



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

July, August, September, 2019

FILED 10-3-19

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	July 1 st to September 30 th	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.
Government and Politics	July 8th to July 31st	10	30 seconds features	Covered lawmaker plea to update the state's largest tax incentive program for businesses are getting ready to try again and attempt to pass the measure in 2020.
Government and Politics	July 11th to July 15th	20	30 seconds features	Aired coverage of a man convicted of killing a 24-year-old Lincoln woman and could now face the death penalty. A jury convicted 52-year-old Aubrey Trail of first-degree murder in the 2017 death of Sidney Loofe.
Government and Politics	July 15th to July 20th	10	30 seconds per feature	Covered State lawmakers debate on a schools with Native American mascots over their team names and logos.
Government and Politics	July 22nd to August 15th	18	30 seconds per feature	Aired stories on organizers of a petition drive to legalize medical marijuana in Nebraska that are hitting their early signature goals with help from an all-volunteer network.
Government and Politics	August 22nd to Sept. 2nd	10	30 seconds features	Covered the 2019 Ag Update Tour hosted by Congressman Adrian Smith in Alliance, York, and Auburn
Government and Politics	August 22nd to Sept. 15th	22	30 seconds per feature	Covered a recall petition drive targeting the mayor of Geneva. The Fillmore County petition filing states as the reasons for the recall that 28-year-old Eric Kamler is "financially, socially, ethically irresponsible to the citizens of Geneva."
Government and Politics	Sept. 19th to Sept. 23rd	12	30 seconds per feature	Covered Nebraskans, members of the Ponca tribe, and House and Senate leadership coming together for a dedication ceremony for Nebraska's statue of Chief Standing Bear in the U.S. Capitol.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Education and Youth	July 1 st to September 30 th	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	July 1 st to September 30 th	65	60 seconds	Updated listeners about upcoming events hosted by all 3 Columbus schools during our daily school news feature.
Education and Youth	July 1 st to September 30 th	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	July 11th to July 12th	12	30 seconds per feature	Aired Central Community College and Bryan College of Health Sciences signing of a new dual admission agreement that will allow students from CCC to seamlessly matriculate at Bryan to finish their four-year degree.
Education and Youth	July 16th to July 20th	10	30 seconds features	Interviewed Nebraska State Treasurer John Murante after he announced the signing of Legislative Bill 610, promoting Nebraskans' access to higher education through innovative college savings incentives.
Education and Youth	August 12th To August 25th	20	30 seconds per feature	Covered the University of Nebraska at Kearney announcement of construction of a university engagement center for its University Village project. The center is envisioned as a space for meetings and community events that also can house businesses and state offices.
Education and Youth	August 14th To August 20thth	5	2 minutes per feature	Interviewed Nebraska State Education Association President Jenni Benson about issues facing students and education in the state.
Education and Youth	August 23rd To Sept. 25th	25	30 seconds per feature	Covered Northeast Community College raising money to build new agriculture facilities on the college's Norfolk campus.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Health	July 1 st to September 30 th	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	July 1st To Sept. 12th	25	30 seconds per feature	Interviewed health officials from MexExpress about the dangers of heat exhaustion and dehydration during the summer months.
Health	July 2nd To July 10th	5	2 minutes per feature	Covered researchers at the University of Nebraska Medical Center and the Lewis Katz School of Medicine at Temple University for the first time eliminating replication-competent HIV-1 DNA – the virus responsible for AIDS – from the genomes of living animals.
Health	August 28th To Sept. 17th	25	30 seconds per feature	Updated residents on the availability of the flu vaccine in the area including more than 270 Hy-Vee Pharmacy locations throughout its eight-state region.
Health	August 30th To Sept. 30th	28	30 seconds per feature	Covered State health officials reporting of an outbreak of the mumps in Nebraska and how people can avoid contracting it.
Health	Sept. 11th To Spet. 20th	18	30 seconds per feature	Covered a mosquito species native to tropical climates and known to carry the Zika virus has been found in Nebraska.
Health	Sept. 18th To Sept. 25th	20	30 seconds per feature	Updated residents on West Nile Virus that was detected in Boone, Colfax, Nance, and Platte Counties.
Weather	July 5th To Sept. 25th	30	30 seconds per feature	Updated listeners on transportation problems persisting on county roads following massive floods in Nebraska this spring. Officials also say they're struggling to find contractors, equipment, fill dirt, gravel and money.
Weather	July 10th to July 25th	20	30 second features	Covered damage assessments that were ongoing in the south central counties affected by heavy rains and flooding July 8-12.

Weather	July 10th To July 12th	15	30 second features	Updated residents on thunderstorms that made its way through western Nebraska and produced a widespread 3 to 6 inches of rain with isolated amounts over 8 inches. Interviewed Platte County Emergency Management Director Tim Hofbauer who said rain amounts would affect the Platte and Loup River.
Weather	July 13th to July 25th	20	30 second features	Covered damage assessments that were ongoing in the south central counties affected by heavy rains and flooding July 8-12.
Weather	August 28th to Sept. 17th	30	30 second features	Updated damage and clean up of severe storms that made its way through Dawson County Flooding multiple cities.
Weather	August 25th to Sept. 28th	25	30 second features	Interviewed members of Platte County Emergency Management about fall and winter safety tips.
Community Events	July 1 st to September 30 th	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	July 3rd To July 5th	5	30 seconds per feature	Updated residents on the total reconstruction of 3rd Avenue from 8th Street to South 3rd Street in Columbus.
Community Events	July 17th To July 19th	5	2 minutes per feature	Covered the Wings of Freedom Tour at the Columbus Municipal Airport. Event goes got up close with a WWII Vintage Boeing B-17 Flying Fortress, Consolidated B-24 Liberator, Curtiss P40 Warhawk, North American B-25 Mitchell and P-51 Mustang.
Community Events	July 24th To July 30th	10	30 seconds per feature	Covered the beginning of construction on the 12th Avenue Viaduct in Columbus.

Community Events	July 30th To August 15th	15	30 seconds per feature	Covered the Nebraska Natural Resources Department decision to ask a national dam safety organization to investigate the failure of the Spencer Dam during the March flooding.
Community Events	August 16th To Sept. 5th	15	30 seconds per feature	Updated residents on the Nebraska State Fair as they prepared alternative areas to park and shuttle after heavy rain softened up grass parking lots at Fonner Park in Grand Island.
Community Events	August 26th To Sept. 4th	15	30 seconds per feature	Updated residents on the new Costco poultry processing complex on the south side of Fremont that opened after Labor Day. Operations began September 3.
Community Events	Sept. 12th To Sept. 15th	5	2 minutes per feature	Interviewed Nebraska Treasurer John Murante about the Inaugural Smart Women Smart Money Nebraska Conference on, Friday, November 1 st at the Embassy Suites Conference Center in LaVista.
Community Events	Sept. 23rd To Sept. 28th	10	2 minutes per feature	Covered Larson Dairy in Crestons open house.

**Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO JULY 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
Nebraska Army National Guard	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Nebraska DHHS	30 seconds	0	\$0.00
	60 seconds	0	\$0.00
Nebraska Game & Parks	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Nebraska SAMHSA	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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**Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO AUGUST 2019**

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

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
Nebraska Army National Guard	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Nebraska DHHS	30 seconds	24	\$20.00
	60 seconds	0	\$0.00
Nebraska Game & Parks	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Nebraska SAMHSA	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Tobacco Free Nebraska	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
NSEA	30 seconds	24	\$20.00
	60 seconds	0	\$0.00
Media of Nebraska	30 seconds	24	\$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 SEPTEMBER 2019**

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

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
Nebraska Army National Guard	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
Nebraska Game & Parks	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
NSEA	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
Media of Nebraska	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
Tobacco Free Nebraska	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
ServeNebraska	30 seconds	16	\$20.00
	60 seconds	0	\$0.00

Name: David Gustafson
Position: Operations Manager

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