



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

January, February, March, 2019

FILED 4 - 2 - 19

SUBMITTED BY David Gustafson

A handwritten signature in blue ink, appearing to read 'David Gustafson', is written over a horizontal line. The signature is fluid and cursive.

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	January 1 st to March 31 st	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	January 4th to January 10th	10	30 seconds features	Covered Governor Pete Ricketts unveiling of a new plan to provide expanded military retirement tax relief at the State Capitol.
Government and Politics	January 7th to January 15th	15	30 seconds features	Previewed Governor Pete Ricketts second and final term in office including is focus on jobs, lowering taxes and promoting Nebraska domestically and abroad.
Government and Politics	January 9th to March 15th	40	30 seconds per feature	Covered State lawmakers new legislative session that included a number of challenging issues, including a push to reduce property taxes.
Government and Politics	January 22nd to January 25th	10	2 minutes per feature	Interviewed Nebraska State Treasurer John Murante who promoted a new College Savings Account Legislative package.
Government and Politics	February 26th to February 30th	10	30 seconds features	Covered Democrats blocking the Born-Alive Abortion Survivors Protection Act which would have made it mandatory for doctors to provide medical care to babies who are born alive during an abortion.
Government and Politics	March 12th to March 31st	40	30 seconds per feature	Covered road closures during and after the severe flooding that hit that eastern part of Nebraska destroying roads and homes.
Government and Politics	March 19th to March 23rd	10	30 seconds per feature	Covered Vice President Mike Pence visit to Nebraska to view flood damage as farmers raise concerns that busted levees won't be fixed before the traditional spring flood season.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Education and Youth	January 1 st to March 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	January 1 st to March 31 st	64	60 seconds	Updated listeners about upcoming events hosted by all 3 Columbus schools during our daily school news feature.
Education and Youth	January 1 st to March 31 st	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	January 7th to January 18th	12	30 seconds per feature	Aired Governor Pete Ricketts unveiling of a plan to provide scholarships for college students in a variety of high-demand fields.
Education and Youth	January 8th to January 25th	13	30 seconds features	Covered Midland University's announcement that it is looking for innovative ways to boost enrollment, including offering scholarships for activities such as shotgun sports, powerlifting and esports.
Education and Youth	February 11th To February 19th	15	30 seconds per feature	Covered the 2019 Winter Arts Festival hosted by Columbus Public Schools.
Education and Youth	March 12th To March 19th	15	30 seconds per feature	Interviewed officials previewing the Columbus Area Activities Council Youth Signup Day.
Health	January 1 st to March 31 st	35	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	January 1 st to March 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.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Health	January 2nd To January 16th	10	30 seconds per feature	Covered Grand Island Veterans Home residents transferring to the new Central Nebraska Veterans Home in Kearney.
Health	January 3rd To January 30th	15	30 seconds per feature	Covered Columbus Community Hospital issuing a visitor alert in response to an increase in influenza in the area.
Health	January 16th To January 20th	8	30 seconds per feature	Aired stories on the University of Nebraska Medical Center Simulation in Motion-Nebraska program who recognized a milestone when it conducted its 250 th free training session.
Health	January 30th To February 28th	25	30 seconds per feature	Interviewed local health officials on flu and cold prevention including tips on how to avoid both.
Health	February 5th To February 12th	25	30 seconds per feature	Interviewed officials from Reach the Light about suicide prevention.
Health	March 26th To March 31st	15	30 seconds per feature	Let area residents know of water testing kits available at a Mobile Water Lab in Columbus after the recent flooding.
Weather	January 10th To March 5th	25	30 seconds per feature	Updated residents on winter storms that hit parts of the state throughout the first part of the year including closings and road updates during and after the storm.
Weather	January 28th to February 10th	10	30 second features	Covered high winds that hit eastern Nebraska knocking down trees and limbs and knock out power to thousands of people.
Weather	February 22nd to February 25th	10	30 seconds features	Covered flooding on Quail Run Golf Course in Columbus.

Weather	February 24th to March 13th	20	30 second features	Interviewed officials with Platte County Emergency Management about emergency services information during bad weather.
Weather	March 12th to March 15th	40	30 second features	Aired flood updates warning residents of flash flood warned areas and areas of danger. Also updated residents on what towns were being evacuated and when they could return to their homes.
Community Events	October 1 st 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	January 4th To January 10th	10	30 seconds per feature	Covered a send-off ceremony for about 50 Nebraska Army National Guard soldiers who traveled to the Middle East.
Community Events	January 20th To January 25th	10	30 seconds per feature	Covered Lions International Food Pantry Drive.
Community Events	January 31st To February 5th	10	2 minutes per feature	Covered the 2019 KZ-100 Farm & Life Expo held at Ag Park in Columbus.
Community Events	February 9th To February 15th	15	30 seconds per feature	Previewed and covered the 2019 Columbus Home Builders Show at Ag Park..
Community Events	February 22nd To February 26th	15	30 seconds per feature	Covered a meeting where the Nebraska Department of Transportation determined that a Restricted Crossing U-Turn, also known as a RCUT, is the needed transportation improvement to address current safety and congestion concerns at the intersection of Highway 81 and Highway 91.
Community Events	February 28th To March 2nd	10	2 minute per feature	Covered the 51st Annual Rural Recognition Banquet in Columbus including the impact of agriculture and annual award-winners who were honored.

Community Events	March 4th To March 10th	10	30 seconds per feature	Covered the 2019 Governor's Ag Conference. Farming, ranching and business leaders throughout Nebraska discussed new trends in agriculture at the annual conference hosted by Gov. Pete Ricketts.
Community Events	March 6th To March 12th	15	2 minute per feature	Covered a meeting held by multiple agencies who monitored a large ice jam on the Loup River. The public forum was held for residents and business owners in the Loup and Platte floodway.
Community Events	March 14th To March 31st	30	30 seconds per feature	Covered multiple donation points, events, and fundraisers attempting to accumulate supplies to help flood victims throughout the state.

Nebraska Broadcasters Association
 PEP Monthly Summary Form
RADIO JANUARY 2019

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

Station: KLIR-FM
Format: Adult Contemporary
City: Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
First Five	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Media of Nebraska	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Nebraska Army National Guard	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Nebraska Department of Health and Human Services	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Nebraska State Education Association	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Tobacco Free Nebraska	30 seconds	46	\$20.00
	60 seconds	0	\$0.00

Name: David Gustafson
Position: Operations Manager

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**Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO FEBRUARY 2019**

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Station: KLIR-FM
Format: Adult Contemporary
City: Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
First Five	30 seconds	28	\$20.00
	60 seconds	0	\$0.00
Media of Nebraska	30 seconds	28	\$20.00
	60 seconds	0	\$0.00
Nebraska Army National Guard	30 seconds	28	\$20.00
	60 seconds	0	\$0.00
Nebraska Department of Health and Human Services	30 seconds	28	\$20.00
	60 seconds	0	\$0.00
Nebraska State Education Association	30 seconds	28	\$20.00
	60 seconds	0	\$0.00
Tobacco Free Nebraska	30 seconds	28	\$20.00
	60 seconds	0	\$0.00

Name: David Gustafson
Position: Operations Manager

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**Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO MARCH 2019**

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Format: Adult Contemporary
City: Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
First Five	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
Media of Nebraska	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Nebraska Army National Guard	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Nebraska Department of Health and Human Services	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Nebraska State Education Association	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
ServeNebraska	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Tobacco Free Nebraska	30 seconds	31	\$20.00
	60 seconds	0	\$0.00

Name: David Gustafson
Position: Operations Manager

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