



RIVERBEND COMMUNICATIONS

1ST QUARTER 2015 ISSUES PROGRAMS KTHK

January

TOTAL:

4:03:00 | hh:mm:ss

February

TOTAL:

4:00:00 | hh:mm:ss

March

TOTAL:

4:20:00 | hh:mm:ss



2015 QUARTER 1 ISSUES REPORT KTHK

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

January

Other

1/4/2015

7:00:00

Syndicated

1:00:00

Gaby Chapman, author of "Let Them Have Books: A Formula for Universal Reading Proficiency": She explained why youngsters who read for fun do better in school than those who do not. She also talked about the importance of allowing kids to choose their own reading material. **Jeff Reeves**, editor of InvestorPlace.com: Mr. Reeves outlined the most common mistakes investors make when handling their 401(k) investments. He explained how frequently an investor should do some housekeeping with their mutual fund portfolio and how to decide when to rebalance investments that have changed in value. **Sarah Brokaw**, author of "Fortytude: Making the Next Decades the Best Years of Your Life": Age 40 is a harrowing milestone for many women. Ms. Brokaw talked about the reasons behind this, and how women can navigate the transition into midlife with more enjoyment. She said society sends women many conflicting messages about being their own person and yet conforming to traditional expectations.

Other

1/11/2015

7:00:00

Syndicated

1:00:00

Edward M. Hallowell, MD, Child and Adult Psychiatrist: Many people in the workplace feel increasingly overwhelmed by a mix of nonstop demands and rapidly changing technology. Dr. Hallowell discussed the underlying reasons why people lose their ability to focus at work. He said the most common distraction is caused by electronic screens of all kinds. He offered suggestions on how to sustain a productive mental state at work. **Jill Weisenberger, MS, RDN, CDE**, Nutrition, Culinary and & Diabetes Expert: Ms. Weisenberger offered practical steps to plan, cook and eat better for a healthier lifestyle. She explained why meal planning is so important and why an organized kitchen is critical in that process. She explained how to ease a family into a lower-sodium diet. **Jacquelyn F. Gaminio, PhD**, Research Scientist at the Center for BrainHealth at the University of Texas at Dallas: Growing up poor can affect a child's behavior and school performance. Dr. Gaminio led a study that determined that intervention programs can help bring low-income adolescents up to speed with their more affluent peers. She explained how cognitive intervention could easily be integrated into a normal school setting.

Other

1/18/2015

7:00:00

Syndicated

1:00:00

Tony Lee, employment expert, publisher of CareerCast.com: CareerCast recently completed a study to determine the 10 most and least stressful careers. Mr. Lee explained the factors that his organization used to measure the stress in various jobs. He also discussed the growth potential of careers on the list and why stressful jobs can still be desirable for some people. **Kevin Shird**, President and Co-Founder of the Mario Do Right Foundation, author of "Lessons of Redemption": Mr. Shird shared his story of spending years as young drug-trafficker on the streets of Baltimore, and his eventual arrest and incarceration. He explained how he turned his life around, now working as a community leader, speaking to students about substance abuse prevention and helping children of addicted parents. **Sean Burch**, multiple world record holder in extreme sports event, author of "Hyperfitness: 12 Weeks to Conquering Your Inner Everest and Getting Into the Best Shapely of Your Life": Mr. Burch shared the story of how he became the first solo climber of Mount Everest. He talked about the importance of diet and fitness, and offered tips on how the average person can lose weight and get into shape.

Other 1/25/2015 7:00:00 Syndicated 1:00:00 **Andrew D. Eschtruth**, Associate Director of External Relations at the Center for Retirement Research at Boston College: Americans are not saving enough for retirement and most won't have enough to maintain their lifestyle, or retire when they want. Mr. Eschtruth explained the reasons behind the problem and what the average consumer can do to better prepare for retirement. He also outlined changes needed in the 401k system that could help avert a crisis. **Ellen Peters, PhD**, Professor of Psychology and Director of the Behavioral Decision Making Initiative at The Ohio State University: Dr. Peters led a study that examined how people perceived their math abilities, then compared it to their actual math skills. About one in five people who say they are bad at math in fact score in the top half of those taking an objective test. But a third of people who say they are good at math actually score in the bottom half. She explained why math perceptions matter in everyday life and why it is important for parents to encourage their children's enjoyment of math. **Les Bernal**, Executive Director of Stop Predatory Gambling: Americans in dozens of states can now buy lottery tickets in a growing number of ways. Mr. Bernal talked about the increasingly aggressive ways that governments are marketing new lottery products, and how the targets are typically lower income citizens. He believes that governments have created a mindset that discourages saving and personal responsibility and promotes state-sponsored wagering.

Other 1/30/2015 8:00:00 Local Produced 0:03:00 Wounded Warrior Jersey Presentation to The Idaho Mustangs for their upcoming local auction. Jersey was signed by multiple country stars and the money raised from the jersey goes to help a local East Idaho Wounded Warrior this year.

February

Other 2/1/2015 7:00:00 Syndicated 1:00:00 **Cathy Steinberg**, personal safety expert and trainer, author of "The Fabulous Girl's Guide to Being Fearless: What Every Girl Should Know". FBI statistics say that 1 in 4 females in the US will be a victim of violent crime. Ms. Steinberg talked about the most common types of violence directed at young women, and offered suggestions of how to avoid dangerous situations. She explained why it is so important for prospective college students to evaluate campus security before they make a decision on where to go to school. **Chadwick Wasilinkoff**, founder and CEO of Fortress Paper, a specialty paper company that produces secure paper for currencies around the world: Mr. Wasilinkoff discussed the measures that governments take to prevent counterfeiting of currencies. He said that a large percentage of counterfeit US bills are believed to be produced by state-sponsored operations in countries such as North Korea. He explained why recent measures, such as the improved \$100 bill, do slow down counterfeiters temporarily. However, he said criminals eventually adapt to such changes, so it is a never-ending battle. He explained how consumers can try to identify counterfeit bills. **Megan Moreno, MD**, researcher at Seattle Children's Research Institute and Associate Professor of Pediatrics at the University of Washington: Dr. Moreno recently conducted a study that found that found that teens who smoke cigarettes are 23 times more likely to smoke marijuana, compared to those who don't use tobacco. She talked about the reasons behind this finding. She also explained how the recent legalization of marijuana in several states may affect its use nationwide.

Other 2/8/2015 7:00:00 Syndicated

1:00:00 **David Rabiner, PhD**, Senior Research Scientist in the Department of Psychology & Neuroscience at Duke University: "The use of "study drugs"-- prescription medications used illegally by college students improve their academic performance--is on the rise. Dr. Rabiner said the drugs of choice are those typically used to treat ADHD. He discussed the question of whether the practice is a form of academic cheating. He added that students who use these medications without a prescription typically have higher rates of drug and alcohol abuse, perform worse academically and are more stressed out about their grades. **Michael Thompson**, Director of the Council of State Governments Justice Center: Mr. Thompson's organization conducted a study that examined whether juveniles who commit crimes fare better if they are sentenced to community-based supervision or state-run incarceration. The study found that youth who are locked up in state-run facilities are 21 percent more likely to be rearrested than those who remain under supervision closer to home. He said that community supervision programs are also far less expensive for taxpayers than state-secure facilities. **Doug Goodman, PhD**, MPA Director, Associate Professor of Public Affairs in the School of Economic, Political, and Policy Sciences at the University of Texas at Dallas: Dr. Goodman co-authored a study that found that family-friendly employment policies tend to increase productivity of employees in public organizations. He said it appears that these policies reduce stress, and increase job satisfaction and employee loyalty.

Other 2/15/2015 7:00:00 Syndicated

1:00:00 **Michael Moss**, Pulitzer Prize-winning reporter for The New York Times, author of "Salt Sugar Fat: How the Food Giants Hooked Us": "Every year, the average American eats thirty-three pounds of cheese, seventy pounds of sugar and double the recommended amount of salt--most of it from processed foods. Mr. Moss said that the use of salt, sugar and fat increases sales of processed foods, reduces manufacturing costs, and enables these foods to sit in warehouses or on the grocery shelf for months. He offered suggestions for consumers on how to read product labels. **Debra Donston-Miller**, editor and writer for InformationWeek.com, expert in social networking and information technologies: "Ms. Donston-Miller said social media has essentially become an online resume, and that job hunters who do not use it are at a huge disadvantage. She discussed the most effective strategies for using social media in job searches and networking with colleagues. She explained which social networks are the most useful and why. She also recommended sharing content on social networks, such as reports or videos, to demonstrate expertise and abilities. **Tim Lohrentz**, Program Manager of the Insight Center for Community Economic Development: Mr. Lohrentz recently conducted a study of payday loans and their net impact on the US economy. He found that the burden of repaying the high-interest loans results in \$774 million in lost consumer spending and 14,000 job losses annually. He outlined the alternatives to payday loans that are available to low-income borrowers.

Other 2/22/2015 7:00:00 Syndicated

1:00:00 **Mark Underwood, PhD**, neuroscience researcher, expert on brain aging and cognitive function, President and co-founder of Wisconsin-based biotech company Quincy Bioscience: Dr. Underwood said most people start to experience mild memory loss by age 40. He explained the relationship of early memory problems to advanced forms of dementia as people enter their 70s and 80s. He outlined basic steps to take to keep the brain active, which may prevent or slow cognitive decline as a person ages. **Patty Osterberg**, Education & Outreach Director of Sustainable Electronics Recycling International, an organization that sets standards for responsible electronics recycling: Ms. Osterberg discussed the most responsible ways to recycle unused mobile phones and other electronic gadgets. Her organization certifies recyclers with the R2 standard, which verifies that recycling companies perform their services in a responsible and ethical manner. She talked about the environmental impact of throwing a phone in the trash. **Susan Carpenter**, Program Manager of the Insight Center for Economic Development: Ms. Carpenter spent two years and thousands of dollars transforming her California home into a test case for sustainable living. She talked about some of the most cost-efficient ways to go "green," along with some of the less successful projects. She outlined the easiest ways the average person can improve their environmental footprint.

Other	3/1/2015	7:00:00 Syndicated	1:00:00	<p>Catherine Collinson, President of the Transamerica Center for Retirement Studies: Ms. Collinson talked about the option of "phased retirement," in which an employee begins to gradually put in shorter work weeks. She said the strategy permits workers to test out retirement to see if they enjoy it and can afford it, and allows them to avoid tapping into Social Security or savings until truly necessary. She said many employers welcome it, because it allows the senior employee to mentor younger colleagues and the organization to retain institutional knowledge. Brian Wansink, PhD, John Dyson Professor of Consumer Behavior at Cornell University, Director of the Cornell Food and Brand Lab: Dr. Wansink discussed his research at Cornell, which examines how and why we make choices about the food we eat. He said the way a kitchen or other living environment is set up can encourage weight loss naturally. He outlined innovative but inexpensive steps restaurants, grocery stores and school cafeterias can make to encourage healthier dining choices. Carmi Walker, author of "29 Gifts: How a Month of Giving Can Change Your Life": At age thirty-five, Ms. Walker was diagnosed with multiple sclerosis. As she battled depression about her illness, she received an uncommon prescription from an African medicine woman: Give to others for 29 days. She shared her story of finding small ways to help others, and how it made a dramatic difference in her own health and happiness.</p>
Other	3/8/2015	7:00:00 Syndicated	1:00:00	<p>Tony Robbins, author of "Money, Master the Game: 7 Simple Steps to Financial Freedom": Mr. Robbins picked the brains of more than 50 of the world's most successful investors and money managers, and found dramatically different philosophies. He discussed lessons that anyone can use to improve their personal finances. He also talked about his efforts to feed the hungry and his personal reasons for being concerned about poverty and hunger in America. Andrew Sperling, Director of Federal Advocacy, National Alliance on Mental Illness: Mr. Sperling discussed the cost of mental health treatment, and the options available to make treatment more affordable. He explained how the Affordable Care Act has affected mental health and substance abuse services. He outlined the most common forms of assistance provided to employees by larger employers. He also talked about the most common forms of mental illness. Richard Lichenstein, MD, Director of Pediatric Emergency Medicine Research at the University of Maryland School of Medicine: Wearing earphones while walking, biking or driving can be much riskier than most people think. Dr. Lichenstein recently conducted a study that found that cellphone-related deaths have tripled in the past several years. He explained who is most likely to become a victim and the reasons that this behavior is so dangerous.</p>
Other	3/15/2015	7:00:00 Syndicated	1:00:00	<p>Tony Wagner, EDD, First Innovation Education Fellow at the Technology and Entrepreneurship Center at Harvard University, author of "Creating Innovators: The Making of Young People Who Will Change the World": Dr. Wagner said that innovative thinking is today's most essential real-world skill. He believes that for the US to successfully compete in the global economy, America needs to make teaching innovation a top priority in schools, at home and in business. He explained the steps that teachers and parents can take to foster more creative problem-solving in youngsters. Raymond Francis, MSc, author of "Never Be Sick Again": Mr. Francis shared his personal story of facing a life-threatening condition at age 48, and how he overcame it. He believes that nearly every disease or illness can be prevented or reversed. He talked about the common denominator of all diseases and the six potential causes. He also offered suggestions to improve health at any age. Darrell W. Gurney, founder of CareerGuy.com and author of "Never Apply for a Job Again: Break the Rules, Cut the Line, Beat the Rest": Mr. Gurney talked about the critical importance of networking when searching for a job. He said the latest online tools can help, but they are not as effective as meeting and being known by as many people as possible within an industry. He offered advice to the long-term unemployed.</p>

Other	3/18/2015	8:00:00 Local Produced	0:10:00 As a service to local animal shelters we met with Terri Snar from Petsmart to talk about upcoming fundraisers and raffles.
Other	3/26/2015	8:00:00 Local Produced	0:10:00 Brought in Jackie from the Elks Lodge to discuss the All Veterans Dinner on March 26 to benefit local veterans and their families.
Other	3/22/2015	7:00:00 Syndicated	1:00:00 Peter A. Sacco, PhD , author of "Right Now Enough is Enough": Dr. Sacco discussed the biggest misconceptions about addictions and bad habits. He said pornography and gambling are the least recognized addictions among Americans today. He noted that addicts are frequently able to hide their behavior and lead seemingly normal lives. He also talked about the most effective routes to recovery. Jeff Speck, AICP , City Planner and Architectural Designer, author of "Walkable City: How Downtown Can Save America, One Step at a Time": In the typical American city, the car is still king. Mr. Speck said that downtown areas and local economies can be dramatically improved by becoming pedestrian-friendly. He explained how simple decisions have cascading effects, and how citizens can influence their elected representatives to make wise choices for their communities. John P. Thyfault, PhD , Professor of Nutrition and Exercise Physiology, Director of the Health Activity Center at the University of Missouri: Statins, the most widely prescribed type of cholesterol-lowering drugs, have prevented millions of heart attacks and saved countless lives. But Dr. Thyfault conducted a study that found that statins may also counteract the benefits of exercise, the other tried-and-true way to boost cardiac health. He explained why doctors usually prescribe drugs, rather than recommending exercise or dietary change. He also talked about how much exercise can be effective for people dealing with high cholesterol.
Other	3/29/2015	7:00:00 Syndicated	1:00:00 Bill Thornton, PhD , Professor of Psychology, University of Southern Maine: Dr. Thornton led a study that found that the mere presence of a smart phone, even if it is turned off, can make it difficult to perform complex tasks. He offered suggestions for parents who are concerned about phone usage affecting their child's schoolwork. Sharon Fowler, MPH , University of Texas Health Science Center at San Antonio: Ms. Fowler was the co-author of a study that found that diet soda consumption leads to expanding waists. She found that older adults who drank two or more diet sodas a day had waist size increases that were six times greater than those of people who didn't drink diet soda. She discussed the possible physiological reasons and offered suggestions for those trying to control calories. Regina Leeds , author of "The 8 Minute Organizer": Ms. Leeds talked about the reasons that keeping order in our lives and possessions is so difficult. She offered small, step-by-step suggestions on how determine goals to get organized, and how to create positive routines for the long-term.