



KTTT - AM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

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January, February, March, 2017

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FILED 4 - 6 - 17

SUBMITTED BY David Gustafson

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## PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS

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### **Nebraska Workforce** – Monday thru Friday 10:10am

A two minute program aimed at helping area citizens learn of employment opportunities across the listening area. The program offers listeners guidance on openings and also local job training events and offers educational opportunities to enhance employment.

### **Chamber Chatter** – Monday thru Friday 10:25am

The five minute program produced by the Columbus Chamber of Commerce provides listeners with information on community events and Columbus Chamber of Commerce information every weekday. The program offers information on educational opportunities, healthcare issues, community involvement events, and charity events.

### **KTTT Community News** – Monday thru Friday 6:20am, 7:20am, 8:20am, 9:20am

KTTT Community 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)	Duration	Description of the Segment
<b>Government and Politics</b>	January 1 <sup>st</sup> to March 31 <sup>st</sup>	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.
<b>Government and Politics</b>	January 1 <sup>st</sup> to March 31 <sup>st</sup>	40	30 seconds per feature	Coverage of state politics and government including reports from the Nebraska Governor and updates on policies affecting the state.
<b>Government and Politics</b>	January 6 <sup>th</sup> to March 31 <sup>st</sup>	50	30 seconds per feature	Aired segments previewing and updating listeners on the 90 day Legislative session in Nebraska.
<b>Government and Politics</b>	January 17 <sup>th</sup> to January 20 <sup>th</sup>	10	30 seconds per feature	Aired coverage of Governor Pete Ricketts visit to Columbus apart of his State of the State address.
<b>Government and Politics</b>	January 10 <sup>th</sup> to March 28 <sup>th</sup>	30	30 seconds per feature	Covered the on going legislative debate on property taxes in the state.
<b>Education and Youth</b>	January 1 <sup>st</sup> to March 31 <sup>st</sup>	65	2 minute	Nebraska Workforce is a daily weekday program aimed at helping area citizens learn of employment opportunities across the listening area. The program offers listeners guidance on openings and also local job training events.
<b>Education and Youth</b>	January 1 <sup>st</sup> to March 31 <sup>st</sup>	65	2 minute	Agriculture education reports are at 7:15am daily and cover the latest in meetings in the listening area. These meeting are 4H, Extension & education meetings. From pesticide training, to water issues to different county events and meeting for 4H members. This program is one minute in length and provides key information to area agricultural producers and youth.
<b>Education and Youth</b>	January 1 <sup>st</sup> to March 31 <sup>st</sup>	65	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)	Duration	Description of the Segment
Education and Youth	January 10 <sup>th</sup> to March 25 <sup>th</sup>	40	30 seconds	Featured Central Community College in a number of stories highlighting enrolment, campus visits, and upcoming events
Education and Youth	February 22 <sup>nd</sup> to February 25 <sup>th</sup>	10	30 seconds	Covered an ongoing story of 11 escapees from a youth rehabilitation center.
Education and Youth	March 10 <sup>th</sup> To March 15 <sup>th</sup>	15	2 minutes per feature	Updated progress of construction for the new Columbus High School along with covering the tour of the facilities and ribbon cutting.
Health	January 1 <sup>st</sup> to March 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.
Health	January 1 <sup>st</sup> to March 31 <sup>st</sup>	30	30 seconds per feature	PSA: Informing listeners on upcoming wellness programs offered at area facilities including mental health, abuse, planned parenthood, and family counseling.
Health	January 12 <sup>th</sup> To March 20 <sup>th</sup>	25	30 seconds per feature	Interviewed different professionals with UNMC and Columbus Community Hospital on tips to keep you and your family healthy with flu and cold plus in March shared tips to help with allergies.
Health	February 3 <sup>rd</sup> To February 28 <sup>th</sup>	20	30 seconds per feature	Interviewed different health professionals about American Heart Month. Shared warning signs and facts on heart disease.
Health	January 7 <sup>th</sup> To March 30 <sup>th</sup>	30	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.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
<b>Weather</b>	January 1 <sup>st</sup> to March 1 <sup>st</sup>	15	2 minute features	Ran segments with Platte County Emergency Management on what to do during winter weather including safety tips for your home and in your vehicle.
<b>Weather</b>	January 13 <sup>th</sup> To January 15 <sup>th</sup>	10	30 second feature	Ran segments warning residents of an impending snow storm and covered damage and closings after the storm hit.
<b>Weather</b>	January 1 <sup>st</sup> to March 31 <sup>st</sup>	30	60 second features	Ran segments with Platte County Emergency Management on what to do during winter weather including safety tips for your home and in your vehicle. Also provided tips and coverage during severe weather awareness week.
<b>Weather</b>	March 8 <sup>th</sup> to March 25 <sup>th</sup>	15	30 second features	Covered multiple grass fires and red flag warnings in the listening area.
<b>Community Events</b>	January 1 <sup>st</sup> to March 31 <sup>st</sup>	65	5 minutes	Chamber Chatter gives listeners information on community events and Columbus Chamber of Commerce information every weekday. Offers information on educational opportunities, healthcare issues, community involvement events, and charity events.
<b>Community Events</b>	January 1 <sup>st</sup> to March 31 <sup>st</sup>	65	5 minutes	Chamber Chatter gives listeners information on community events and Columbus Chamber of Commerce information every weekday. Offers information on educational opportunities, healthcare issues, community involvement events, and charity events.
<b>Community Events</b>	January 1 <sup>st</sup> to March 31 <sup>st</sup>	90	30 seconds Per feature	PSA's covering are community events such as musicals, plays, band concerts, festivals, and other various school and non-profit charity events.
<b>Community Events</b>	January 1 <sup>st</sup> to March 31 <sup>st</sup>	93	30 and 60 seconds features	Covered and promoted various events in the area celebrating 150 years of state hood in Nebraska. Ran 30 and 60 second PSA's promoting events.