATES</u>	<u># AIRED</u>
Blood Drive	Awareness for the importance of blood donations throughout the local area	:30	2/1-2/28	168
Teamates	Promoting and informing the public on the local mentoring chapter to help area youth	:30	2/1-2/28	48
Go Red For Women	PSA for a local fundraiser to help raise funds and awareness of the risks of Heart Disease in women across the area	:30	2/4-2/28	89
Big Pals - Little Pals	Promoting and informing the public on the local mentoring chapter to help area youth	:60	2/1-2/28	92

MONTH:

February 2013 KLIR

PSA-Client Name:	Dates to run:	Event Type	How arrived	
Immanuel Lutheran Clmb	Feb 1-17	Chili Cookoff	Email	
American Red Cross	Feb 1-4	Blood Drive Neligh	Fax	
CHS Band Booster	Feb 1-9	Soup Supper	Email	
Redemer Lutheran	Feb 1-12	Soup Supper	Email	
St. Isidores Clmbs	Feb 1-9	Valentines Dinner	Email	
Polk Co Health	Feb 1-13	Immunizations	Email	
Polk Co Health	Feb 1-19	Immunizations	Email	
St Johns Lutheran Schuyler	Feb 1-12	Pancake Feed	Fax	
Norfolk Archery	Feb 1-10	Tournament	Email	
Everlasting Love Clmbs	Feb 1-7	Soup Supper	Brought In	
Scotus Central Catholic	Feb 1-5	Soup Supper	Email	
Go Red for Women	Feb 1-7	Fundraiser	Brought In	
Clmbs Chamber	Feb 1-15	Affordable Care Act	Brought In	
Becky Peterson	Feb 1-10	Fundraiser	Brought In	
Winside FD	Feb 1-10	Fundraiser	Mail	
Butler Co Arts Council	Feb 1-9	Music	Email	
Clmbs Chamber	Feb 1-19	Entreprenerus Lunch	Brought In	
CCH	Feb 1-21	Baby Sign Class	Email	
Monroe UM	Feb 1-17	Pasta Dinner	Email	
Humprey Knights of Clmbs	Feb 1-23	Wild Game Feed	Brought In	
American Red Cross	Feb 1-8	Blood Drive Clmbs	Fax	
Christ Lutheran Clmbs	Feb 15-March 3	Pancake Feed	Email	
Schuyler FFA	Feb 15-25	Pancake Feed	Email	
Clmbs Head Start	Feb 15-19	Open House	Email	
Scotus Central Catholic	Feb 15-March 15	Shrimp Feed	Email	
American Red Cross	Feb 15-25	Blood Drive-United MethC	Mail	
Ulysses Community Center	Feb 15-March 3	Soup Supper	Mail	
St. Bonaventure-Raeville	Feb 15-March 3	Pancake Feed	Mail	
Platte Center VFD	Feb 15-March 22	Fish Fry	Email	
Clmbs Team Mates	Feb 15-April 9	Fundraiser	Email	
Bruno FD	Feb 15-24	Fireman's Breakfast	Mail	
CCH	Feb 15-March 23	Egg hunt	Email	
Madison VFD	Feb 15-March 16	Fundraiser	Email	
Clmbs Eagles	Feb 15-March 23	Craft show	Brought In	
Dawn Wiese	Feb 15-17	Fundraiser	Brought In	
CCH	Feb 15-March 1	Colon Cancer class	Email	
St. Mary's DC	Feb 15-March 16	Wild Game Feed	Brought In	
Boone Co Relay	Feb 15-March 4	Relay meeting	Email	
Clmbs Right to Life	Feb 25-26	Meeting	Email	
Platte Co Hist. Society	Feb 25-March 3	Meeting	Email	
Hunting Heritage	Feb 25-March 7	Fundraiser	Email	
Sts. Mary & Joseph Valpara	Feb 25-March 10	Soup Supper	Fax	
Clmbs Knights of Clmbs	Feb 25-March 10	Corned Beef & Cabbage	Brought In	
NE NE Community Action	Feb 25-March 4	Immunizations	Email	
St. Peter's Stanton	Feb 25-March 10	Spring dinner	Fax	

**Please use
this form!**

Nebraska Broadcasters Association PEP Monthly Summary Form RADIO FEBRUARY 2013

Month February 2013

Station and City KLIR Columbus

	Spot Time	# Times Aired	*IMPORTANT! \$ Rate Per Spot*
I. NEBRASKA TOURISM COMMISSION 2013 Follow Traffic Instructions	30 Seconds	20	
	60 Seconds	22	
II. NEBRASKA ARMY NATIONAL GUARD 6/23/11-TFN	30 Seconds		
	60 Seconds		
III. NEBRASKA STATE EDUCATION ASSOCIATION 11/10/11-TFN	30 Seconds	28	
	60 Seconds		
IV. NEBRASKA HEALTH AND HUMAN SERVICES 6/1/12-TFN	30 Seconds	28	
	60 Seconds	-	
V. FIRST FIVE NEBRASKA (NE EARLY CHILDHOOD DEVELOPMENT) 3/28/11-TFN	30 Seconds		
	60 Seconds	28	
VI. GAMBLER ASSISTANCE PROGRAM 11/1/12-6/30/13	30 Seconds	28	
	60 Seconds		
VII. EDUCATIONQUEST 2/15-9/30/13	30 Seconds		
	60 Seconds		
VIII. GAME & PARKS 2/1-6/30/13	30 Seconds	19	
	60 Seconds		
IX.	30 Seconds		
	60 Seconds		

*At your normally billed rate.

****PLEASE INCLUDE AFFIDAVITS FOR INDIVIDUAL PARTNERS BY STATION BEGINNING
JANUARY 2013. NOTARY SIGNATURE NOT REQUIRED.**

PSAs	# Times Aired

Signed _____ Position _____

Name _____
(Please print)

(REPORT FOR FEBRUARY IS DUE MARCH 10, 2013.)

MAIL TO:
NEBRASKA BROADCASTERS ASSOCIATION
11414 WEST CENTER, SUITE 342
OMAHA, NE 68144
OR FAX TO: (402) 933-0059
PLEASE MAIL OR FAX YOUR REPORT!

Thank you!



KLIR Recorded Promo's

Description of Issue	Beginning Date	End Date	# of Ads Ran	Duration	Description of Program/Issue
Streaming	3/1/2013	3/31/2013	153	:30	Promoting online listening of KLIR on our website www.mycentralnebraska.com
Operation Snowstorm	3/1/2013	3/31/2013	120	:30	Informing listeners on when and where to listen for weather related announcements including school closings, postponements, and cancellations.
Disclaimer	3/1/2013	3/31/2013	140	:30	A legal disclaimer providing listeners with the rules of KLIR on air contests.
Coaches Show	3/1/2013	3/31/2013	40	:30	Promo for the Pinnacle Bank High School Coaches show which airs on Wednesdays at 6pm
Cook Book	3/1/2013	3/31/2013	40	:30	Recorded invitation for listeners to offer up recipes to be used in the latest edition of the Problems and Solutions Cook Book.
Tractor Ride	3/25/2013	3/31/2013	35	:30	Invitation to all listeners to join us in the 2012 KZEN Tractor Ride. The ride will be held in late May.

KLIR Recorded PSA's

STATION: KLIR- MARCH 2013

<u>RECORDED PSA</u>	<u>DESCRIPTION</u>	<u>LENGTH</u>	<u>DATES</u>	<u># AIRED</u>
Blood Drive	Awareness for the importance of blood donations throughout the local area	:30	3/1-3/31	186
Relay For Life-Boone County	Fundraising efforts for the Boone County Relay for Life-Also registration info for the annual relay held in Albion in June	:30	3/10-3/31	66
Relay For Life-Platte County	Fundraising efforts for the Platte County Relay for Life-Also registration info for the annual relay held in Columbus in June	:30	3/19-3/31	77
UNICEF	PSA for UNICEF Media Vest	:30	3/1-3/31	30
FCCLA -St. Edward	Helping an area youth group pass on their message of the importance of extracurricular activities in area schools	:30	3/1-3/31	62

**Please use
this form!**

Nebraska Broadcasters Association PEP Monthly Summary Form RADIO MARCH 2013

Month March 2013

Station and City KLIR Columbus

	Spot Time	# Times Aired	*IMPORTANT! \$ Rate Per Spot*
I. NEBRASKA TOURISM COMMISSION 2013 Follow Traffic Instructions	30 Seconds	31	
	60 Seconds	31	
II. NEBRASKA ARMY NATIONAL GUARD 6/23/11-TFN	30 Seconds	31	
	60 Seconds	31	
III. NEBRASKA STATE EDUCATION ASSOCIATION 11/10/11-TFN	30 Seconds	31	
	60 Seconds		
IV. NEBRASKA HEALTH AND HUMAN SERVICES 6/1/12-TFN	30 Seconds	31	
	60 Seconds		
V. FIRST FIVE NEBRASKA (NE EARLY CHILDHOOD DEVELOPMENT) 3/28/11-TFN	30 Seconds		
	60 Seconds	31	
VI. GAMBLER ASSISTANCE PROGRAM 11/1/12-6/30/13	30 Seconds	31	
	60 Seconds		
VII. EDUCATIONQUEST 2/15-9/30/13	30 Seconds		
	60 Seconds		
VIII. GAME & PARKS 2/1-6/30/13	30 Seconds	31	
	60 Seconds		
IX.	30 Seconds		
	60 Seconds		

*At your normally billed rate.

**PLEASE INCLUDE AFFIDAVITS FOR INDIVIDUAL PARTNERS BY STATION BEGINNING
JANUARY 2013. NOTARY SIGNATURE NOT REQUIRED.

PSAs	# Times Aired

Signed _____

Position _____

Name _____

(Please print)

(REPORT FOR MARCH IS DUE APRIL 10, 2013.)

MAIL TO:

NEBRASKA BROADCASTERS ASSOCIATION

11414 WEST CENTER, SUITE 342

OMAHA, NE 68144

OR FAX TO: (402) 933-0059

PLEASE MAIL OR FAX YOUR REPORT!

Thank you!

