



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

October, November, December, 2016

FILED 1 - 6 - 17

SUBMITTED BY David Gustafson

A handwritten signature in blue ink, appearing to read 'David Gustafson', is written over a horizontal line. The signature is fluid and cursive.

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 | October 1 st to December 31 st | 60 | 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 | October 1 st to December 31 st | 40 | 30 seconds per feature | Coverage of state politics and government including reports from the Nebraska Governor and updates on policies affecting the state. |
| Government and Politics | November 2 nd to November 10 th | 10 | 30 seconds per feature | Continued coverage from Secretary of State John Gale about voting fraud and what voters should do if there are claims of fraud. |
| Government and Politics | November 8 th to November 10 th | 30 | 60 seconds per feature | Aired live updates and recaps of the 2016 General Election for our area counties along with coverage of state wide voting. |
| Education and Youth | October 1 st to December 31 st | 62 | 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 | October 1 st to December 31 st | 62 | 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 | October 1 st to December 31 st | 62 | 60 seconds | Updated listeners about upcoming events hosted by all 3 Columbus schools during our daily school news feature. |
| Education and Youth | October 5 th to December 25 th | 45 | 30 seconds | Featured Central Community College in a number of stories highlighting enrolment, campus visits, and upcoming events |

| Issue | Date(s) Aired | Time(s) Aired | Duration | Description of the Segment |
|---------|--|---------------|------------------------|---|
| Health | October 1 st to December 31 st | 90 | 30 seconds | PSA: Informing listeners on upcoming wellness programs offered at area facilities including mental health, abuse, planned parenthood, and family counseling. |
| Health | October 1 st to December 31 st | 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 | October 5 th To December 30 th | 40 | 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 other health tips. |
| Health | October 11 th To October 24 th | 20 | 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. |
| Weather | October 1 st to December 31 st | 40 | 60 seconds per feature | A series of stories ranging from extreme temperature swings and how they affected area listeners, farmers, and ranchers. We ran a series of stories on how to prepare for winter weather conditions. Also stories on helping the elderly. |
| Weather | October 7 th to December 1 st | 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. |
| Weather | November 27 th To December 31 st | 10 | 30 second feature | Covered damage of Tornadoes that damaged parts of southern Nebraska. |
| Weather | December 22 nd to December 25 th | 15 | 30 second features | Ran segments updating listeners on wind driven grass and brush fires that were burning through parts of that state. |

| Issue | Date(s) Aired | Time(s) Aired | Duration | Description of the Segment |
|-------------------------|--|---------------|---------------------------|---|
| Community Events | October 1 st To December 31 st | 60 | 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. |
| Community Events | October 4 th To October 6 th | 10 | 30 seconds per feature | Since social media had spread worry in the community around clown sightings across the region. We aired segments with local officers telling residents not to worry about the sightings. |
| Community Events | October 26 th To December 22 nd | 30 | 30 seconds per feature | Promoted and covered area events for the Downtown Business Association of Columbus. Events included, Trick or Treat night, Downtown Stroll, and Santa's Village |
| Community Events | November 10 th To December 10 th | 35 | 30 seconds per feature | Promoted the charity event holiday co-op. The program collects new toys to be donated to area children whose parents can't afford to buy Christmas gifts. This year over 200 families were helped out by the co-op. |
| Community Events | November 11 th To November 12 th | 10 | 30 seconds per feature | Aired coverage of the 2016 Lakeview Veterans Day Program with Quotes from Keynote Speaker Jeff Fortenberry. |