



KLIR-FM

Alpha 3E Licensee LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

January, February, March, 2021

FILED 4 - 2 - 21

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	January 1 st to March 31	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 1 st to March 31	30	30 seconds features	Gave updates about the effects COVID-19 has had on the state economy.
Government and Politics	Jan 5th to March 30th	70	30 seconds features	Covered Governor Pete Ricketts Weekly COVID updates that included daily COVID numbers, changes to health measures, and informing Nebraskans on the plan for a vaccine.
Government and Politics	Jan 5th to March 31st	45	30 seconds features	Covered a shortened legislative session that included debate on a \$230 million prison and the mandatory redrawing of the state's political districts.
Government and Politics	Jan 11th to March 10th	30	30 seconds features	Interviewed Governor Pete Ricketts about how to reduce property taxes and the timetable of doing so.
Government and Politics	Feb 2nd to March 5th	15	30 seconds features	Covered voters legalizing casino gambling in Nebraska and state lawmakers trying to figure out how to regulate the industry and use some of the revenue it generates.
Government and Politics	March 12th to March 18th	20	30 seconds features	Covered debate on a bill designed to make affordable child care available to more low-income workers in Nebraska.
Education and Youth	January 1 st to March 31	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.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Education and Youth	January 1 st to March 31	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	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 1 st to March 31	64	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	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	Jan 5th to June 31st	15	30 seconds per features	Covered Hy-Vee pledging \$75,000 to 55 schools across its eight-state region. The pledge is part of the company's Fuel Your School campaign.
Education and Youth	Jan 10th to Jan 28th	25	30 seconds features	We talked with TeamMates about mentoring month and the importance of new mentors signing up.
Education and Youth	Feb 8th To Feb 16th	20	30 seconds features	Interviewed members of the Girls Scouts Spirit of Nebraska about their cookie sales
Education and Youth	Feb 27th To March 5th	10	2 minutes per feature	Interviewed Columbus Christian Church about their Preschool/Kindergarten open house.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Education and Youth	March 16th To March 20th	15	30 seconds per feature	Covered the Knights of Columbus Free Throw contest for kids.
Health	January 1 st to March 31	50	30 seconds per feature	Continue to run stories letting residents know the warning signs of COVID-19 and what listeners should do if they think they have it. Also what steps to take to avoid contracting the virus.
Health	January 1 st to March 31	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	Jan 1st To March 31st	70	30 seconds per feature	Gave updates on the number of vaccinations in the state including where Nebraskans can receive their vaccine and who is eligible.
Health	Jan 25th To March 12th	25	30 seconds per feature	Interviewed officials from Columbus Community Hospital about the importance of taking the flu shot.
Health	Jan 29th To Feb 3rd	15	30 seconds per feature	Covered UNMC awarding a \$9.5 million grant from the CDC to enhance infection prevention and control initiatives in small and rural health care facilities and advance the ability of health care workers to provide safe and effective clinical care.
Health	Nov. 20th To Dec. 25th	25	30 seconds per feature	Interviewed officials from Platte County Emergency Management about the emergency alert system including upcoming Tornado Testing
Weather	Jan 15th To Jan 20th	30	30 second features	Gave updates including road conditions and safety tips on a strong blizzard with heavy snow and winds of up to 50 mph that hit eastern Nebraska.

Weather	Feb 20th To March 18th	25	30 seconds per feature	Interviewed officials from Platte County Emergency Management about the flood conditions in the area after ice jams.
Weather	March 8th To March 24th	20	30 seconds per feature	Interviewed officials from Platte County Emergency Management about the emergency alert system including upcoming Tornado Testing
Weather	March 10th To March 31st	20	30 second features	Gave updates on drought conditions in the state including how it would affect area farming in the spring.
Community Events	January 1 st to March 31	120	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	Jan 8th To Jan 10th	15	30 seconds per feature	Covered the Columbus City Council's amendment of its Mask Ordinance to be lifted. Local businesses still maintain the right to require masks within their businesses and on private property if they choose.
Community Events	Jan 10th To March 25th	50	30 seconds per feature	Informed residents about different COVID-19 testing sites and what times they are open.
Community Events	Jan 13th To Jan 20th	10	30 seconds per feature	Covered the Colfax County Sheriff's Office warning parents and school staff to be on the lookout for THC edibles that appear to be packaged candy.
Community Events	Jan 21st To Feb 5th	15	30 seconds per feature	Covered the Columbus Area Future fund announcement of it's Capital Campaign Goal of \$500,000 has been met. A total of 101 donors put dollars towards the fulfillment of the Challenge Grant.
Community Events	March 12th To March 25th	20	30 seconds per feature	Interviewed members of the Platte County Visitors Bureau about the upcoming Cattlemen's Ball hosted in Columbus.