



KLIR-FM

Alpha 3E Licensee LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

April, May, June, 2021

FILED 7-7-21

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	April 1 st to June 30	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	April 1st to June 30 th	50	30 seconds features	Gave updates about the effects COVID-19 has had on the state economy.
Government and Politics	April 8th to April 10th	35	30 seconds features	Aired information on the approved \$9.7 billion state budget that includes more money for property tax credits and college scholarships while setting aside \$115 million for a possible state prison to ease overcrowding.
Government and Politics	April 21st to June 20th	45	30 seconds features	Covered the debate between lawmakers about the proposed new state prison.
Government and Politics	May 25th to June 4th	30	30 seconds features	Covered the states decision to end pandemic unemployment bonuses in the state.
Government and Politics	June 8th to June 23rd	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.
Education and Youth	April 1 st to June 30	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	64	60 seconds	Updated listeners about upcoming events hosted by all 3 Columbus schools during our daily school news feature.

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Education and Youth	April 1 st to June 30	64	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	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	April 1st to June 15th	25	30 seconds per features	Covered the debate between lawmakers about proposed state education standards that include lessons on gender identity and gender stereotypes, with lessons starting as early as the first grade.
Education and Youth	April 20th to April 25th	15	30 seconds features	Covered the Youth & Families For Christ annual banquet.
Education and Youth	May 18th To June 4th	20	30 seconds per feature	Interviewed members of the Platte County Visitors bureau about summer kids programs and their impact on the state's youth.
Education and Youth	May 29th To Jun3 12th	10	30 seconds per feature	Interviewed members of Central NE Community Action Partnerships about their Head Start, Early Head Start, and Home Based Head Start programs.
Education and Youth	June 14th To June 20th	15	30 seconds per feature	Interviewed members of Columbus Public Library about their summer reading programs for kids and the importance of activities like this.
Health	April 1 st 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	April 1 st 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.
Health	April 1st To June 25th	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	April 1st To June 28th	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	April 1st to June 31st	90	30 seconds per features	Gave updates on the gradual implementation of the COVID vaccine and where residents can get vaccinated
Health	May 18th To June 4th	20	30 seconds per feature	Interviewed members of the Columbus Police Department about community safety during the summer months.
Health	June 25th To June 28th	10	2 minutes per feature	Interviewed UNMC about COVID vaccine hesitancy in the state.
Weather	April 5th To June 25th	35	30 second features	Interviewed members of Platte County Emergency Management about safety tips for the upcoming severe weather season
Weather	April 14th To May 5th	20	30 second features	Informed listeners about upcoming Tornado Siren testing throughout the 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

Weather	May 20th To June 24th	35	30 second features	Covered damage received in the area from storms. Also updated farmers on current drought conditions in the state.
Community Events	April 1 st to June 30	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	April 5th To April 8th	15	30 seconds per feature	Covered Columbus Community Hospital being recognized as one of the top 20 rural and community hospitals in the US.
Community Events	April 24th To May 25th	30	30 seconds per feature	Interviewed members of Columbus Senior Center about them opening up after the pandemic.
Community Events	May 27th To May 30th	10	2 minutes per feature	Covered the Platte County Lifestyle Coalition's Ribbon Cutting at Frankfort Square for the North and South walking routes.
Community Events	June 1st To June 8th	10	2 minutes per feature	Covered Governor Pete Ricketts 30x30 town halls in Columbus and Norfolk. The town halls shared info on President Joe Biden's 30 x 30 to permanently protect in its natural state 30 percent of the nation's land and waters by 2030.
Community Events	June 8th To June 17th	15	30 seconds per feature	Interviewed members of the Platte County Food Pantry about their Can Care-A-Van event.
Community Events	June 16th To June 25th	25	30 seconds per feature	Informed Columbus residents about voluntary water usage cut-backs because of low storage levels.