



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

April, May, June, 2016

FILED 7 - 6 - 16

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 th	31	30 seconds per feature	PSA: Committee work sessions for new library in Columbus. Head Start sign up, Madison WIC Clinic
Government and Politics	April 7 th to June 28 th	60	30 seconds	Covered topics with Governor Pete Ricketts on property taxes, President Obama's Health Care Law,
Government and Politics	May 9 th to May 12 th	30	30 seconds per feature	Aired segments reviewing results from the local elections in the area
Government and Politics	May 1 st to June 28 th	30	30 seconds per feature	Aired segments on the proposed chicken plant that is being considered near Fremont.
Education and Youth	April 1 st to June 30 th	63	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 1 st to June 30 th	31	30 seconds	PSA: Youth Choir concert, Youth carnival school fundraiser, baseball clinics, Big Pals Little Pals of Columbus, Columbus Sports & activities council, parenting workshops, Columbus Library edu seminars, band concerts.
Education and Youth	April 4 th to June 2 nd	40	30 seconds	Interviewed officials from Central Community College about upcoming events and summer activities.
Education and Youth	May 12 th	10	2 minutes per feature	Covered Nebraska Head Coach Mike Riley and Nebraska Athletic Director Shawn Eichorst's visit to Columbus as they promoted the Team Mates Program and also touring the state promoting the University.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Health	April 1 st to March 31 st	31	30 seconds	PSA: WIC, Immunization clinics, Tune Up for Life, health screenings, health lunch n learns.
Health	April 1 st to June 30 th	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 1 st to June 30 th	35	30 seconds per feature	Broadcast a number of stories from UNMC on different health topics like flu, allergies and more.
Health	April 1 st to June 30 th	20	3 minutes per feature	Aired features with Columbus Community Hospital officials on topics such as Diabetes Awareness, and Relay for Life.
Weather	April 6 th To June 28 th	20	2min	Ran segments with Platte County Emergency Management on what to do during severe weather.
Weather	May 2 nd To June 15 th	50	30 seconds per feature	Interviewed area officials on how the weather extremes are affecting the marketplace, late planting and replanting of crops and how it affects communities and the economy of the listening area.
Weather	June 2 nd To June 30 th	20	30 seconds per feature	Extreme high temperatures began to affect area listeners, farmers, and ranchers. We ran a series of stories on how to deal with the heat, protect pets, plants, and livestock. Also stories on helping the elderly.
Community Events	April 1 st to June 30 th	190	30 seconds	PSA: , Spaghetti feed for church, Parish dinner, Wild Game Feed, Platte Valley Playhouse, Columbus Public Library Events, Area school fundraisers, community fundraisers, medical fundraisers.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Community Events	April 1st to June 30 th	75	30 seconds	Promoted community arts councils and their events from plays, to art shows and community art fundraisers.
Community Events	April 5th	10	2 minute feature	Aired coverage from the 2016 Columbus Area United Way Awards Volunteer Of The Year.
Community Events	April 26 th	10	2 minute feature	Aired coverage from Tom Osborne's visit to Columbus as he promoted his Team Mates Mentoring Program
Community Events	May 19 th	10	2 minute feature	Aired coverage of the 2016 Columbus Big Give event at Hy-Vee.