



KLIR-FM

Alpha 3E Licensee LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

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July, August, September, 2021

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SUBMITTED BY David Gustafson

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## PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS

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### **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
<b>Government and Politics</b>	July 1 <sup>st</sup> to September 30 <sup>th</sup>	66	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.
<b>Government and Politics</b>	July 3 <sup>rd</sup> to September 15 <sup>th</sup>	30	30 seconds features	Gave updates about the effects COVID-19 has had on the state economy.
<b>Government and Politics</b>	July 26 <sup>th</sup> to July 30 <sup>th</sup>	20	30 seconds features	Covered nearly 50 Nebraska school boards have objected to proposed state health education standards that include lessons for young children on gender identity and gender expression.
<b>Government and Politics</b>	Aug. 5 <sup>th</sup> to Aug. 10 <sup>th</sup>	20	30 seconds features	Covered the Governor's Summit on Ag and Economic Development, a premier forum for discussing issues related to the growth of the state.
<b>Government and Politics</b>	Aug. 16 <sup>th</sup> to Sept. 13 <sup>th</sup>	30	30 seconds features	Updated residents on the census in rural areas with severe worker shortages in the nation's farming and ranching regions.
<b>Government and Politics</b>	Sept 10 <sup>th</sup> to Sept 30 <sup>th</sup>	25	30 seconds features	Updated residents on state lawmakers' three public hearings on how new voter maps should be drawn for the state's 49 districts.
<b>Education and Youth</b>	July 1 <sup>st</sup> to September 30 <sup>th</sup>	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.
<b>Education and Youth</b>	July 1 <sup>st</sup> to September 30 <sup>th</sup>	66	60 seconds	Updated listeners about upcoming events hosted by all 3 Columbus schools during our daily school news feature.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Education and Youth	July 1 <sup>st</sup> to September 30 <sup>th</sup>	6	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 6th to July 12th	30	30 seconds per features	Covered a town hall in Columbus hosted by Governor Pete Ricketts addressing Nebraska's Department of Education's draft health standards .
Education and Youth	July 15th to July 25th	20	30 seconds features	Covered a \$18.5 bond issue and \$6.5 million lease purchase proposal at Laurel-Concord-Coleridge Public Schools that would go toward a \$25 million project to replace the district's high school and upgrade the attached elementary school.
Education and Youth	Aug. 5th To Aug. 18th	20	30 seconds per feature	Interviewed members of the Columbus Police Department about back to school safety.
Education and Youth	Aug. 18th To Aug. 21st	10	30 seconds per feature	Covered Congressman Adrian Smith meeting with Third District high school students who will serve on his Youth Advisory Council for the 2021-2022 academic school year.
Education and Youth	Sept. 12th To Sept. 20th	15	30 seconds per feature	Interviewed members of the Columbus Police Department about School Bus Safety.
Health	April 1 <sup>st</sup> to June 30	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	July 1st To September 30th	60	30 seconds per feature	Updated listeners on COVID numbers and rising hospitalizations in the state from COVID-19
Health	July 8th To Sept. 30th	60	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	July 15th to Sept. 20	50	30 seconds per features	Interviewed UNMC about COVID vaccine hesitancy in the state.
Health	Aug. 18th To Aug. 24th	20	30 seconds per feature	Warned listeners about an uptick in drug overdoses in the state due to fentanyl.
Health	Sept. 5th To Sept. 28th	25	30 seconds per feature	Updated listeners on the number of West Nile cases in the state and gave tips on how to avoid mosquito bites.
Health	July 1st To Sept 15th	35	30 second features	Interviewed members of Platte County Emergency Management about safety tips for the severe weather season.
Weather	July 13th To August 20th	20	30 second features	Covered Storm Damage from multiple storms that came through the listening area.
Weather	Aug. 1st To Sept. 8th	25	30 seconds per feature	Updated residents on monthly Tornado Siren tests across the listening area.
Weather	April 20th To May 23rd	25	30 seconds per feature	Interviewed members of Nebraska Public Power District about farming safety tips when it came to power lines near fields

<b>Weather</b>	Sept. 15th To Sept. 30th	20	30 second features	Interviewed members of Nebraska Public Power District about farming safety tips when it came to power lines near fields.
<b>Community Events</b>	July 1 <sup>st</sup> to September 30th	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.
<b>Community Events</b>	July 7th to July 12th	15	30 seconds Per feature	Previewed and covered the Platte County Fair at Ag Park in Columbus.
<b>Community Events</b>	July 12th To Sept. 18th	25	30 seconds per feature	Interviewed members of the Platte County Visitors Bureau about upcoming community events in the area.
<b>Community Events</b>	Aug. 13th To Aug. 18th	20	30 seconds per feature	Previewed and covered Columbus Days. An annual celebration in Columbus.
<b>Community Events</b>	Aug. 22nd To Aug. 26th	20	30 seconds per feature	Covered the Lazy River Duck Run in Columbus.
<b>Community Events</b>	Sept. 11th To Sept. 14th	15	30 seconds per feature	Covered the Taste of Columbus annual event.
<b>Community Events</b>	June 16th To June 25th	25	30 seconds per feature	Informed Columbus residents about voluntary water usage cut-backs because of low storage levels.