



# RIVERBEND COMMUNICATIONS

## 3rd QUARTER 2010 ISSUES PROGRAMS KFTZ

July

TOTAL:

16:42:25 hh:mm:ss

August

TOTAL:

21:51:33 hh:mm:ss

September

TOTAL:

16:35:46 hh:mm:ss



# RIVERBEND COMMUNICATIONS

## 2010 ISSUES REPORT KFTZ

RIVERBEND COMMUNICATIONS

ISSUES DATE TIME SOURCE HH:MM:SS

DESCRIPTION OF SEGMENT

JULY

Health	7/1/2010	3:20 PM	Local	0:01:00	Be careful with the advice you get from doctors. A new book says that research shows that 90% of it is wrong and may even lead to health complications.
	7/8/2010	3:20 PM	Local	0:01:00	Reduce your chance of divorce. A new study shows: woman, marry when over 25, work close with your partner when dealing with a major illness and avoid some careers like dancing and choreography.
	7/13/2010	3:20 PM	Local	0:01:00	Cover your mouth when you sneeze. It dramatically decreases the spread of disease. Use your elbow, not your hands.
	7/21/2010	5:20 PM	Local	0:01:00	Six surprising ways alcohol is good for you helps you lose weight, is an antidote, improves your libido, makes you smarter, helps if you take a shot to the head and can save your life during an impact.
Other	7/3/2010	9P-1A	Syndicated	4:00:00	Dawson McCallister Teenage & Young Adults Programming for issues of high concern. From family, relationships, depression, school, teen pregnancy to substance abuse. See attached sheet for details.
	7/9/2010	2:15 PM	Local	0:01:00	Save big money by putting CHEAP cola to work for you. From removing stains to fertilizing your lawn... cola can do it. The full list is online at wisebread.com
	7/10/2010	9P-1A	Syndicated	4:00:00	Dawson McCallister Teenage & Young Adults Programming for issues of high concern. From family, relationships, depression, school, teen pregnancy to substance abuse. See attached sheet for details.
	7/14/2010	5:20 PM	Local	0:01:00	Having a close relationship with your kids is good... but make sure you are asking the right questions. 'How Was Your Day?' is too vague. 'What Were You Thinking?' isn't productive. 'Why Didn't You Just Say No?' is the last one... kids need to know HOW to
	7/15/2010	5:25 PM	Local	0:00:15	Mentioned a missing dog and how to get it back to its owner.
	7/15/2010	3:25 PM	Local	0:00:15	Mentioned a missing dog and how to get it back to its owner.
	7/16/2010	2:15 PM	Local	0:01:00	Always finding ways to save you money over here at Z103. The latest, owning a cat can be considerably cheaper than owning a dog. Dog adoptions, neutering, pet gear and pet care can all be more with a dog.
	7/17/2010	9P-1A	Syndicated	4:00:00	Dawson McCallister Teenage & Young Adults Programming for issues of high concern. From family, relationships, depression, school, teen pregnancy to substance abuse. See attached sheet for details.
	7/23/2010	4:20 PM	Local	0:01:00	Save money... don't put things in the dishwasher that could get ruined: Wood, Expensive Knives, Crystal, Pots & Pans and Gold Trimmed Items.
	7/25/2010	9P-1A	Syndicated	4:00:00	Teenage & Young Adults Programming for issues of high concern. From family, relationships, depression, school, teen pregnancy to substance abuse. See attached sheet for details.
Safety	7/30/2010	4:20 PM	Local	0:01:00	Things you haven't tried to sell your house don't brag about your new carpet or paint because buyers will think you're hiding something. Hire a sexy female real estate agent. And market outside of the state.
	7/7/2010	7:25 AM	Local	0:20:00	Ask a Cop Once a month Brad and Tara talk to Sgt. Karl Casperson from the Bonneville County Sheriff's Department. Here are the questions he answered this month: How young can a passenger on your motorcycle be? In the summer time do you still need to follow old school zone signs that don't flash?
	7/18/2010	6:00 AM	Local Produced	0:11:55	Interview with Jackie Flowers of Idaho Falls Power discussing a recent ruling by the Idaho Supreme Court that threatens the stable electricity prices for the utility's customers.
	7/22/2010	3:20 PM	Local	0:01:00	Real Simple magazine has a list of the five best foods for storage because they're good for you and last a long time: peanut butter, granola bars, dried fruit, canned meat and TONS of water.

AUGUST

Health	8/2/2010	3:20 PM	Local	0:01:00	Dog CAN eat milk chocolate (just not a ton). But keep dogs away from baking chocolate, onions, grapes, macadamia nuts and avocados.
	8/4/2010	5:20 PM	Local	0:01:00	Be careful with your grooming habits... it could kill you if you don't do it right. Everything from popping a zit to cleaning your ears can lead to HORRIBLE infections and even death.
	8/8/2010	6:30 AM	Local Produced	0:08:17	Interview with Lyman Martin, a downtown Idaho Falls businessman who is proposing an alternative to the city's current plan to expand the Greenbelt.
	8/9/2010	3:20 PM	Local	0:01:00	Make sure you are regularly changing the air filters in your house and car. Some seriously sick things have been found in dust, human skin, animal fur, decomposing insects, lead, arsenic and DDT!!



Other	8/11/2010	5:20 PM	Local	0:01:00	Four myths you may believe about a good night's sleep that may be costing you shut-eye: most people are fine with 5-6 hours of sleep, naps just make you more tired, exercising at night will keep you awake, and as long as you get eight hours of sleep it do
	8/18/2010	3:20 PM	Local	0:01:00	Four weird ways to protect your teeth don't brush after you drink soda, get more vitamin c, take your toothbrush to the pool and kiss more often!!
	8/23/2010	5:20 PM	Local	0:01:00	Five signs you stink: you snore, you recently upped your fiber intake, you've started losing weight, you use deodorant... but not antiperspirant and/or you've never had a pedicure. prevention.com
	8/31/2010	5:20 PM	Local	0:01:00	A new study shows that heavy drinkers live longer than non-drinkers... but moderate drinkers beats them all.
	8/1/2010	9P-1A	Syndicated	4:00:00	Dawson McAllister Teenage & Young Adults Programming for issues of high concern. From family, relationships, depression, school, teen pregnancy to substance abuse. See attached sheet for details.
Safety	8/3/2010	4:20 PM & 5:20 PM	Local	0:00:15	Mentioned that a dirtbike was stolen and an award is being offered for it's return.
	8/8/2010	9P-1A	Syndicated	4:00:00	Dawson McAllister Teenage & Young Adults Programming for issues of high concern. From family, relationships, depression, school, teen pregnancy to substance abuse. See attached sheet for details.
	8/15/2010	9P-1A	Syndicated	4:00:00	Dawson McAllister Teenage & Young Adults Programming for issues of high concern. From family, relationships, depression, school, teen pregnancy to substance abuse. See attached sheet for details.
	8/22/2010	6:00 AM	Local	0:15:49	PART 1 - Interview with Liz Woodruff of the Snake River Alliance and Sam Schacker of Areva, discussing the environmental concerns raised by the SRA during two recent public comment hearings
	8/29/2010	6:00AM	Local	0:16:17	PART 2 - Interview with Liz Woodruff of the Snake River Alliance and Sam Schacker of Areva, discussing the environmental concerns raised by the SRA during two recent public comment hearings
Unemployment & Job Creation	8/22/2010	6:00 AM	Local	0:15:49	PART 1 - Interview with Liz Woodruff of the Snake River Alliance and Sam Schacker of Areva, discussing the environmental concerns raised by the SRA during two recent public comment hearings.
	8/22/2010	6:00 AM	Local	0:15:49	PART 1 - Interview with Liz Woodruff of the Snake River Alliance and Sam Schacker of Areva, discussing the environmental concerns raised by the SRA during two recent public comment hearings.
	8/29/2010	6:00 AM	Local	0:16:17	PART 2 - Interview with Liz Woodruff of the Snake River Alliance and Sam Schacker of Areva, discussing the environmental concerns raised by the SRA during two recent public comment hearings.
	8/12/2010	3:20 PM	Local	0:01:00	A new study shows that you might not be hired if your interviewer knows you drink.
	8/17/2010	5:20 PM	Local	0:01:00	There are cheaper ways to buy stuff. Save money by buying dress pants and sunglasses on Mondays. Save on Men's clothes on Tuesdays. Save on shoes and kids clothing on Wednesdays. Save on purses on Thursdays. Accessories on Fridays. Intimate-wear on Saturday
Education	8/5/2010	4:20 PM	Local	0:01:00	A new study of other studies shows that listening to classical music does NOT help you learn faster when compared to listening to any other type of music. But music (any genre) can help a little.
	8/24/2010	5:20 PM	Local	0:01:00	Four weird things that we American's believe... the sun revolves around the earth, one-third of us believe in ghosts, humans lived with dinosaurs and the moon landing was a hoax.
	8/25/2010	3:20 PM	Local	0:01:00	Five ways to help your kids do well in school: make sure they get enough sleep, don't worry too much about grades, respect their learning style, have dinner together and don't stress them out.
	8/30/2010	3:20 PM	Local	0:01:00	Six phrases you are saying wrong... and what you should be saying I could care less (I couldn't care less), mano-e-mano (mano-A-mano), less than (fewer than), none in (home in), I'll try and make it (try to make it), supposedly (supposedly).

# SEPTEMBER

Safety	9/1/2010	7:30	Local	0:10:00	"Ask a Cop" Once a month Brad and Tara talk to Sgt. Karl Casperson from the Bonneville County Sheriff's Department. Here are the questions he answered this month: What time is the curfew for kids under 18? What is the fine?
	9/16/2010	5:20 PM	Local	0:01:00	For your safety, here are five things you should never reveal on Facebook: your birth date and place, vacation plans, your home address, confessions and password hints.
	9/21/2010	4:30 PM	Local	0:00:15	A new study shows that 1 out of 6 vehicle deaths last year (2009) was caused by cell-phone-related-inattentive driving.



	9/24/2010	5:20 PM	Local	0:01:00	The number of people dying from texting while driving is soaring... up 28% in only three years. PLEASE do not text and drive.
Health	9/1/2010	17:20	Local	0:01:00	60% of us try to diagnose our illnesses online... and half the time we end up thinking we're sicker than we actually are. Even though it's expensive, visiting a doctor is always best if you feel it could be severe.
	9/2/2010	3:20 PM	Local	0:01:00	Wash your hands after touching some of these germ-havens: public magazines, office keyboards, gym equipment, shopping carts and subway poles.
	9/13/2010	2:20 PM	Local	0:01:00	Four signs that you are sleep-deprived: you have trouble making simple decisions, you eat and eat but are still hungry, you keep getting sick and you've been extremely emotional.
	9/22/2010	4:20 PM	Local	0:01:00	Relationships are very important to our overall health according to new studies. BUT another study shows that we humans only have five slots for deeply intense and meaningful relationships. Picking those five wisely is key to happiness.
Unemployment & Job Creation	9/14/2010	2:15 PM	Local	0:01:00	Save money!! Buy these things generic because they are the EXACT same as brand-names. Pain relievers and over-the-counter medications, milk, bleach, cleaning products and spices.
	9/23/2010	3:20 PM	Local	0:01:00	Keep that job you hold so dear... by multitasking, keep the humor out of your emails and stay up to date on the equipment in your office.
Other	9/15/2010	3:20 PM	Local	0:01:00	Save money and time by discounting these grocery store myths: shopping with coupons is NOT always cheaper, fresh fruits and veggies are NOT healthier than frozen and it's NOT less expensive to buy a whole chicken.
	9/20/2010	3:20 PM	Local	0:01:00	Save yourself TONS of money on jeans by washing them A LOT less. Just spot wash once a week and leave in the bathroom when you shower to 'refresh'.
	9/26/2010	6:00	Local Produced	0:11:31	Interview with City Councilwoman Sharon Parry about a proposed expansion of hard liquor sales on Sunday in Idaho Falls and her suggestion to slow down before passing the measure.
	9/27/2010	5:20 PM	Local	0:01:00	Save money at your favorite coffee shop by: doing refills, getting a rewards card, order simple, don't get bananas or bagels and save money by making your own iced drink.
	9/29/2010	5:20 PM	Local	0:01:00	Get out of a speeding ticket AFTER you've been pulled over. Stay calm, don't argue and don't talk down the cop.
	9/4/2010	9p-1a	Syndicated	4:00:00	Dawson McAllister. Teenage & Young Adults Programming for issues of high concern. From family, relationships, depression, school, teen pregnancy to substance abuse. See attached sheet for details.
	9/11/2010	9p-1a	Local	4:00:00	Dawson McAllister. Teenage & Young Adults Programming for issues of high concern. From family, relationships, depression, school, teen pregnancy to substance abuse. See attached sheet for details.
	9/18/2010	9p-1a	Syndicated	4:00:00	Dawson McAllister. Teenage & Young Adults Programming for issues of high concern. From family, relationships, depression, school, teen pregnancy to substance abuse. See attached sheet for details.
	9/25/2010	9p-1a	Syndicated	4:00:00	Dawson McAllister. Teenage & Young Adults Programming for issues of high concern. From family, relationships, depression, school, teen pregnancy to substance abuse. See attached sheet for details.
	9/30/2010	N/A	Local	0:02:00	Mentioned the Blackfoot High School FCCLA fundraising car wash six times to total 2:00m.
Education	9/30/2010	N/A	Local	0:02:00	Mentioned the Blackfoot High School FCCLA fundraising car wash six times to total 2:00m.

---

## **Local Issues – KFTZ – 3rd Quarter 2010**

Determination of critical issues:

Station management has done the following in determining five key issues for Idaho Falls, ID:

An array of individuals were contacted in Idaho Falls, including representatives from the business community, the education community, and local municipalities. Private individuals were contacted as well in order to ensure a demographic cross section was included in determining our local issues. The responses we received were considered, in addition to deliberating with management, in concluding that the key issues for KFTZ in 3rd Quarter 2010 are:

**Unemployment & Job Creation:** How is the community doing in a time of recession?

**Health and Safety:** Environmental concerns and health care available in our communities

**Energy :** The arrival of wind farms in East Idaho and the impact they have on our communities.

**Political:** Preparing for the general election.

**Education:** Dealing with the budget cuts from the state and going back to school with 7 ½ percent less money from the state

There follows a listing of some of the significant issues responded to by Station KFTZ, Idaho Falls, ID, along with the most significant programming treatment of those issues for the period July 1<sup>st</sup>, 2010 to September 30, 2010.. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance. Placed in the public file on October 8, 2010 by DeLyn Hendricks.