



RIVERBEND COMMUNICATIONS

1st QUARTER 2024 ISSUES PROGRAMS KFTZ

January

TOTAL:

2:07:00 | *hh.mm.ss*

February

TOTAL:

2:07:00 | *hh.mm.ss*

March

TOTAL:

3:27:00 | *hh.mm.ss*



RIVERBEND COMMUNICATIONS

1st QUARTER 2024 ISSUES REPORT KFTZ

ISSUES	DATE	TIME	SOURCE	HH:MM:SS	DESCRIPTION OF SEGMENT
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January

Health (Physical/Mental)	1/1/2024	12:00:00 AM	Local Produced	0:00:30	"RIVERBEND AWARENESS PROJECT This ran for the month of January for Blood Donor Awareness Month. There was a minimum of 40 pre-recorded mentions at :30 length and a minimum of 18 pre recorded mentions at :18 in length. There was also a minimum of 8 live mentions at approximately :30 in length.
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Health (Physical/Mental)	1/1/2024	12:00:00 AM	Local Produced	0:01:00	"Mental Health Monday Every Monday 1/1/24 - 1/29/24 with a minimum of 5 thirty- second spots and 5 sixty-second spots each Monday. Total spots 65 at :30 and 65 at :60. Prioritize Mental Health In the hustle and bustle of everyday life, it's easy to forget to take a moment for ourselves and check in on our mental wellbeing. You can do that by setting some time aside for self reflection. Consider journaling or just sitting in a quiet contemplation to get insight into your mental state. Review your day and look at what went well or what you can improve on. Another great way to prioritize mental health is to practice self compassion. Be kind to yourself. Treat yourself with the same compassion and understanding you would offer to a friend. Finally you can regularly engage in activities that bring you joy and relaxation. Self care can include hobbies, exercise, spending time with loved ones, or any activities that nurture your wellbeing.
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February

Health (Physical/Mental)	2/1/2024	12:00:00 AM	Local Produced	0:00:30	"RIVERBEND AWARENESS PROJECT This ran for the month of February for American Heart Month There was a minimum of 40 pre recorded mentions at :30 length and a minimum of 18 pre recorded mentions at :18 in length. There was also a minimum of 8 live mentions at approximately :30 in length.
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Health
(Physical/Mental)

2/1/2024 12:00:00 AM Local
Produced

0:01:00 "Mental Health Monday

Every Monday 2/5/24 - 2/26/24 with a minimum of 5 thirty- second spots and 5 sixty-second spots each Monday. Total spots 65 at :30 and 65 at :60.

Prioritize Mental Health

In the hustle and bustle of everyday life, it's easy to forget to take a moment for ourselves and check in on our mental wellbeing. You can do that by setting some time aside for self reflection. Consider journaling or just sitting in a quiet contemplation to get insight into your mental state. Review your day and look at what went well or what you can improve on. Another great way to prioritize mental health is to practice self compassion. Be kind to yourself. Treat yourself with the same compassion and understanding you would offer to a friend. Finally you can regularly engage in activities that bring you joy and relaxation. Self care can include hobbies, exercise, spending time with loved ones, or any activities that nurture your wellbeing.

March

Education

3/1/2024 12:00:00 AM Local
Produced

0:00:30 "RIVERBEND AWARENESS PROJECT

This ran for the month of March for March Into Literacy Month. There was a minimum of 40 pre recorded mentions at :30 length and a minimum of 18 pre recorded mentions at :18 in length. There was also a minimum of 8 live mentions at approximately :30 in length.

Health
(Physical/Mental)

3/1/2024 12:00:00 AM Local
Produced

0:01:00 "Mental Health Monday

Every Monday 3/4/24 - 3/25/24 with a minimum of 5 thirty- second spots and 5 sixty-second spots each Monday. Total spots 65 at :30 and 65 at :60.

Prioritize Mental Health

In the hustle and bustle of everyday life, it's easy to forget to take a moment for ourselves and check in on our mental wellbeing. You can do that by setting some time aside for self reflection. Consider journaling or just sitting in a quiet contemplation to get insight into your mental state. Review your day and look at what went well or what you can improve on. Another great way to prioritize mental health is to practice self compassion. Be kind to yourself. Treat yourself with the same compassion and understanding you would offer to a friend. Finally you can regularly engage in activities that bring you joy and relaxation. Self care can include hobbies, exercise, spending time with loved ones, or any activities that nurture your wellbeing.

This ran 3/7 - 3/13 with a minimum of 102 mentions. Each mention was approximately :30 - :60 in length

EIRMC and the Ronald McDonald House Charities of Idaho

This year's Fundraising for Families goal is to raise \$70K to support families with ill or injured children through services provided by Ronald McDonald House Charities of Idaho. Generous donors will match up to \$35K during this three-day campaign. Make your matching donation today to help families in Eastern Idaho.

Having a child in the hospital places a huge financial burden on families. There is no cost for families to use the Ronald McDonald Family Room; generous donations from the community make this possible. Any family with an ill or injured child at EIRMC can use the Ronald McDonald Family Room at no cost, whether they live here in Idaho Falls or traveled from outside the area. At the Ronald McDonald Family Room, families with ill children can grab a hot meal or snack, do laundry, take a nap, shower, relax in a home-like environment, and even stay the night all without leaving EIRMC.