



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

April, May, June, 2017

FILED 7 - 6 - 17

SUBMITTED BY David Gustafson

A handwritten signature in black ink, appearing to read 'David Gustafson', is written over a horizontal line. The signature is fluid and cursive, with a large loop at the end.

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	April 1 st to June 30 th	64	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	April 1 st to June 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	April 7 th to May 28 th	15	30 seconds per feature	Aired coverage of the debate on a bill that would require schools to provide accommodations for pregnant and parenting students.
Government and Politics	April 10 th to June 28 th	30	30 seconds per feature	Covered the on going debate on that Keystone XL Pipeline that would go through the state.
Government and Politics	April 10 th to June 25 th	35	30 seconds	Continued updates on the debate between Columbus citizens on the new Library/Cultural Arts Center.
Education and Youth	April 1 st to June 30 th	64	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	April 1 st to June 30 th	64	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	April 1 st to June 30 th	64	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	April 1st To June 30th	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	April 1st To June 30th	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	April 1 st to June 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	May 20 th To June 15 th	25	30 seconds per feature	Interviewed different professionals with UNMC and Columbus Community Hospital officials on tips on allergy prevention, overheating and more.
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	April 1 st to June 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 spring and summer conditions.
Weather	June 1st to June 30 th	10	2 minute features	Ran segments with Platte County Emergency Management on what to do during severe weather during the summer months
Weather	April 6th To May 15th	20	30 second feature	Ran segments previewing the upcoming solar eclipse August 21st and why Nebraska is viewed as one of the top places to see it by experts.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Weather	June 8th to June 25th	15	30 second features	Covered damage of multiple severe storms that came through Nebraska and the listening area.
Community Events	April 1 st to June 30 th	64	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	April 27th To March 5th	15	30 seconds per feature	Covered construction of the 2nd phase of the Creston Ridge wind farm.
Community Events	May 4 th To May 21 st	10	2 minutes per feature	Covered the 2017 Big Give across Columbus where residents could donate to their charity or organization of choice.
Community Events	May 31st To June 10 th	30	30 seconds per feature	Previewed and covered the 2017 Columbus Lazy River Duck Run that raises money for the Columbus Area United Way.

Nebraska Broadcasters Association
 PEP Monthly Summary Form
RADIO APRIL 2017

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

Station: KLIR-FM

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 State Education Association	30 seconds	30	20
	60 seconds	0	0
First Five of Nebraska	30 seconds	0	0
	60 seconds	30	25
Nebraska Attorney General's Office	30 seconds	30	20
	60 seconds	0	0
Zika Virus DHHS	30 seconds	30	20
	60 seconds	0	0
Nebraska 150th Celebration	30 seconds	60	20
	60 seconds	30	25

Name: David Gustafson

Position: Operations Manager

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Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO MAY 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 State Education Association	30 seconds	30	20
	60 seconds	0	0
First Five of Nebraska	30 seconds	0	0
	60 seconds	31	25
Nebraska Attorney General's Office	30 seconds	31	20
	60 seconds	0	0
Nebraska 150 Celebration	30 seconds	62	20
	60 seconds	31	25
Zika Virus DHHS	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 JUNE 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
First Five of Nebraska	30 seconds	0	0
	60 seconds	30	25
Nebraska Attorney General's Office	30 seconds	30	20
	60 seconds	0	0
Nebraska 150 Celebration	30 seconds	60	20
	60 seconds	30	25
Zika Virus DHHS	30 seconds	30	20
	60 seconds	0	0
Senior Employment Program DHHS	30 seconds	29	20
	60 seconds	0	0

Name: David Gustafson

Position: Operations Manager

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