



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

April, May, June, 2019

FILED 7-2-19

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	April 1 st to June 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	April 4 th to June 10 th	20	30 seconds features	Interviewed officials including Governor Pete Ricketts and US Senator Ben Sasse about flood recovery and cleanup around the state.
Government and Politics	April 17 th to June 15 th	25	30 seconds features	Covered the ongoing debate on Property Taxes in the Nebraska Legislature.
Government and Politics	April 20 th to June 20 th	30	30 seconds per feature	Covered State lawmakers debate on a new Farm Bill along with a ne state budget.
Government and Politics	May 7 th to May 10 th	8	2 minutes per feature	Previewed and covered a town hall in Columbus hosted by Governor Pete Ricketts where he discussed many of the issues being discussed in the Legislature.
Government and Politics	May 3 rd to May 20 th	18	30 seconds features	Covered lawmakers final approval to a bill that would make it illegal to use deceptive caller identification to defraud people.
Government and Politics	May 17 th to June 18 th	20	30 seconds per feature	Aired coverage of a bill that would tap phones of traffickers who sell women and children for sex in Nebraska by law enforcement and face prosecution years or even decades after their crimes under a bill advanced by lawmakers.
Government and Politics	June 11 th to June 18 th	14	30 seconds per feature	Governor Pete Ricketts approved LB209, a bill that updates Nebraska's informed consent law. The bill requires physicians who prescribe the abortion pill to inform the mother that if she changes her mind after taking the pill, it may be possible to continue her pregnancy.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Education and Youth	April 1 st to June 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	April 1 st to June 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	April 1 st to June 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	April 3 rd to June 5 th	20	30 seconds per feature	Covered the legislative committee and its proposal to lower property taxes by raising other taxes and boosting state aid to K-12 public schools.
Education and Youth	May 14 th to May 21 st	15	30 seconds features	Covered a new articulation agreement between Northeast Community College and Doane University will make for a seamless transition for Northeast graduates to transfer and achieve bachelor's degrees within four years of beginning their post high school education.
Education and Youth	May 23 rd To June 10 th	17	30 seconds per feature	Interviewed Governor Pete Ricketts, along with members of the Governor's Youth Advisory Council about how they are seeking new members for the council.
Education and Youth	June 6 th To June 15 th	15	30 seconds per feature	State Treasurer John Murante has announced the signing of Legislative Bill 610, promoting Nebraskans' access to higher education through innovative college savings incentives.
Health	April 1 st to June 30 th	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.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
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Health	April 1 st to June 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	April 5th To May 3rd	15	30 seconds per feature	Covered officials progress with providing water for thousands of people and cattle in Boyd County after the major floods.
Health	April 28th To May 15th	15	30 seconds per feature	Updated residents from counties impacted by high water and power outages due to the recent floods, about individual assistance, including the Disaster Supplemental Nutrition Assistance Program.
Health	May 16th To June 30th	25	30 seconds per feature	Interviewed local health officials on the dangers of heat exposure and what to do to avoid dehydration and heat exhaustion.
Health	May 17th To May 25th	15	30 seconds per feature	Aired UNMC's announcement that researchers have gained a better understanding of how osteoarthritis occurs and have identified a potential new drug that could be used to treat OA.
Health	May 30th To June 12th	25	30 seconds per feature	Covered the search and eventually funeral for a missing volunteer fireman who went missing after kayaking on a local river.
Weather	April 1st To June 20th	50	30 seconds per feature	Updated listeners on flood cleanup including road replacement and damage assessments.
Weather	April 5th To June 15th	30	30 second features	Interviewed officials from FEMA about flood relief including disaster recovery centers.
Weather	April 17th to April 20th	5	2 minute features	Covered an announcement by NPPD and the City of Norfolk for teaming up to build the state's largest community solar project.

Weather	May 16th to June 27th	30	30 second features	Covered multiple severe storms and the damage left by them including tornadoes.
Weather	June 21st to June 30th	15	30 second features	Interviewed members of Platte County Emergency Management about future recovery plans after FEMA's disaster assistance program sign up expired.
Community Events	April 1st To June 1st	40	30 seconds per feature	Updated residents on disaster recovery centers opening in the area along with emergency response mobile food pantries.
Community Events	May 7th To May 10th	10	2 minutes per feature	Covered Governor Pete Ricketts town hall held in Columbus where he talked with residents about property taxes and flood relief among other issues.
Community Events	May 10th To May 15th	10	2 minutes per feature	Covered the 2019 Columbus Big Give which is a time where residents can give to their favorite nonprofits.
Community Events	May 15th To May 19th	15	30 seconds per feature	Covered Nebraska Public Power District reporting a rapid uptick in scam calls taking place across the state.
Community Events	May 15th To May 20th	10	30 seconds per feature	Aired coverage of the DAV and RecruitMilitary hosing the Omaha Veterans Job Fair at CHI Health Center for veterans, transitioning military personnel, National Guard members, Reservists and military spouses.
Community Events	June 7th To June 10th	10	2 minute per feature	2019 marks 35 years of local ownership for Behlen Manufacturing. Behlen hosted a 35-Year Return to Local Ownership celebration for the community and its employees.
Community Events	June 10th To June 20th	10	30 seconds per feature	Updated residents about the new K-9 Unit that was purchased for the City of Columbus.

Community Events	June 18th To June 30th	15	30 seconds per feature	Previewed the 2019 Platte County Fair by interviewing organizers about what acts were coming and what activities people could see at this years event.
Community Events	June 20th To June 30th	10	30 seconds per feature	Aired an announcement that the City of Columbus and Platte County have been recognized as the "Community of the Year" by the Nebraska Diplomats and Nebraska Economic Developers.

**Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO APRIL 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	30	\$20.00
	60 seconds	0	\$0.00
Media of Nebraska	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
Nebraska Army National Guard	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
Nebraska Department of Health and Human Services	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
Nebraska State Education Association	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
Project Extra Mile	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
ServeNebraska	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
Tobacco Free Nebraska	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
NE SAMSHA	30 seconds	0	\$0.00
	60 seconds	0	\$0.00

Name: David Gustafson
Position: Operations Manager

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

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Station: KLIR-FM
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City: Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
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 DHHS	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Nebraska Game & Parks	30 seconds	17	\$20.00
	60 seconds	0	\$0.00
Nebraska Safety Council	30 seconds	8	\$20.00
	60 seconds	0	\$0.00
Nebraska State Education Association (NSEA)	30 seconds	0	\$0.00
	60 seconds	0	\$0.00
NE SAMHSA	30 seconds	17	\$20.00
	60 seconds	0	\$0.00
Project Extra Mile	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
ServeNebraska	30 seconds	31	\$20.00
	60 seconds	0	\$0.00
Tobacco Free	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 JUNE 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 DHHS	30 seconds	15	\$20.00
	60 seconds	0	\$0.00
Nebraska Game & Parks	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
Nebraska Safety Council	30 seconds	7	\$20.00
	60 seconds	0	\$0.00
Nebraska SAMHSA	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
ServeNebraska	30 seconds	30	\$20.00
	60 seconds	0	\$0.00
Tobacco Free Nebraska	30 seconds	30	\$20.00
	60 seconds	0	\$0.00

Name: David Gustafson
Position: Operations Manager

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