



KLIR-FM

Alpha 3E Licensee LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

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October, November, December 2022

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FILED 1-6 - 23

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

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
<b>Government and Politics</b>	October 1 <sup>st</sup> to December 31 <sup>st</sup>	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.
<b>Government and Politics</b>	October 3 <sup>rd</sup> to December 31 <sup>st</sup>	35	30 seconds per feature	Informed listeners of measures being voted on in the November Election including Governor, Minimum Wage, and more.
<b>Government and Politics</b>	October 5 <sup>th</sup> to December 31 <sup>st</sup>	45	30 seconds per feature	Covered the fight between Unions and Railroad companies about a possible strike over wages and benefits for workers.
<b>Government and Politics</b>	November 5 <sup>th</sup> to November 8 <sup>th</sup>	20	30 seconds per feature	Aired Nebraskans approving a new photo identification requirement for future elections.
<b>Government and Politics</b>	November 5 <sup>th</sup> to November 8 <sup>th</sup>	30	30 seconds per feature	Aired Election coverage with updates on voting.
<b>Government and Politics</b>	December 13 <sup>th</sup> to December 20 <sup>th</sup>	25	30 seconds per feature	Covered Attorney General Doug Peterson finalizing agreements with CVS and Walgreens to bring the national amount from investigations and litigation against the pharmaceutical industry for its role in the opioid crisis to more than \$50 billion.
<b>Education and Youth</b>	October 1 <sup>st</sup> to December 31 <sup>st</sup>	65	60 seconds	Updated listeners about upcoming events hosted by all 3 Columbus schools during our daily school news feature.
<b>Education and Youth</b>	October 1 <sup>st</sup> to December 31 <sup>st</sup>	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.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
<b>Education and Youth</b>	October 1 <sup>st</sup> to December 31 <sup>st</sup>	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.
<b>Education and Youth</b>	October 13th to October 18th	15	30 seconds per feature	Covered UNMC hosting 203 undergraduate students and their faculty advisors, representing five health academic pipeline programs, who spent two days exploring their future as health profession students.
<b>Education and Youth</b>	November 14th to November 18th	20	30 seconds per feature	Covered Nebraska's Department of Health and Human Services, Division of Children and Family Services investing \$66 million into the state's childcare workforce networks to recognize and reward childcare workers, repay student loan debt, and expand access to quality child care services.
<b>Education and Youth</b>	November 17th to November 20th	15	30 seconds per feature	Covered the Greater Grand Island Community Foundation presenting a check for nearly \$67,000 to the Central Community College Foundation earmarked for the Pirnie Inclusive Playground, a \$1.5 million multigenerational inclusive playground to be constructed at Ryder Park in Grand Island.
<b>Education and Youth</b>	November 22nd to November 24th	15	30 seconds per feature	Informed listeners that through the American Rescue Plan Act the Nebraska Department of Health and Human Services has been granted \$5,000,000 to award \$2,500 per semester scholarships to Nebraska Nursing Students.
<b>Education and Youth</b>	December 3rd to December 8th	20	30 seconds per feature	13 Central Community College-Grand Island students and eight companies are participating in the college's registered apprenticeship program.
<b>Education and Youth</b>	December 20th to December 24th	15	30 seconds per feature	Interviewed members of Columbus Public Library about their Teen/Young Adult Programs.
<b>Health</b>	October 1 <sup>st</sup> to December 31 <sup>st</sup>	90	30 seconds per feature	PSA: Informing listeners on upcoming wellness programs offered at area facilities including mental health, abuse, planned parenthood, and family counseling.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Health	October 1 <sup>st</sup> to December 31 <sup>st</sup>	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 7th to October 10th	15	30 seconds per feature	Covered Columbus Community Hospital's expansion of its services to Lindsay with the addition of Lindsay Medical Clinic. The new clinic offers the high-quality care patients are used to in Columbus — closer to home.
Health	November 30th to December 3rd	18	30 seconds per feature	Covered Columbus Community Hospital and its volunteer & guest services department announcing the new patient care ambassador program.
Health	December 16th to December 29th	20	30 seconds per feature	Interviewed members of the Columbus Police Department about Drunk and Drugged Driving Prevention Month.
Health	December 28th to December 30th	15	30 seconds per feature	Covered the Nebraska Department of Health and Human Services investigation into a cluster of gastrointestinal illnesses caused by the bacteria Salmonella Typhimurium.
Weather	October 13th to November 20th	30	30 seconds per feature	Covered Red Flag Warnings throughout the fall and winter for eastern Nebraska.
Weather	October 18th to December 12th	35	30 seconds per feature	Gave listeners updates on severe drought conditions throughout eastern Nebraska and the Platte River.
Weather	December 1st to December 12th	15	30 seconds per feature	Interviewed members of Nebraska Public Power District about winter safety tips when power goes out due to icing.

<b>Weather</b>	December 1st to December 31st	40	30 seconds per feature	Interviewed members of Platte County Emergency Management about winter safety tips.
<b>Community Events</b>	October 1 <sup>st</sup> to December 31 <sup>st</sup>	120	30 seconds Per feature	PSA's about area 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.
<b>Community Events</b>	October 15th to October 18th	15	2 minutes per feature	Covered the ribbon cutting of the Fieldhouse at Columbus Community Hospital.
<b>Community Events</b>	November 8th to November 12th	15	30 seconds Per feature	Covered Governor Pete Ricketts being honored by the Government of Japan with the Order of the Rising Sun, Gold and Silver Star, for his work to strengthen the relationship between Nebraska and Japan
<b>Community Events</b>	November 11th to November 12th	10	2 minutes per feature	Covered the Columbus Veterans Day Program that honored all of the men and women who served in war.
<b>Community Events</b>	December 4th to December 8th	15	30 seconds Per feature	Informed listeners about the Columbus Area United Way's End of Year Report.
<b>Community Events</b>	December 18th to December 22nd	20	30 seconds Per feature	Interviewed members of Columbus Police Department about their Santa Cop Program.