



KIDO, KFXD, KCIX, KAWO, KSAS, KXLT
QUARTERLY ASCERTAINMENT REPORT
October through December 2017
4th Quarter

Section I. Issues

The stations have identified the following issues as significant issues facing our community in this quarter.

- A. Opioid Crisis. The issue of drug addiction and available treatment programs in the Treasure Valley.
- B. Transportation/housing. How communities dealing with the population growth and lack of affordable housing.
- C. Military/Economic Impact. How the addition of the F35 Fighter would impact the Treasure Valley.
- D. Education. The cost of attending college and getting more kids to graduate high school.
- E. Local Economy. How area businesses are marketing themselves across the country.
- F. Homeless Crisis. Local businesses partner with media and cities to help feed people without a home.
- G. Idaho Legislative Preview. A preview of the upcoming Idaho Legislative Session.
- H. Washington Update. A review of the pending and passed laws that impact Idaho.
- I. Alzheimer's funding. Families come together to raise funds and awareness.
- J. Agriculture issues. Labor needs of Idaho's Farming Community.
- K. Integrated Health. How hospitals are rethinking preventive care in the Treasure Valley.

Section II. Responsive Programs.

Idaho Insights is a thirty minute public affairs program written and produced by Townsquare Media in Boise, Idaho. The topics addressed are drawn from issues in the city of Boise and the surrounding communities. The program airs on all six Townsquare Media stations in Boise, Idaho. The following is a list of times on each station:

KIDO SUNDAY 5AM

KFXD SUNDAY 6AM

KCIX SUNDAY 6AM

KSAS SUNDAY 5AM

KXLT SUNDAY 6AM

KAWO SUNDAY 530AM

- A. Opioid Crisis in Idaho aired on October 1st. The issue of Opioid addiction is not just a national problem. The Reverend Bill Roscoe, from the Boise Rescue Mission, details the challenges of addiction to legal and illegal drugs. He shares the success stories of the Mission's 'New Life Program' that get addicts clean.
- B. Transportation and affordable housing in the Treasure Valley aired on October 8th. Local Real Estate Agent Rick Gray shared his thoughts on finding affordable housing in Boise. He continued to discuss the need for possible impact fees to help cities like Nampa, deal with their population growth.
- C. US Congressman Mike Simpson revealed that Gowen Field is a finalist for landing the newest Air Force Fighter, the F35. Simpson discussed his talks with Idaho's Congressional and state delegations on luring the project to Idaho. He explained how Gowen Field and Mountain Home Air Force Base fuel the Southwestern Idaho Economy.
- D. The cost of an Idaho Education aired on October 22nd. Dr. Rob Spear, athletic director from the University of Idaho, showcased how his school is recruiting new students. He spoke of the Idaho Vandal outreach program helping to reinforce the value of a high school education in the Gem State.

- E. The price of the Treasure Valley Economy aired on October 29th. Kevin McDonald of ESPN shared how his group and the Famous Idaho Potato Bowl is a showcase for the city of Boise. He explained how much the local economy and local nonprofits benefit from the bowl.
- F. The Gem State Homeless aired on November 5th. Matt Jantz from Alberton's promoted the local supermarket chain's 'Turkey Bucks' initiative. Customers and workers partner to donate money, goods, and food to benefit local food pantries. The program has helped feed thousands of families in the Treasure Valley.
- G. What's next for the Idaho Legislature aired on November 12th. Lobbyist David Ripley reviewed the 2017 legislative accomplishments. He discussed whether or not, Idaho Politicians would once again try to eliminate the state's grocery tax.
- H. What's up in Washington aired on November 19th. Political Analyst, Steve Ackerman, reviewed the year that was in Washington DC. Ackerman broke down the impact of Senator Mike Crapo, Chairman of the Senate Finance Committee and Senator Jim Risch, vice chairman of the Senate Foreign Relations Committee. President Trump and his relationship with Idaho's delegation was discussed along with the attempted repeal of Obama Care.
- I. Alzheimer's Funding in Idaho was aired November 26th. Jay Bates and Mackenzie Rogers from the Treasure Valley Alzheimer's Association discussed breakthroughs in research and funding. They spoke of the growth of families who are impacted by Alzheimer's and support groups within the Treasure Valley.
- J. Gem State Agriculture aired on December 3rd. Former Idaho and Senate Staffer, Mike Tracy looked at the challenges of immigration reform on the agriculture business in Idaho. Farmers and Ranchers need migrant workers and have become frustrated with the impasse from lawmakers in DC.
- K. Integrated Health in Idaho aired on December 17th. Bob Neugenbauer, a wellness expert, revealed how hospitals and healthcare facilities are embracing preventative care. He gave his insight into how proper nutrition can increase someone's wellness and relieve their dependency on prescription drugs.

SECTION III

This section is a list of public service announcements that aired on KIDO, KAWO, KSAS, KFXD, KXLT, KCIX.

Concussion Awareness, Bullying, Drug Free Life, Air Force, Humane Society, Gun Safety, Project Patch, Veterans Affairs, World Vision, Text and Drive, Tire Safety, US Navy, Teen Idaho, Tire Safety, US Military, Underage Drinking, St. Jude, Skin Cancer, Buzzed Driving, HS Diploma, Migraines, Fire Prevention, Concussion Awareness, US Marines, AARP, Americans Disability Act, March of Dimes, Crime stoppers, Pre Diabetes, Stroke Prevention, Teen Suicide.