



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

January, February, March, 2016

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SUBMITTED BY David Gustafson

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	January 1st to March 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	January 1st to March 31st	60	30 seconds	Covered the legislative sessions about what bills were being debated.
Government and Politics	January 10 th to March 20 th	40	30 seconds per feature	Aired segments with Governor Pete Ricketts about the property tax issue, Economic Summit, and wage discrimination.
Government and Politics	February 10 th to February 12 th	15	30 seconds per feature	Aired segments about the proposed EPA standard on modified cars. Interviewed Local racing officials about the topic.
Education and Youth	January 1st to March 31st	65	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	January 1 st to March 31 st	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	January 1 st to March 18 th	40	30 seconds	Interviewed area schools sharing upcoming school activities and fundraisers that were put on by the schools.
Education and Youth	February 1 st to March 20 th	20	30 seconds per feature	Covered the debate with lawmakers on the acceptance of Transgender Students in high school sports.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Health	January 1 st to March 31 st	31	30 seconds	PSA: WIC, Immunization clinics, Tune Up for Life, health lunch n learns.
Health	January 1 st to March 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	January 1 st to March 30 th	35	30 seconds per feature	Broadcast a number of stories from UNMC on different health topics like flu, allergies and more.
Health	January 8 th To March 31 st	20	3 minutes per feature	Aired features with Hospital officials on topics such as Diabetes Awareness, and the Weekend Run Walk and Roll.
Weather	January 5 th to January 14 th	20	90 second feature	Aired segments with officials from Platte County Emergency Management warning motorists about the dangers of winter with and safety tips listeners should take in an emergency.
Weather	January 20 th to March 20 th	35	30 second feature	Aired segments the local area testing their warning systems.
Weather	March 1 st to March 25 th	15	2min	Ran segments with Platte County Emergency Management on what to do during severe weather and what not to do with downed power lines.
Community Events	January 1 st to March 31 st	190	30 seconds	PSA: Easter Egg Hunt, BaconFest, Spaghetti feed for church, Parish dinner, Parish Wild Game Feed, Platte Valley Playhouse, Columbus Public Library Events, Area school fundraisers, fish fry, pancake feeds, medical fundraisers.

Issue	Date(s) Aired	Time(s)	Duration	Description of the Segment
Community Events	January 1 st to March 31 st	75	30 seconds	Promoted community arts councils and their events from plays, to art shows and community art fundraisers.
Community Events	January 28 th To February 5 th	15	2 minute feature	Aired coverage from the 2016 Nebraska Farm and Life Expo at Agriculture Park in Columbus.
Community Events	February 10 th To February 15 th	10	2 minute feature	Aired coverage from the Town Hall Meetings for the new Library Cultural Arts Center in Columbus.
Community Events	March 16 th To March 20 th	10	2 minute feature	Aired features on the 2016 Rural Recognition Banquet