



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

October, November, December, 2017

FILED 1 - 3 - 18

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	October 1st to December 31 st	63	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.
Government and Politics	October 1st to December 31 st	40	30 seconds per feature	Coverage of state politics and government, including reports from the Nebraska Governor and updates on policies affecting the state.
Government and Politics	October 16 th to July 20th	35	30 seconds per feature	Aired coverage of The University of Nebraska announcing the hiring of Bill Moos as it's athletic director, the firing of Mike Riley and the hiring of Scott Frost as new Head Football Coach.
Government and Politics	November 21 st to December 5 th	40	30 seconds per feature	Covered the disappearance of Sydney Loofe by updating the latest in the investigation from local police and the FBI, along with the recovery of her body.
Government and Politics	December 8 th to December 31 st	15	30 seconds per feature	Featured local political races for 2018 including Taylor Royal who is running as Nebraska's conservative choice for State Treasurer and Krystal Gabel who is on the ballot for Nebraska Governor.
Education and Youth	October 1st to December 31 st	63	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	October 1st to December 31 st	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	October 1st to December 31 st	63	60 seconds	Updated listeners about upcoming events hosted by all 3 Columbus schools during our daily school news feature.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Health	October 1st to December 31 st	30	30 seconds per feature	Aired informal segments with East Central District Health Department about various events they are hosting plus segments on health and wellness. Also aired updates on clinics, meetings, events, at Col. Com Hospital.
Health	October 1st to December 31 st	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	October 1st to December 31 st	30	30 seconds per feature	PSA: Informing listeners on upcoming wellness programs offered at area facilities including mental health, abuse, planned parenthood, and family counseling.
Health	October 5 th To October 8 th	10	30 seconds per feature	Covered the Director of the Munroe-Meyer Institute Karoly Mirnics visiting Fremont, Columbus and Norfolk, along with several leaders from MMI.
Health	November 6 th To November 10 th	10	30 seconds per feature	Aired stories on how educators some Lincoln middle school students are wearing wrist monitors to help reinforce the children's efforts to get fit.
Weather	October 1st to December 31 st	40	60 seconds per feature	A series of stories changing weather and how they affected area listeners, farmers, and ranchers during harvest. We ran a series of stories on how to prepare for winter conditions. Also a series on winter storm coverage.
Weather	October 1st to December 31 st	30	1 minute features	Ran segments with Platte County Emergency Management on what to do during severe weather during the fall months and preparing for winter. Also a series on ice jams on local river due to freezing temperatures.
Weather	December 12 th to December 15 th	10	2 minute features	Covered the dedication of the largest solar farm in Nebraska that started operations in Kearney.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Weather	December 25 th to December 31 st	10	30 second features	Updated residents on bitter cold temperatures for the new year that included tips on how to protect against the cold weekend along with closings and damages from the weather.
Community Events	October 1st to December 31 st	120	30 seconds Per feature	PSA's covering are community events such as musicals, plays, band concerts, festivals, and other various school and non-profit charity events. PSA's are read live throughout the day.
Community Events	October 30th To November 1 st	15	30 seconds per feature	Aired Attorney General Doug Peterson hosting Mobile Office hours with several members of his staff inside the Columbus Community Center.
Community Events	November 10th To November 12th	15	2 minutes per feature	Covered students and area residents who came together to honor local veterans at a program held at Columbus High School. Aired audio from guest speaker and Vice President and COO of NPPD Tom Kent.
Community Events	December 20 th To December 25 th	15	30 minutes per feature	Updated the progress of the expansion of highway 275 from Scribner to West Point which has been a long anticipated project for the local communities.

**Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO OCTOBER 2017**

Your summary sheet has been submitted.
You may print this page for your records.

Station: KLIR

City: Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
Nebraska Dept. of Health & Human Services	30 seconds	31	20
	60 seconds	0	0
Nebraska 150 Celebration	30 seconds	31	20
	60 seconds	31	25
Nebraska Attorney General's Office (Opioid)	30 seconds	31	20
	60 seconds	0	0
Nebraska State Education Association	30 seconds	31	20
	60 seconds	0	0
Nebraska Safety Council	30 seconds	31	20
	60 seconds	0	0

Name: David Gustafson

Position: Operations Manager

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Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO NOVEMBER 2017

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Station: KLIR

City: Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
Nebraska Dept. of Health & Human Services	30 seconds	30	20
	60 seconds	0	0
Nebraska 150 Celebration	30 seconds	30	20
	60 seconds	30	25
Nebraska Attorney General's Office (Opioid)	30 seconds	30	20
	60 seconds	0	0
Nebraska State Education Association	30 seconds	28	20
	60 seconds	0	0
Nebraska Safety Council	30 seconds	5	20
	60 seconds	0	0
NE Army National Guard	30 seconds	30	20
	60 seconds	0	0
Serve Nebraska	30 seconds	42	20
	60 seconds	0	0

Name: David Gustafson

Position: Operations Manager

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**Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO DECEMBER 2017**

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Station: KLIR

City: Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
Nebraska Dept. of Health & Human Services	30 seconds	31	20
	60 seconds	0	0
Nebraska 150 Celebration	30 seconds	31	20
	60 seconds	31	25
Nebraska Attorney General's Office (Opioid)	30 seconds	31	20
	60 seconds	0	0
Nebraska State Education Association	30 seconds	31	20
	60 seconds	0	0
NE Army National Guard	30 seconds	31	20
	60 seconds	0	0
Serve Nebraska	30 seconds	31	20
	60 seconds	0	0

Name: David Gustafson

Position: Operations Manager

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