



KLIR-FM

Alpha 3E Licensee LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

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October, November December, 2021

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FILED 1-5-22

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>	October 1 <sup>st</sup> to December 31 <sup>st</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>	Oct 3rd to Dec 18th	30	30 seconds features	Gave updates about the effects COVID-19 has had on the state economy.
<b>Government and Politics</b>	Oct 5th to Oct 10th	20	30 seconds features	Covered Attorney General Doug Peterson joining a bipartisan coalition of 52 attorneys general expressing strong support for the hearings being conducted by the U.S. Senate Committee addressing protection and safety of kids and teens using social media.
<b>Government and Politics</b>	Nov. 4th to Nov. 15th	15	30 seconds features	Aired info from Attorney General Doug Peterson's report on Clergy Sexual Abuse which is a final report from an investigation that began in August of 2018.
<b>Government and Politics</b>	Nov 11th to Dec 25th	35	30 seconds features	Covered the debate from a coalition of 10 states including Nebraska has filed a lawsuit challenging a new rule by President Joe Biden's administration requiring millions of health care workers to be vaccinated against COVID-19.
<b>Government and Politics</b>	Dec 18th to Dec 31st	20	30 seconds features	Covered the U.S. Rep. Jeff Fortenberry's attempts to dismiss charges accusing the Nebraska Republican of making false statements to FBI agents who were investigating an illegal foreign donation to his campaign.
<b>Education and Youth</b>	October 1 <sup>st</sup> to December 31 <sup>st</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>	October 1 <sup>st</sup> to December 31 <sup>st</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
<b>Education and Youth</b>	October 1 <sup>st</sup> to December 31 <sup>st</sup>	66	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.
<b>Education and Youth</b>	Oct 4th to Oct 8th	20	30 seconds per features	Interviewed members of Nebraska State Education Association warning parents and kids about TikTok challenges called "devious lick challenges".
<b>Education and Youth</b>	Oct. 5th to Oct. 10th	15	30 seconds features	Covered a proposal by University of Nebraska President Ted Carter that would strengthen the partnership between the University of Nebraska at Kearney and University of Nebraska Medical Center while further addressing the need for more health care workers in the state's rural areas.
<b>Education and Youth</b>	Nov. 1st To Nov. 10th	20	30 seconds per feature	Covered public schools in Omaha facing staff shortages and have turned to bilingual high school students to interpret when families talk with teachers during report card conferences.
<b>Education and Youth</b>	Nov. 15th To Dec. 5th	15	30 seconds per feature	Interviewed Youth & Families for Christ about their winter youth programs.
<b>Education and Youth</b>	Dec. 12th To Dec. 28th	20	30 seconds per feature	Interviewed members of Columbus Public Library about their Holiday Programs.
<b>Health</b>	October 1 <sup>st</sup> to December 31 <sup>st</sup>	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
<b>Health</b>	Oct 5th To Dec 30th	60	30 seconds per feature	Updated listeners on COVID numbers and rising hospitalizations in the state from COVID-19
<b>Health</b>	Oct 9th To Dec 25h	50	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.
<b>Health</b>	Dec 3rd to Dec 13th	20	30 seconds per features	Interviewed members of Columbus Community Hospital about outpatient and home health services.
<b>Health</b>	Dec. 18th To Dec. 24th	20	30 seconds per feature	Talked with the Columbus Area United Way about the importance and options for Mental Health Outreach in the area.
<b>Health</b>	Dec. 20th To Dec. 31st	15	30 seconds per feature	Interviewed members of the Columbus Police Department about Holiday Safety Tips.
<b>Weather</b>	Oct. 1st To Nov 5th	30	30 second features	Interviewed members of Platte County Emergency Management about safety tips for fall severe weather season
<b>Weather</b>	Nov 13th To Dec 30th	30	30 second features	Interviewed members of Platte County Emergency Management about winter weather updates and the forecast for winter.
<b>Weather</b>	Dec. 16th To Dec. 20th	35	30 seconds per feature	Covered damage from storms that dropped tornadoes in the listening area including Columbus, Humphrey, and Howells causing damage.

<b>Weather</b>	Dec. 15th To Dec. 30th	20	30 second features	Interviewed members of Platte County Emergency Management about safety tips during the winter storm season.
<b>Community Events</b>	October 1 <sup>st</sup> to December 31 <sup>st</sup>	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>	Oct 6th To Dec 24th	30	30 seconds per feature	Covered the strike by 1,400 workers at all of the Kellogg Company's U.S. cereal plants including the plant in Omaha.
<b>Community Events</b>	Oct. 19th To Oct. 22nd	12	1 minute per feature	Interviewed small-business owners in Nebraska that are concerned about losing customers during the upcoming holiday season as the US Postal Service makes additional changes aimed at reducing costs.
<b>Community Events</b>	Oct 30th To Nov. 3rd	20	30 seconds per feature	Covered NDOT's public information open house presenting the proposed improvements to Highway 30 bridges over the Loup River in Platte County.
<b>Community Events</b>	Nov. 11th To Nov. 20th	15	30 seconds per feature	Interviewed members of Columbus Community Hospital highlighting their Holiday open house.
<b>Community Events</b>	Dec. 3rd To Dec. 15th	15	30 seconds per feature	Covered Columbus Police Department's applications for the 2022 Citizens Police Academy. The program is directed toward citizens who live, work and worship in Columbus.
<b>Community Events</b>	Dec. 22nd To Dec. 18th	15	30 seconds per feature	Covered testing of the Emergency Alert System in Nebraska.