

Sandhill Media Group Issues and Programs List

Stations KUPI, KUPY, KQPI, KSNA, KQEO, KSPZ-AM, KAOX 3rd Quarter 2020

Issue Needs or Problem	Title of the program	Description, Interview and Guest with Title	Date & Time and length of program
Interview with local counselor about the impact of additional screen time on kids during this pandemic	Kids Mental and Physical Health and fighting the screen battle	<p>Will Kezele CEO Counseling and Neurofeedback Center</p> <p>COVID 19 to youth</p> <p>The evidence is pretty clear after counseling with parents and youth that cell phone use is messing with the brain. Every time your buzzes it sets of oxytocin in the brain, which is the same chemical compound that is found in cocaine and things of that nature. When someone wakes up and gets on Facebook to see how many likes they get, you get an oxytocin dopamine in the brain. It's the same thing you get when you're falling in love. When the brain is constantly fed this it starts building up a tolerance level and then the brain needs more and more, the next thing you know is chronic depression. It's important to manage use of cell phones and on it until 3 in the morning is unacceptable. From a clinical standpoint there are some things we're learning, cellphone use per day is really high...suicide rates are going up. TV,s and cellphones produce blue light...your brain thinks is still light. It's important to turn off cell phones a couple hours before going to bed to let your brain cycle properly. To test to see if this is a potential problem for you, put your phone away for 1 or 2 days and see if you don't feel super anxious, if that's the case the cell phone is controlling your life.</p>	7/12/2020 6:00 6 ½ minutes
With COVID 19 issues what are the plans and safety precautions the Eastern Idaho State Fair Board of Directors has taken	Eastern Idaho State Fair COVID 19 Issues	<p>Brandon Bird Manager Eastern Idaho State Fair</p> <p>The Eastern Idaho State Fair is the regions largest event drawing hundreds of thousands of people with millions of dollars at stake. We talked recently with Brandon Bird director of the Fair and the challenges they faced in preparing for it. Brandon: We empathize with the businesses in the area, this has been a tough year... Each year 250,000 people come to fair and it's the biggest event in eastern Idaho...118 years of history and the longest running event in eastern Idaho. There will be the 4H exhibits, and two nights of rodeo and some fair food vendors available...everything else that you've come to expect at this fair will be non-existent this year because of COVID 19. Everything else is cancelled, to include the parade, the home art shows all other competitions that are not 4H related, all of the vendors that are usually on site will not be there. It's significantly reduced but keeping with some of those traditions that are important to us...especially in today's environment the fair board is glad to be doing something rather than nothing. The fair board and director wants to be very candid with residents of eastern Idaho...this will be very different from what you would experience in past fairs. The Gem State Classic Rodeo will take place for two nights, this rodeo won Small Market Rodeo of the Year for the PRCA but this year 25 percent occupancy in the grand stands. The fair will be spreading out the concessionaires to comply with social distancing policies put in place by local elected officials. There won't be any admission charges at the gate this year.. just the two nights of rodeo there will be a charge. The 2019 fair was the best financial year ever...this year to be the worst....with a 1.5 to 2 million dollar loss from last year. Most of the vendors that come are small businesses. Not corporate entities and we know this is hard for them too. Local youth groups raise a significant amount of money, approaching \$400,000 so when you think about taking away that amount of money this year...that will have a long term effect over the next few years.</p>	<p>Aired on KAOX 7.22.20 9:05-9:25 Aired on all other stations on 7.26.20 6:00-6:25am</p> <p>12 minutes long</p>

		<p>During the 9 days of the fair there is easily 6 to 8 million dollars of commerce that goes on at the fair. No vendors will lose their place, concessionaires, vendors and service providers will be have their opportunities for next year held...you will be able to count on businesses being in the same spot next year and every year after. Nobody will lose their spot, they can have their deposits refunded or applied to next years fair</p>	
<p>With the Pandemic in place and the numbers of new people moving into the area, what isw there have been many more calls</p>	<p>The number of rising calls for dispatch at the Bonneville County Sheriff's Office</p>	<p>Public Information Office for Bonneville County Sheriff's Office Bryan Lovell</p> <p>Local law enforcement is seeing a big spike in calls for dispatch Bryan Lovell Bonneville County Sheriff's Office. The calls are a result of the growing population and people moving into the area. Recreation in the East end of the county have seen an increase in calls and steady since Memorial Day weekend. In the last 4-5 months calls regarding mental health, & suicidal issues. Domestic and disturbances has gone up in the last months. Bonneville county has our share of crimes and with more people moving to the area or recreating, there are more issues that come up. How has the pandemic affected your calls? Early on some of the calls there was a tie to pandemic and this pandemic is a factor. Some people were trying to take advantage and commit some property crimes, burglaries and thefts. With some businesses shut down for a while, we had to shift areas of focus. The pandemic probably triggered some of those disturbances and mental health calls. If it wasn't the pandemic, it could have been something else. As the Public Health District was mandating masks what was the internal discussion at the Department? It could be a misdemeanor penalty. The sheriff department is more about education for people to do the right thing and be respectful. We're not out writing tickets. Early in the pandemic a lot of 911 calls were being made, people reporting others that were sick and some of these calls weren't appropriate...because it wasn't an emergency. We've got a great crew of deputies that are dedicated to serving Bonneville county. A few have been out with COVID related illnesses, but we're managing.</p>	<p>Aired on KAOX 8.31.20 8:35-8:50 Aired on all other stations on 8.2.20 6:00-6:25am 12 minutes</p>

<p>Issue is sending kids back to school with questions about COVID 19 and how to keep them safe</p>	<p>Education Children & Safety</p>	<p>Debbie Critchfield is president of the Idaho State Board of Education.</p> <p>When the board of education met the discussion was about best practices, known strategies and inputs from local governments. In Idaho we have elected trustees, as local decisions were being made by elected officials, the state board of education wanted to provide as much assistance so this was a compilation of operational access, with direction and input on how to affect students. As we look to the start of the school year, will it be remote instruction or a hybrid part in class, part virtual instruction. Nothing from the State Board of Education is a directive or mandate .there were various experts in the areas that will affect the kids and we've put a document together to help those districts decide how to proceed. The local health district will identify which category of transmission their schools are in, and the board will develop responses based on that category. We've seen examples of the health districts and school administrators working together, also seen examples of stalemates where there's a difference of opinion on how to approach that. We're continually inviting conversation between the two groups so the board of education can make the proper response to the category that we all working to have the same outcomes for the students. If a district is planning on in-person instruction, how can they work with local public health to have aggressive protocols for sanitary conditions. The governor may hold a special session to determine whether it's the state school board or local health districts that make the decisions on what is safe for the students and how to engage in educating students for this coming school year, also discussion on liability will be addressed. The feeling across the state is that school should be taught in-person but the ability to do that and the risk factors of transmission are there are many ideas as there are school districts in the state. The overall consensus is in-person teacher to student is academically and emotionally in the best interest of the student. How they get there and staying there is the challenging part. Based on all the information the State Board of Education has, these are the best recommendations that satisfy the idea to keep the students in the classrooms.</p>	<p>This program aired on 8.4.20 on KAOX & KUPY 8:35am and aired on KUPI KQPI KQEO KSPZ on 8.9.20</p>
<p>The issue is we've had six weeks of hot dry weather which is prime fuel for wild fires.</p>	<p>Fire Prevention during this time of year</p>	<p>Kelsee Griffiee the Public Information Officer for the Bureau of Land Management in eastern Idaho District</p> <p>Fire season in Idaho speaking with Kelsee Griffiee. We've had 6 weeks of really hot and dry temperatures, but we haven't had the lightning to cause fires this year. But the BLM has seen a lot of fires caused by people. More people coming out to enjoy the public lands which is great, but that brings fire danger issues. Sparks from vehicles seem to be a bit cause of human related fires. Walk around your vehicle, check tire pressures, because dragging chains or flat tires and running on the rim both cause sparks. Target shooting on BLM land is an issue and causes fires...exploding targets are prohibited on public lands...and always make sure to have a solid backstop and is cleared of vegetation and always bring a fire extinguisher with you to shoot. The dried grasses here are easy to ignite with a simple spark. Other things</p>	<p>Aired on KAOX 8/20/20 6:30AM and ran on all other stations 8/24 6:00-6:30am</p> <p>7 Minutes long</p>

		<p>that the BLM is seeing is abandoned campfires...We've been taught since we were little by Smokey Bear how to put out a fire....use plenty of water, stir it well...and make sure it's cool to the touch before leaving your campground. The grasses are very dry here...after 6 hot weeks with no moisture. A simple spark will make a pretty large wild fire at this time of year. We've been lucky this year...the BLM is below average on total number of acres burning and a lot of that has to do with quick response and great local fire departments.</p>	
<p>Alzheimers affects Idaho residents like everywhere else in the world. This is an interview with Alex Hilton</p>	<p>Walk for Alzheimers</p>	<p>Alex Hilton organizer with the Walk for Alzheimers</p> <p>Introduction by Neal Larson In an effort to find a cure for Alzheimer's continues, and in East Idaho the annual walk to end Alzheimer's is happening this month. On September, 26, with some alterations due to the covid 19 pandemic. Today, we talk with Alex Hilton walk manager for the Alzheimer's Association in Idaho.</p> <p>Alex: Thank you for having me. Neal: Well it's is good to have you. And, like so many other events this year. You didn't cancel but you readjusted and adapted so tell us how it's gonna be different this year,</p> <p>Alex: I don't know so we are not doing a large in person gatherings this year. However, our commitment to having Alzheimers walk has not changed. So we are still walking, asking people to join us. And we are walking everywhere on every sidewalk track trail, your favorite walking path, baby in your neighborhood, asking people to walk alone or with their team, their family, their friends, however they feel safe to do so.</p> <p>Neal: Tell us how is it going the effort to find a cure or to find a good treatment for Alzheimer's?</p> <p>Alex : you know, as part of our fundraising, the walk, the fundraiser, the largest fundraiser that we do. A large percentage of that goes to research, and every year, you know, we get closer and closer we do not have that cure yet. However, we have really good medicine and researchers that worked on. as far as early stages in that early onset Alzheimer's and, how far you get into that, unfortunately we don't have that cure but you know we feel like we're getting closer and the largest problem is just not enough research, not enough testing, which is why we walk every year.</p> <p>Julie: One of my favorite things about being involved in the walk to end Alzheimer's is the promise garden that you guys do every year. That's not going away right just because it's a virtual event.</p> <p>Alex: No, definitely not. So the promise garden, are those colorful pinwheel that we use every year to identify your connection to the cause. We certainly did not want those to go away, so we will be planting those around the community at different select sponsors as well as a large one at Idaho Falls Community Hospital. So on walk day September 26, you can drive by you can incorporate it in your walk, maybe get out and take a picture with your walk team.</p> <p>Neal: We've definitely wanted those to be in the community so they'll be set up as walk and the definitely the day of its people want to text, to our number 208-542-1079 again that is 208-542-1079, we'll send them the link to register also to donate which you have a great</p>	<p>9.13.20 6:00am-6:30am</p> <p>12 minutes</p>

		<p>page it's very straightforward Neal,: so far we have 35 teams registered. That's 127 participants, and you've already raised almost a third of your goal which is really good before the event even starts.</p> <p>Alex: We're very impressed with the Idaho Falls community you guys are always extremely supportive. And I always enjoy working with each of you, , just over 30,000 to our goal and we fundraise all the way through December.</p> <p>Neal: Yes. All right, Alex Hilton, our guest this morning again the walk to end Alzheimer's is coming up Saturday September 26, you can participate, virtually all of the details again can be accessed simply by texting 208-542-1079 and Alex, thank you so much for organizing this, I think you've done a great job of adapting to what's happening in the world this year, and look forward hopefully to an in person event next year. Yes, fingers crossed for that, yes, I'm Neal Larson, and this has been public affairs, and presentation.</p>	
		<p>Neal: This is a presentation of Sandhill Media, I'm Neil Larson, Daniel Hurd has been riding his bicycle across the lower 48 states to raise awareness about suicide prevention. This past week Dan was passing through East Idaho, we had the opportunity to talk with him about his efforts, which are chronicled on his Facebook page, ride with Dan USA.</p> <p>Dan: Thank you for having me on so soon I appreciate it, and well You bet.</p> <p>Neal: Thank you for for reaching out I thought this was a good cause and actually the first thought that rolled through my mind was, you know, what if a guy can get on his bike and Ben bike through 48 states will absolutely bring him in for just a few minutes to talk about this unique experience so you've been actually doing this for about two and a half years now then,</p> <p>Dan: yeah, just past my two and a half year mark I've done over 16,000 miles. And this is state number 42</p> <p>Julie: Tell us how you got started with this what started the journey two and a half years ago.</p> <p>Dan: So, what inspired this journey was my own struggles with suicide I attempted three times and was planted a fourth when a friend got me on a bicycle he had tried for many years to get me on a bike I rode motorcycles so one of the things that I thought was I was above cycling, I have a motor, so yeah me was something that I just couldn't see myself doing for a long time and that that time where he finally got me on it really inspired me to change because it was a quote that he said to me was one pedal at a time which is now my, my mantra for ride with Dan USA and it's my nonprofit organization, but that one pedal at a time to get me through the ride that I was struggling with really got me to a point. After I finished the ride that Amanda was always stressed about the future of finishing the ride I was stressed about all the miles I had already done. But I wasn't living in the moment, and that phrase literally carried over to my daily life, it started really inspired me to figure out what I needed to do for today instead of what are all the things I had to do for tomorrow and all I had yesterday. So it really gave me that motivation and when inspired this journey was, I'm a veteran so I wanted to see the people I served with. I hadn't seen since I got out of the military and they lived in 35 states to get to it was 42 so what's the extra six at that point.</p>	

Neal: Yeah, well, what an amazing goal, because I think a lot of people would say, yeah, I'm not doing that but, but, but you have you've kind of made it your life's goal so 48 states Idaho's number 42, right, this is, and you're going to visit some friends in Pocatello as well.

Dan: Yeah, Sam is a friend of mine that passed away, unfortunately, but I'm going to be still visiting his family. Something that when I started this journey, he was still yours so he was really excited about it telling his family he was telling me about his family so it was a connection that I was really excited to make and since he passed I still feel obligated in wanting to still connect with his family and I feel like he'd appreciate that.

Neal: One thing that's interesting and I can't wait to take a break and go outside and look, you actually pull your own lodging behind your bike like a place to sleep, that you built,

Dan: I did. So I built it, because of COVID. So I did 39 states without, without my camper. So I have a bicycle camper it's pretty sweet. It's, it gives me the ability to just pull over, but it also gives me the ability to share my message, you know, with COVID going on, people or even social distancing a thing. You know a lot of people aren't accepting people into the homes for like shelter. So this gave me all those things that I needed, and still gave me the ability to get my message out there and to get people to realize how important it is to understand suicide not just as suicide but you know again people out there that are struggling to talk about it. Yeah, the people that are listening.

Neal: Dan, where can people find you online.

Dan: So they can find my journey at ride with Dan usa.com, and I'm on all the social media platforms as well. And then for my nonprofit organization, it's the one that a lot of time movement, they can go to opaat dot com

Neal: Okay so ride with Dan usa.com is the website, yes, I do want to ask you, have you ever had any, like, really close calls riding your bike or what's, what's the craziest thing that's happened to you on this journey. Well, so I've had a unfortunately I've had four hit runs.

Dan: Thankfully, they were all on the East Coast so that just says, you know, where I'm from is the East Coast and just says how good of drivers we are over there. You know, between the East Coast, I had four hit and runs. My most recent thing was I in Rawlins Wyoming coming over the divide I actually crashed my bicycle and camper doing 43 miles per hour hard coming over the divide.

I got hit with a crosswind and thrown so pavement and luckily I'm pretty healed up healed up over the last month so get a little Road Rash though a lot of Road Rash a lot a little bit internal bleeding issues and, yeah, a few things that I needed to get taken care of, but thankfully I have a lot of support and you know a lot of people that follow my journey that think what I'm doing is great and just really want to help me out. Part of my journey is I'm actually doing with no savings. So I want to show people that deal with financial and daily struggles. Yeah, which is a large number of suicides, unfortunately, that we can still survive. And I want to show people that there is still good people in this world that are willing to help. Yeah.

Neal: Well, Dan. Thank you for doing this and raising awareness for this I know that in, in the times that we live in, and it's been a trend that actually predates COVID but we have just seen this increase in suicide. And I think that message you know what. There's always hope. There's always help and and live, live another day and even if it's one pedal at a time or one day at a time, that's it's a good thing. It is and it really is and for anybody out there that's interested in learning more about how to be involved in making suicide safer communities, they can do that at start dot o pet movement, calm. Okay. Say that one more time. Start dot bat movement, calm. Okay, had a lot of time, one pedal at a time. Okay. Well,. Neal: Thank you so much. Good luck on

		<p>the remainder of your journey. Thank you so much. Once again you can find out more online by search.</p>	
<p>Interview with Dan Nordberg and Jeremy Field from the Small Business Administration discussing how small towns and rural America are coping economically during the pandemic, and what help is available through the SBA.</p>	<p>Economy, economic recovery, COVID-19</p>	<p>Welcome to public affairs, a presentation of sand hill media. I'm Neil Larsen, how are small towns and rural America doing during the covid 19 pandemic. Dan nordberg is a regional administrator, and the director of Rural Affairs with the Small Business Administration. He and Jeremy fields who oversees SBA operations in the Pacific Northwest. Join me this week to talk about economic recovery in this unique year at the SBA Our mission is to help small businesses start grow expand and certainly, most recently recovered in light of COVID-19 and some of the negative impact to small businesses that has had. So what we're doing is we're being very proactive and we're going out to rural communities to ensure that they have the access to capital programs and services that larger urban cities also have. And so we want to make sure that, whether that's a rural farm rural small mainstream business that they're aware of the products the services that we can provide and do whatever we can to support during this very unique time. Dan let's talk about this small business administration specifically because there was an awful lot of federal money that was distributed to different communities different individuals, maybe tell us how some of that funding flowed through the SBA and what's available to farmers and other small town people when it comes to help with COVID. You bet I mean I think most recently people are most familiar with this SBA, with respect to the paycheck Protection Program. That was an emergency working capital program that took place. As a result of the cares act that under President Trump and the leadership of Congress was able to get through and provide over a half a trillion dollars in emergency working capital to small businesses as well as agricultural enterprises, all over this country that program has expired. As of August 8. So we're still going out there, we're talking to people about the PPP program as it pertains to loan forgiveness. Because if all those businesses went through the appropriate means and use the funds for what they are the appropriate uses their forgivable loans. So we've kind of transitioned to a new phase of that program. It's called the forgiveness program, forgiveness portion and we want to make sure that business owners, understand that those loans are forgiven. But we also have a number of other loan products. We have a number of other counseling services support services. I mean I think we all know that small business owners, we all know that farmers, ranchers are extremely innovative and resilient individuals, but during these unique circumstances we're helping small businesses, modify their business plans, you know let's look and see what we can do with your existing business structure where are their efficiencies, how can we better support you, so that you are successful, you can maintain and you can get through some of these challenging times. So we're really hitting the road we want to do these in person, we want to have that interaction and fortunate today to be in Idaho with my good colleague and counterpart Jeremy field. The Regional Administrator for this area. One of the things that I've noticed, especially with agriculture is this some sectors did really well and others, really suffered you look at, well, potatoes, certainly important Idaho, you look at dairy, also a big Idaho commodity as well. A lot of their product goes to restaurants french fries or cheese or whatever it might be. And they took a huge hit. But you have like dry beans. They did really well because people started stocking up on those those supplies and have a long shelf life as well so as you look at farming and ranching. Have you noticed that there from your angle are there certain sectors that require more help than others. Well, I think, I think you really hit the nail on the head, you know, certainly, as we've seen kind of a downturn with the hospitality industry some of the restaurant industry has been hit particularly hard because of mandatory government closures, in some cases, other cases it's just been a decline in people wanting to patronize and go out of their homes, until some of the uncertainty with COVID is on done so there is a cyclical process there certainly is a cyclical impact. But what's been really encouraging encouraging recently is that we are seeing farmers get back on their feet, we're seeing more stability, we're seeing restaurants purchase more products locally, as opposed to sourcing it we're seeing them buy from their local farmers and produce developers so it's been encouraging, but we certainly know that there's uncertainty moving forward. And that's why we're having these conversations, maybe we can talk about it specifically Jeremy will have you come up to the mic here. How, how is Idaho faring when it comes to these challenges that we've been discussing. Well, it depends. Again, the devils in the details always but what we're seeing is, yeah, great examples from agriculture and how different areas have been impacted differently. But if you look at other rural businesses that cater to outdoor needs. There were record, people going out to enjoy the outdoors issue.</p> <p>Unknown I didn't know why water company that I knew of that didn't have record sales this year. If you have a buddy in rv sales, they did really well this year in fact one of our great success stories for the state was a local owner of an RV shop, you know, a mom and pop business. They had their best year by far this year because of COVID, and people just still wanting to be able to enjoy themselves but not maybe feeling as comfortable with their travel. Well, they bought an RV on a large scale so there's been a lot of different impacts that came from this but mostly it's just been what's been amazing is to see the grit and, you know, just the ingenuity of our small businesses. Now, one of the if there was a coffee shop in Boise, they knew that their clientele was down, but they stepped up their</p>	<p>Aired on KAOX,KUPY Wednesday 9/23/2020 - 6:32am Aired on all other stations 9/26 6:00- 6:10 10 minutes in duration</p>

