



# RIVERBEND COMMUNICATIONS

## 4th QUARTER 2022 ISSUES PROGRAMS KTHK

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October

TOTAL:

1:23:39 *hh:mm:ss*

November

TOTAL:

0:12:35 *hh:mm:ss*

December

TOTAL:

10:09:52 *hh:mm:ss*



# RIVERBEND COMMUNICATIONS

## 4th QUARTER 2022 ISSUES REPORT KTHK

ISSUES	DATE	TIME	SOURCE	HH:MM:SS	DESCRIPTION OF SEGMENT
<b>October</b>					
Education	10/1/2022	6:00:00 AM	Local Direct	0:01:00	Hawk Book Club for Kids. KTHK is proud to encourage students to not only read in school, but at home too. Once a month we visit a classroom with books for all the students to take home and build their home library. We ask for people to submit on our website to nominate classrooms or teachers. A minimum of 6 mentions per day between 10/1/2022-12/31/2022 between 30 and 60 seconds
Health (Physical/Mental)	10/3/2022	6:00:00 AM	Local Direct	0:01:00	Breast Cancer Awareness Month. During the month of October KTHK promoted Breast Cancer Awareness Month by encouraging people to get there mammograms done. We had discount coupons available on our website for listeners to print off. We promoted this all month long with a minimum of 10 mentions a day ranging from 30 to 60 seconds.
Health (Physical/Mental)	10/4/2022	6:00:00 AM	Local Direct	0:01:00	KTHK Live Broadcast at Teton Cancer Institute from 6am-10 for Break for the Cure. Encouraging the community to drive through and get a goodie bag filled with information on Breast Cancer Awareness and a discount mammogram coupon. We were there for 4 hours and did 4 breaks an hour with each break lasting 60 to 90 seconds.
Health (Physical/Mental)	10/6/2022	12:45:00 AM	Local Direct	0:00:32	Go to 1055thehawk.com and download your coupon for a discount mammogram today. It's Breast Cancer Awareness month and we've partnered with Mountain View Hospital to make it easier than ever to get a mammogram. Idaho ranks 50th in the nation in breast cancer screening. Remember early detection is key. Get your discount mammogram coupon now at 1055thehawk.com
Health (Physical/Mental)	10/13/2022	1:43:00 AM	Local Direct	0:00:26	Go to 1055thehawk.com and download your coupon for a discount mammogram today. It's Breast Cancer Awareness month and we've partnered with Mountain View Hospital to make it easier than ever to get a mammogram. Idaho ranks 50th in the nation in breast cancer screening. Remember early detection is key. Get your discount mammogram coupon now at 1055thehawk.com
Health (Physical/Mental)	10/10/2022	6:00:00 AM	Local Direct	0:01:00	Mental Health Monday. Every other Monday on KTHK we encourage people to check on family and friend for mental health. We also encourage people to get help if needed either by reaching out to friends, use of the crisis hotlines as well. Every other Monday from 10/10/2022-12/19/2022 with a minimum of 5 mentions a day and each mention roughly 45-60 seconds long.
Environment	10/18/2022	1:37:00 AM	Local Direct	0:01:22	Leaf pickup schedules in idaho falls area. <a href="https://www.idahofallsidaho.gov/1197/Leaf-Collection">https://www.idahofallsidaho.gov/1197/Leaf-Collection</a>

Education	10/20/2022	11:20:00 AM	Local Direct	0:02:05 Did you know that Idaho has a very large and successful production of mint? Your gum and mint flavoring is very likely to have come from Idaho!
Health (Physical/Mental)	10/27/2022	10:41:00 AM	Local Direct	0:00:32 Go to 1055thehawk.com and download your coupon for a discount mammogram today. It's Breast Cancer Awareness month and we've partnered with Mountain View Hospital to make it easier than ever to get a mammogram. Idaho ranks 50th in the nation in breast cancer screening. Remember early detection is key. Get your discount mammogram coupon now at 1055thehawk.com
Crime/Safety	10/28/2022	7:33:00 AM	Local Direct	0:01:42 Halloween is this weekend so please plan your trick or treating and stay safe out there! Do not go to houses you dont know!

## November

Health (Physical/Mental)	11/7/2022	6:00:00 AM	Local Direct	0:01:00 Mental Health Monday. Every other Monday on KTHK we encourage people to check on family and friend for mental health. We also encourage people to get help if needed either by reaching out to friends, use of the crisis hotlines as well. Every other Monday from 10/10/2022-12/19/2022 with a minimum of 5 mentions a day and each mention roughly 45-60 seconds long.
Education	11/7/2022	11:19:00 AM	Local Direct	0:02:26 It is calving season. We discussed this part of the season and what the cows are feeling right now in this stage of pregnancy, and why we cull cows that are not pregnant.
Economy	11/7/2022	10:43:00 AM	Local Direct	0:00:42 Get out and vote! Talked about how to find polling stations and what to bring with you.
Economy	11/7/2022	1:47:00 AM	Local Direct	0:00:32 Get out and vote! Talked about how to find polling stations and what to bring with you.
Environment	11/14/2022	11:53:00 AM	Local Direct	0:00:21 Freezing fog advisory - Slow down, pay attention and leave plenty of space between you and other cars.
Education	11/17/2022	11:19:00 AM	Local Direct	0:01:22 Idaho Is a large producer of yellow onions. We are not just potatoes and cows!
Education	11/21/2022	11:21:00 AM	Local Direct	0:02:12 Discussed horse training. Explained all the things it takes to train a colt and what to expect from a gelding, and the difference between a mare and gelding.

## December

Environment	12/5/2022	11:45:00 AM	Local Direct	0:00:19 The roads are snowy and slick! Drive safely and be kind to our hard working snow plow drivers! Road Report.
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Health (Physical/Mental)	12/5/2022	6:00:00 AM	Local Direct	0:01:00 Mental Health Monday. Every other Monday on KTHK we encourage people to check on family and friend for mental health. We also encourage people to get help if needed either by reaching out to friends, use of the crisis hotlines as well. Every other Monday from 10/10/2022-12/19/2022 with a minimum of 5 mentions a day and each mention roughly 45-60 seconds long.
Charity	12/8/2022	5:00:00 AM	Syndicated	5:00:00 St. Jude Radiothon from 5am-10am
Charity	12/9/2022	5:00:00 AM	Syndicated	5:00:00 St. Jude Radiothon from 5am-10am
Charity	12/16/2022	1:42:00 AM	Local Direct	0:01:10 Our first hard working blue collar worker won \$1000! Talked about all the things he does for his family and the community!
Crime/Safety	12/26/2022	10:40:00 AM	Local Direct	0:00:23 Roads are slick and not safe. Stay home if possible, be careful out there and drive safe. Road Report.
Education	12/27/2022	11:20:00 AM	Local Direct	0:01:48 What it means to desensitize a horse and what that entails. The main reason we need to do it is to ensure safety of the rider on the horse.
Charity	12/30/2022	11:21:00 AM	Local Direct	0:01:12 Blackfoot is the potato city of the WORLD! Talked about the type of soil that makes our potatoes so good and successful!