



KLIR-FM

Alpha Media LLC

Columbus, Nebraska

QUARTERLY ISSUES AND PROGRAMS REPORT

July, August, September, 2016

FILED 10 - 4 - 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	July 1st to September 30 th	60	30 seconds per feature	PSA: Committee work sessions for new library in Columbus. Head Start sign up, Madison WIC Clinic, get out the vote for the upcoming November elections.
Government and Politics	August 3 rd to August 6 th	20	30 seconds per feature	Aired segments covering a Columbus town hall meeting hosted by Congressman Jeff Fortenberry.
Government and Politics	July 1 st to September 15 th	25	30 seconds per feature	Continued coverage of Costco Wholesale attempting to build a chicken plant in Fremont including a lawsuit residents issued the company.
Government and Politics	September 1 st to September 30 th	30	2 minute	Aired segments about the Columbus Mayoral debate between Mayor Mike Moser and challenger Jim Bulkley.
Education and Youth	July 1st to September 30 th	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.
Education and Youth	July 1st to September 30 th	80	30 seconds	PSA: County fair activities, Big Pals Little Pals of Columbus, Baseball clinics, football camps, Columbus Sports & activities council, parenting workshops, Columbus Library education seminars, youth band concerts.
Education and Youth	July 11 th to September 15 th	30	30 seconds	Featured Central Community College in a number of stories highlighting enrolment, campus visits, and upcoming events
Education and Youth	September 14 th to September 16 th	15	30 seconds	Produced features on area residents being able to enjoy free events, including a "Nebraska Stories" screening and a PBS KIDS event in Columbus.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Health	July 1st to September 30 th	90	30 seconds	PSA: WIC, Immunization clinics, Tune Up for Life, health screenings, health lunch n learns, flu shots.
Health	July 1st to September 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	July 1st to September 30 th	35	30 seconds per feature	Broadcast a number of stories from UNMC on different health topics like flu, allergies and more.
Health	July 1st to September 30 th	15	3 minutes per feature	Aired features with Columbus Community Hospital officials on topics such as Diabetes Awareness, and Relay for Life.
Health	July 8 th To July 10 th	20	30 seconds per feature	Warned area residents in the town of Fremont to boil water after the water treatment facility had problems because of thunderstorms.
Health	July 12 th To September 22 nd	40	30 seconds per feature	Interviewed different professionals with Columbus Community Hospital on health tips and reminders.
Health	July 5 th To July 8 th	25	30 seconds per feature	Aired Coverage of damage in the Columbus area from a Severe storm that downed trees and damaged homes. Followed the cleanup process.
Weather	July 5 th To July 8 th	25	30 seconds per feature	Aired Coverage of damage in the Columbus area from a Severe storm that downed trees and damaged homes. Followed the cleanup process.

Issue	Date(s) Aired	Time(s) Aired	Duration	Description of the Segment
Weather	July 5 th to September 25 th	15	2 minute features	Ran segments with Platte County Emergency Management on what to do during severe weather and what not to do with downed power lines and flooding.
Weather	September 14 th To September 16 th	10	30 second feature	Covering flooding in area counties such as Stanton, Colfax, Dodge, and Platte as storms moved through the area.
Community Events	July 1st to September 30 th	75	30 seconds	Promoted community arts councils and their events from plays, to art shows and community art fundraisers.
Community Events	July 1 st To July 10 th	20	30 seconds Per feature	Aired coverage from the 2016 Platte County Fair breaking down the different activities going on during Fair week.
Community Events	July 1st to September 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.
Community Events	August 1 st To August 22	20	2 minute feature	Promoted and a participated in many of the activities during the Columbus Days celebration in Columbus including giving listeners information on area events, ways they could volunteer, and help local charities.

Nebraska Broadcasters Association
 PEP Monthly Summary Form
RADIO JULY 2017

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Station: KLIR

City: Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
Nebraska Dept. of Health & Human Services	30 seconds	31	20
	60 seconds	0	0
Project Extra Mile	30 seconds	31	20
	60 seconds	0	0
Nebraska 150 Celebration	30 seconds	62	20
	60 seconds	31	25
Nebraska Attorney General's Office (Opioid)	30 seconds	31	20
	60 seconds	0	0

Name: David Gustafson

Position: Operations Manager

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Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO AUGUST 2017

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Station: KLIR

City: Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
Nebraska Dept. of Health & Human Services	30 seconds	31	20
	60 seconds	0	0
Project Extra Mile	30 seconds	31	20
	60 seconds	0	0
Nebraska 150 Celebration	30 seconds	62	20
	60 seconds	31	25
Nebraska Attorney General's Office (Opioid)	30 seconds	31	20
	60 seconds	0	0
Nebraska State Education Association	30 seconds	31	20
	60 seconds	0	0

Name: David Gustafson

Position: Operations Manager

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Nebraska Broadcasters Association
PEP Monthly Summary Form
RADIO SEPTEMBER 2017

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Station: KLIR

City: Columbus

	Spot Time	# Times Aired	* IMPORTANT * \$ RATE PER SPOT
Nebraska Dept. of Health & Human Services	30 seconds	30	20
	60 seconds	0	0
Project Extra Mile	30 seconds	30	20
	60 seconds	0	0
Nebraska 150 Celebration	30 seconds	30	20
	60 seconds	30	25
Nebraska Attorney General's Office (Opioid)	30 seconds	30	20
	60 seconds	0	0
Nebraska State Education Association	30 seconds	30	20
	60 seconds	0	0

Name: David Gustafson

Position: Operations Manager

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