



**KSNB-TV**

**QUARTERLY LIST OF PROGRAMMING PROVIDING THE  
MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

**Gray Television Licensee, LLC.  
1st Quarter, 2015**

**PROGRAMS PROVIDING MOST SIGNIFICANT  
TREATMENT OF COMMUNITY ISSUES**

**On KSNB**

<b>NBC NEBRASKA TODAY</b>	Monday thru Friday	5:00-7:00a
<b>NBC NEBRASKA MIDDAY</b>	Monday thru Friday	11:30a-12:00p
<b>NEWS AT 5PM</b>	Sunday thru Friday	5:00-5:30p
<b>NEWS AT 6PM</b>	Monday thru Saturday	6:00-6:30p
<b>NEWS AT 10PM</b>	Monday thru Sunday	10:00-10:35p

**Also on KSNB DT2 (a simulcast of KOLNDT3)**

<b>MY NEWS AT 9</b>	Monday thru Sunday	9:00-9:30p
<b>Pure Nebraska</b>	Tuesday	6:30-7p
<b>MomsEveryday: The TV Series</b>	2nd/4th Tuesday/Month	9:30-10p

All of the above programs are locally produced News programs presenting a mix of news, weather, sports and issue-related Feature stories. Issue-responsive program segments are usually one to three minutes in duration unless otherwise indicated.

**Webchannel:** Nebraskans have a place on the Internet to go for local news and information. As more people turn to the Internet on a daily basis, people can count on KSNB to be the local news and information leader on the web. KSNB's website is an important source of local news stories of all kinds, community information, public service, and other internet resources. KSNB's home page offers links to topics, which include news, weather, sports, health, family, education, government and community. It also includes up-to-the minute video streaming of news stories, weather forecasts and includes special features such as [Live Streaming and Live Chat] watching live press conferences through web streaming. While stories are continually posted and eventually drop off of the top 30 or so visually displayed, they never actually leave the Webchannel Feature server making these accessible for viewers to conduct a search to retrieve each of these in the future. Video segments stay within the server approximately 1-2 days.

**Regular NBC Network News Programs Carried by KSNB:**

<b>EARLY TODAY</b>	Monday thru Friday	4:00-4:30am
<b>EARLY TODAY</b>	Monday thru Friday	4:30-5:00am
<b>TODAY SHOW</b>	Monday thru Friday	7:00-11:00am
<b>NBC NIGHTLY NEW</b>	Monday thru Sunday	5:00-5:30pm
<b>SATURDAY TODAY SHOW</b>	Saturdays	7:00-9:00am
<b>SUNDAY TODAY SHOW</b>	Sundays	7:00-8:00am
<b>MEET THE PRESS</b>	Sundays	8:00-9:00am

All of the above programs are network news programs presenting a mix of news, weather, sports and issue-related Feature stories.

*All KSNB Newscasts are closed captioned for the hearing impaired. Station conducts all weekly random EAS tests as well as monthly scheduled test in preparation of needed emergency announcements. Station airs Public File and Children's Programming Report spots as required.*

## **ALCOHOL & DRUGS**

### **Your Health (On-Going Series)**

#### **NBC Nebraska News at 5pm Everyday**

Your Health is an ongoing new series giving daily reports on the latest in medical advancement and studies. These reports include health information and drug and alcohol related problems from national, international and local studies, reports, reputed organizations and the government and covers issues targeting several demographics: from women, to the elderly, youth and minority groups Your Money - This segment features tips and advice from financial experts as well as market reports and investing news.

### **Alcohol - St. Patrick's Day (3/17/15 10pm)**

St. Patrick's Day means lots of green decorations and green drinks. However, with all the fun comes responsibility. Local law enforcement is keeping a watchful eye on the roads.

## **ANIMAL CONTROL & WELFARE/ PET HEALTH & LAWS**

### **Star Over Rover (On-Going)**

#### **NBC Nebraska Today 6am Weekly**

Interview on News 5 Today on Wednesdays We feature an animal weekly that is in need of a good home plus tips/advice on how to better take care of your own pets.

### **Heartland Pet Connection (On-Going)**

#### **NBC Nebraska Midday (News at 11:30am) Fridays**

Interview on News 5 at 11:30am on Wednesdays with the Heartland Pet Connection. Tips and advice on how to take care of your pets. An animal that is in need of a good home is also featured.

### **Starling Concerns (1/27/15 5 & 6pm)**

The overpopulation of Starlings is raising health concerns and the city of Grand Island is being proactive to help curb the numbers.

## **CONSUMER INFORMATION AND PROTECTION**

### **Your Money (On-Going)**

#### **NBC Nebraska News at 5pm**

Special consumer and money information keeps viewers "On the Money". This segment features tips and advice from financial experts as well as market reports and investing news.

## **CRIME AND PERSONAL SAFETY**

### **Bomb Threat York High School (2/16/15 10pm)**

York High School will be taking extra precautions after a bomb threat was made towards the school. Extra precautions include law enforcement, bomb sniffing dogs, bag checks and limited access to the school through two doors only.

### **Bomb Threat York High School (2/17/15 6pm)**

Authorities are still searching for a suspect after a bomb threat was made towards York High School on a social media site. Officials say they are confident they will find out who is responsible.

### **Attempted Kidnappings - Hastings (3/11/15 10pm)**

Hastings police are urging residents to be vigilant as the search continues for four suspects of a least three attempted kidnapping incidents over the weekend. Parents should call polices if they see anything suspicious and keep an even more watchful eye over their children.

## **DIVERSITY/COMMUNITY INCLUSION**

### **Need For More Interpreters (1/29/15 - 5, 6 & 10pm)**

In his address to lawmakers Thursday, the Nebraska Supreme Court Chief Justice says the state has a growing need for interpreters in our court systems.

## **ECONOMICS/EMPLOYMENT/DEVELOPMENT**

### **Your Money (On-Going)**

#### **NBC Nebraska News at 5pm**

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### **Zoning Changes Affecting Group Homes (1/08/15 5, 6 & 10pm)**

Under zoning changes, group homes, housing for up to 16 people, can be allowed in any neighborhood in Hall County.

### **Rise In Building Permits (1/12/15 10pm)**

Grand Island sees a rise in building permits. Building Department Director Craig Lewis released the 2014 building valuation numbers. There were a total of 3,588 permits issued for a total valuation of \$99,246,165.

### **Future of Ambulance Billing (1/21/15 5, 6 & 10pm)**

The G.I. City County discuss the future of ambulance billing. The question remains the same - Whether to keep the ambulance billing under the direction of the city or to outsource it to the company Life Quest in Wisconsin? As it stands right now the city would have to hire a new coder to handle the billing. This position, they estimate, would cost around \$73,000.

### **Farm Income (2/11/15 6pm)**

The U.S Department of Agriculture is projecting a 32 percent drop in income for 2015. Nebraska farmers could be losing money in 2015 and this has the farming community on edge.

### **Cattlemen's Classic (2/16/15 5pm)**

NBC Nebraska checks in with breeders at the Cattlemen Classic in Kearney to find out what gives Nebraska an edge over other states for being the number one cattle feeding state in the nation.

### **Kool-Aid Days (2/20/15 6pm)**

Hastings Kool-Aid Days is moving from downtown Hastings to Central Community College this year. The change is disappointing to some businesses in the downtown area. The Chamber of Commerce stated that they are not sure if the move will detour or add to the event. The first year will give them a good sign of how to proceed in the future.

### **Hastings Hotel & Convention Center (2/23/15 10pm)**

The Hastings Hotel and Convention Center has been through a lot of changes, no guests, no staff, a ghost town. . . but the abandoned site is getting ready to open its doors with new owners.

### **Case New Holland Layoffs (2/27/15 5pm)**

Case New Holland, Grand Island, announced they will be making another round of layoffs . . . cutting 136 full time employees.

### **Agricultural Business Opportunity (3/6/15 5pm)**

The Omaha Chamber of Commerce wants to build agricultural business opportunities in their city. Chamber leaders say this would mean more jobs for Nebraskans and more buyers of commodities for farmers.

### **Sandhill Cranes (3/22/15 10pm)**

Photographers & tourists are flocking to Central Nebraska to watch the Sandhill Cranes. The cranes are expected to draw in thousands of people from all over the world.

### **Skagway Closing (3/23/15 5pm)**

After 75 years of doing business in Grand Island, Skagway is closing its doors for good. The supermarket has over 200 employees who will be out of jobs in May.

### **Hire Our Heroes (3/25/15 5pm)**

For some veterans the task of getting a job after they have served is difficult. Hire Our Heroes career fair offers veteran's tools to get a job and opportunities to meet and interview with prospective employers.

### **U.S. Census Bureau (3/27/15 10pm)**

After the latest U.S. Census Bureau report, some counties are wondering how can they continue to grow and others are trying to figure out how to turn things around for the better.

## **EDUCATION**

### **Hastings Elementary Schools - Air Conditioning (3/18/15 6pm)**

At the beginning of the school year many Hastings students are focusing on how to stay cool in the classroom rather than the lesson at hand. When temperatures reach 100 degrees students are not in a good learning environment due to no air conditioning. However, air conditioning units will be installed this summer and welcomed by all.

## **ENVIRONMENT/NATURAL DISASTER/WEATHER**

### **Drought (1/31/15 5, 6 & 10pm).**

Drought affects cattle ranchers and the industry - Cattle farmers and ranchers met in Red Cloud, Nebraska Saturday at the South Central Cattlemen Association's seventh annual Bull Bonanza.

### **Snow Storm - Interstate 80 (2/2/15 5pm)**

An update on Interstate 80 road conditions. Drivers are urged to use caution even though the road is clear. Many vehicles along the interstate have been abandoned or are waiting to be towed due to the icy conditions and sliding off the road.

### **Snow Storm - Roadways (2/2/15 10pm)**

Crews are still out on the roadways trying to tow stranded cars and semis on the interstate and other roads.

**Snow Storm - Farmers (2/4/15 6pm)**

The snow has been a welcome sight for farmers. It has been a while since we have had any moisture and the farmers could use some relief in their fields.

**Compost - Smell (3/10/15 6pm)**

Some farmers do not want a certain compost spread on their fields due to the terrible smell. The issue sparked a debate at the Hall Count Board of Supervisors meeting.

**FAMILY****Family Healthcast (On-Going Series)****NBC Nebraska Midday (News at 11:30am) Everyday**

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**Salvation Army In Need of Coats & Blankets (1/6/15 5, 6 & 10pm)**

In need of more clothing donations, the Hastings Salvation Army is reaching out for donations.

**Frigid Temps Dangerous For Seniors (1/7/15 5 & 6pm)**

Getting the mail, going to the store and shoveling the sidewalks. These are just a few reasons why seniors might need to walk out the front door in these frigid temps. Senior care experts have a crucial piece of advice.

**Superbowl & Gambling Addictions (1/30/15 5 & 6pm)**

The big game is just days away, which means gambling addictions can be more easily triggered.

**Measles (2/5/15 10pm)**

The measles have recently made a comeback in the United States. At least two confirmed cases in Nebraska. The outbreak is causing debate on how safe vaccinations are.

**Specialty Care (2/13/15 11:30am)**

Having access to specialty care can be a challenge for many across Central Nebraska. Mary Lanning is opening a new facility in Grand Island to help combat that problem.

**LOCAL SPORTS & OTHER EVENTS OF IMPORTANCE**

**5th Quarter (On-Going Segment)**

**Thursdays & Fridays at 10pm**

High school games including volleyball, basketball, football, etc., are highlighted along with star athletes in the community.

**POLITICS/GOVERNMENT**

**Farmers React to Governor's Property Tax Relief (1/22/15 10pm)**

Governor Pete Ricketts proposed tax relief in Thursday's State of the State address to the Unicameral, after being told by Nebraskans the tax is one of the bigger problems in the state.

**Battle Over The Bricks (2/9/15 10pm)**

Residents in St. Paul are fighting to keep historic bricks. Residents presented a petition to St. Paul City Council to keep the historic bricks downtown on Howard Avenue. The Council voted down the issue and the bricks will stay.

**Keystone X-L Pipeline (2/11/15 10pm)**

After six years of debate and voting the Keystone X-L Pipeline bill has been sent to the President. Although it is expected for the President to veto the bill, opponents are concerned it got this far.

**Hastings 9<sup>th</sup> Street Closing (2/17/15 10pm)**

The debate continues on whether to close a one block portion of 9<sup>th</sup> Street in Hastings. The issue is increasing interest in the Hastings community. A petition to not close the street was presented to the city council. The city council is leaning towards the idea of putting it up to an election.....a special election or wait for the general election.

**Nebraska's Gay Marriage Ban (2/19/15 10pm)**

A new challenge to Nebraska's gay marriage ban went before the Federal Court of Appeals today. The Judge has requested more information from both sides.

**Keystone X-L Pipeline (2/24/15 5pm)**

President Obama has officially vetoed the Keystone X-L Pipeline bill. The White House states that the President will not make up his mind until the State Department finishes its study on the pipeline's environmental impact.

**Ammunition Ban (2/28/15 10pm)**

A proposed ammunition ban from the Bureau of Alcohol, Tobacco, Firearms and Explosives has local gun enthusiasts upset. They say the ban is a violation of their second amendment rights.

**Medical Marijuana (3/1/15 10pm)**

Jane Stanley and her family are in charge of petitions in Hastings to gather support for the Cannabis Compassion & Care Act. They want legislators to know that Nebraskans need medical marijuana.

**Same Sex Marriage (3/2/15 5pm)**

Despite a federal judge ruling to recognize same sex marriages in Nebraska the Attorney General has filed an appeal. A request for the 8<sup>th</sup> Circuit Court of Appeals to grant a stay on the judge's decision has been filed.

**Governor's Ag Conference (3/4/15 5pm)**

Governor Pete Ricketts kicks off his first Governor's Ag Conference in Kearney. Farmers can discuss concerns and issues they are facing and who they can expect this year.

**Hastings 9<sup>th</sup> Street Closing (3/9/15 10pm)**

The debate over the 9<sup>th</sup> Street closing continues. The Hastings City Council approved the ballot for a special mail in election.

**ROADWAYS/TRANSPORTATION****Troublesome Roadway (1/12/15 5, 6 & 10pm)**

It's a busy roadway for travelers and it can be a dangerous one, too. According to the Grand Island police, within the past 12 months, 25 accidents were reported on the stretch of Highway 30 between 281 and Engelman Road.

**Busy Intersection To Close (1/30/15 6pm)**

A busy intersection in Grand Island will be closed for four months due to construction. It is part of a widening project. A public hearing on this issue will be held in April.

**Sinkhole (2/10/15 6pm)**

A pot hole in the middle of the city of Grand Island turned into a sinkhole. This caused the sidewalk and one lane of North Pine to be closed by officials. The city said that the sinkhole was the result of an old underground tunnel system that was used by power plants to move steam throughout the city to provide heat.

**Kearney Air Carrier (2/18/15 10pm)**

Kearney will be staying with its current air carrier, Great Lakes Airlines. The City Council voted unanimously to recommend a one year contract.

**Road Construction (3/18/15 5pm)**

With the start of spring more construction crews are hitting the roads. The added work can mean headaches for drivers due to road closures, detours and congestion.

## **VOLUNTEERISM/ COMMUNITY AID/ COMMUNITY EFFORTS**

### **Salvation Army (On-going)**

#### **NBC Nebraska Midday (News at 11:30am) Wednesdays**

Interviews with the Salvation Army weekly to discuss volunteer opportunities as well as needs within the community that viewers can donate to.

### **Rachels' Challenge Comes to Adams Central (1/30/15 5 & 6pm)**

This challenge is to spread kindness in the halls of Adams Central. The program was started to honor the legacy of Rachel Scott.

### **Big Brothers & Big Sisters (1/22/15 11:30am)**

Grand Island Big Brothers & Big Sisters Interview - came on to talk about fundraiser and volunteer opportunities.

### **Hoffman Family Honored at Tri-City Storm Game (1/24/15 10pm)**

Jack Hoffman, who has been battling cancer, and his family were honored at the Tri-City Storm game. The Storm team wore jerseys featuring 'Team Jack' with gray ribbons. The ribbons represent brain tumor awareness.

### **Polar Plunge (2/7/15 10pm)**

The 15<sup>th</sup> Annual Kearney Polar Plunge into icy cold water was held to bring awareness to the Special Olympics and raise money. Participants raised over 14 thousand dollars. NBC Nebraska tells us how much that means to Special Olympic athletes.

### **'Team Jack' Gala (3/7/15 10pm)**

Hundreds gathered at the Cornhusker Hotel in Lincoln for the 'Team Jack' Gala. People came to support kids battling pediatric brain cancer.

## **YOUTH/CHILDREN AT RISK / YOUTH VIOLENCE/ YOUTH SUPPORT**

### **Early Childhood Classes (1/11/15 10pm)**

Early Childhood Classes help parents with strong-willed children. Saturday - Faith Lutheran Church in Hastings began Love and Logic parent classes for toddlers.

**KSNB PSA's PROVIDING SIGNIFICANT TREATMENT  
OF COMMUNITY ISSUES**

Topic of PSA (varying lengths of : 10, :15, :20, and :30)

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# of Times Aired

<b>4th Quarter PSA Totals</b>	<b>KSNB</b>	<b>NSNB</b>
<b>Animals</b>	573	
<b>Concerns of Women/Minorities</b>		
<b>Drugs &amp; Alcohol Prevention</b>	1842	
<b>Education</b>	1145	
<b>Environment/Ag</b>	1460	
<b>Family/Community</b>	794	
<b>Health Information</b>	1434	
<b>Military/Government</b>	639	
<b>Sports/Recreation</b>	1068	
<b>Volunteerism/Donations</b>	2952	
<b>Tourism</b>		
<b>Kid Targeted</b>	2090	
<b>Employment/Public Files</b>	418	