



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

October, November, December, 2019

FILED 1-7-2020

SUBMITTED BY David Gustafson

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

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	October 1 st to December 31 st	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.
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Government and Politics	October 1st to December 12th	25	30 seconds features	Aired stories about corn grower leaders from across the country pushing Washington to uphold the Renewable Fuel Standard.
Government and Politics	October 10th to November 20th	20	30 seconds features	Aired coverage of farmers and ranchers launching a campaign urging Congress to pass a Green New Deal that supports regenerative family farm and ranching practices over industrial-scale agribusiness.
Government and Politics	October 17th to October 20th	10	2 minutes per feature	Covered the Platte County Election Commission announcement that the \$12 million Lakeview Community Schools bond issue passed. The bond includes renovations to the school.
Government and Politics	November 5th to November 22nd	15	30 seconds per feature	Announced that Nebraska will get an extra \$266 million in tax revenue for the state budget between now and June 2021, based on new estimates that could give lawmakers more wiggle room to pay for state government services and cut property taxes.
Government and Politics	November 22nd to November 25th	10	30 seconds features	Covered Governor Pete Ricketts Office issuing an executive order to provide emergency relief on account of regional heating fuel shortages.
Government and Politics	December 5th to December 10th	15	30 seconds per feature	Interviewed local leaders on the United States and Japan agreement in which Japan will eliminate or lower tariffs for certain U.S. agricultural products.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Education and Youth	October 1 st to December 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	October 1 st to December 31 st	65	60 seconds	Updated listeners about upcoming events hosted by all 3 Columbus schools during our daily school news feature.
Education and Youth	October 1 st to December 31 st	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	October 2nd to December 5th	15	30 seconds features	Updated listeners on the search and announcement of the new president of Northeast Community College.
Education and Youth	October 2nd to July 20th	10	30 seconds features	Updated listeners on the search and announcement of the new president of Northeast Community College.
Education and Youth	October 14th To November 25th	20	30 seconds per feature	Covered lawmakers pushing to lower property taxes trying again with a proposal that would boost state aid for K-12 public schools while restricting the districts' taxing power.
Education and Youth	October 21st To October 24th	15	20 seconds per feature	Covered National Teen Driver Safety Week which the Nebraska Department of Transportation – Highway Safety Office pushed to empower parents to discuss the importance of driver safety with young drivers.
Education and Youth	December 13th To December 20th	12	20 seconds per feature	Aired stories on donations from seven Pinnacle Bank branches in northeast Nebraska who have come together to support Northeast Community College's Nexus project.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Health	October 1 st to December 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.
Health	October 1st To November 10th	20	30 seconds per feature	Ran stories about the dangers associated with e-cigarettes or vaping which have been debated on being outlawed.
Health	October 17th To October 20th	5	2 minutes per feature	Aired stories announcing that more than half the victims of domestic violence suffer from brain injury, according to a recent study conducted for the Brain Injury Alliance-Nebraska in partnership with the University of Nebraska and community organizations.
Health	October 15th To November 10th	15	30 seconds per feature	With harvest in full swing, we talked to health officials about ways to prevent tractor injuries.
Health	November 7th To December 31st	35	30 seconds per feature	Interviewed health officials about flu prevention and the importance of residents getting their flu shots.
Health	November 13th To November 24th	17	30 seconds per feature	Covered a hepatitis A outbreak that includes Nebraska, Indiana and Wisconsin has been traced to blackberries sold in Fresh Thyme grocery stores.
Health	November 18th To December 25th	30	30 seconds per feature	Updated residents on the flu virus that was detected in Boone, Colfax, Nance, and Platte Counties. Gave listeners tips on how to prevent and deal with the flu virus.
Weather	October 8th To October 12th	10	30 seconds per feature	Updated listeners on a winter storm that dumped over 10 inches of snow in areas of Nebraska and made travel difficult.
Weather				

Weather	December 2nd To December 5th	15	30 second features	Covered a communications provider who was scrambling to restore service after a weekend storm toppled three of the company's service towers in the Panhandle.
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Weather	December 15th to December 18th	25	30 second features	Covered multiple winter storms that included area businesses and schools closing.
Weather	December 5th to December 31st	25	30 second features	Interviewed members of Platte County Emergency Management about winter safety tips.
Community Events	October 1 st to December 31 st	90	30 seconds per feature	PSAs covering are community events such as musicals, plays, band concerts, festivals, and various schools and non-profit charity events.
Community Events	October 4th To October 30th	10	2 minutes per feature	Covered "Christmas Comes Early to David City, Nebraska" a town square event and tree-lighting to honor the birthplace of Joyce C. Hall, founder of Hallmark Cards who is from David City.
Community Events	October 6th To October 10th	12	30 seconds per feature	Informed area residents that Hy-Vee was providing additional information about a payment card incident that was first reported on August 14.
Community Events	October 7th To December 20th	30	30 seconds per feature	Updated Nebraskans on the Lincoln South Beltway project which is designed to improve regional connectivity by creating an east to west four-lane freeway south of Lincoln, linking Highway 77 and North Highway 2.
Community Events	October 21 To October 25th	10	30 seconds per feature	Covered the ribbon cutting ceremony for Costco's new chicken plant in Fremont. Governor Pete Ricketts along with other area leaders took part in the event.

Community Events	November 5th To November 10th	10	30 seconds per feature	Informed listeners about a free forum in Columbus in an effort to hear and learn from people with disabilities, their families and their caregivers about their experiences with emergencies or disaster situations.
Community Events	November 20th To November 28th	15	30 seconds per feature	Aired USDA announcement that \$1.5 million will be utilized for a water project in Greeley. The water project will install a new well, update the water treatment plant, and replace inoperable valves, fire hydrants, and meters.
Community Events	December 2nd To December 5th	10	30 seconds per feature	Covered Part of downtown Schuyler being evacuated due to a gas leak.

**Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO OCTOBER 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 NE	30 seconds	0	\$0.00
	60 seconds	0	\$0.00
Media of NE	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NE Army National Guard	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NE Game & Parks	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NSEA	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Tobacco Free NE	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
ServeNebraska	30 seconds	31	\$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 NOVEMBER 2019**

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Format: Adult Contemporary
City: Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
First Five NE	30 seconds	15	\$20.00
	60 seconds	0	\$0.00
Media of NE	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
NE Army National Guard	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
NE Game & Parks	30 seconds	15	\$20.00
	60 seconds	0	\$0.00
NSEA	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
Tobacco Free NE	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
DHHS	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
ServeNebraska	30 seconds	15	\$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 DECEMBER 2019**

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

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
First Five NE	30 seconds	17	\$20.00
	60 seconds	0	\$0.00
DHHS	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Media of NE	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NE Army National Guard	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NSEA	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Tobacco Free NE	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
ServeNebraska	30 seconds	20	\$20.00
	60 seconds	0	\$0.00

Name: David Gustafson
Position: Operations Manager

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