



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

July, August, September, 2017

FILED 10 - 4 - 17

SUBMITTED BY David Gustafson

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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 1st to September 30 th	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.
Government and Politics	July 1st to September 30 th	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	July 13 th to July 20 th	10	30 seconds per feature	Aired segments on the announcement by Governor Pete Ricketts of a new international trade council made up of agricultural and business leaders and the University of Nebraska.
Government and Politics	July 19 th to July 31 st	20	30 seconds per feature	Aired coverage of the Columbus City Council Monday approving a \$750,000 grant from the Nebraska Department of Economic Development for the library and cultural arts center.
Government and Politics	July 15 th to August 2 nd	10	30 seconds per feature	Covered the debate on a policy that forced Loup Power District to shutdown a Canal that killed numerous fish. After debating they decided to open the canal back up.
Education and Youth	July 1st to September 30 th	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 September 30 th	65	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 1st to September 30 th	65	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	July 1st to September 30 th	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.
Health	July 1st 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.
Health	July 1st to September 30 th	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	July 5 th To September 30 th	25	30 seconds per feature	Interviewed different professionals with UNMC and Columbus Community Hospital officials on tips on allergy prevention, and giving tips on cold and flu season.
Health	April 27 th To May 5 th	20	30 seconds per feature	Aired segments with Nebraska Public Power District warning farmers about moving farm equipment around power lines.
Weather	July 1st to September 30 th	40	60 seconds per feature	A series of stories ranging about temperature swings and weather and how they affected area listeners, farmers, and ranchers. We ran a series of stories on how to prepare for summer and fall conditions.
Weather	July 1st to September 30 th	30	2 minute features	Ran segments with Platte County Emergency Management on what to do during severe weather during the summer months and leading into fall
Weather	July 6th To August 21st	20	2 minute feature	Ran segments previewing the upcoming solar eclipse and broadcasted live updates on site of 100% totality in Central City the day of the eclipse.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Weather	July 8th to August 20th	15	30 second features	Covered damage of multiple severe storms that came through Nebraska including sever flooding in Columbus in August.
Community Events	July 1st to September 30 th	65	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.
Community Events	July 5th To July 18th	15	30 seconds per feature	Aired stories leading up and covering the Wings of Freedom Tour that visited Columbus Municipal Airport
Community Events	July 6th To September 17th	15	30 seconds per feature	Covered the AAA Glidden Tour, the largest and longest recurring annual antique automobile tour, that travel through Hastings, Grand Island, and surrounding communities.
Community Events	August 1 st To August 19 th	40	2 minutes per feature	Covered the events leading up to and during the annual Columbus Days Celebration in Columbus.