



RIVERBEND COMMUNICATIONS

2nd QUARTER 2015 ISSUES PROGRAMS KTHK

April

TOTAL:

4:03:15 | hh:mm:ss

May

TOTAL:

5:30:00 | hh:mm:ss

June

TOTAL:

4:10:00 | hh:mm:ss



2015 QUARTER 2 ISSUES REPORT KTHK

| ISSUES | DATE | TIME | SOURCE | HH:MM:SS | DESCRIPTION OF SEGMENT |
|--------|-----------|---------|------------|----------|---|
| April | 4/5/2015 | 7:00:00 | Syndicated | 1:00:00 | <p>Elizabeth Dunn, PhD, behavioral scientist, Associate Professor of Psychology at the University of British Columbia, co-author of "<i>Happy Money: The Science of Smarter Spending</i>". Dr. Dunn's research found that people can significantly improve their happiness if they change the way they spend money. She said material things like luxurious homes or new gadgets provide much less happiness than experiential purchases like trips or concerts. She said spending money on other people provides a bigger happiness boost than almost any other expenditure. Eric Caine, MD, John Romano Professor and Chair of the Department of Psychiatry, Professor of Neurology, co-director of the Center for the Study of Prevention of Suicide at the University of Rochester Medical Center. Suicides among middle-aged Americans have increased dramatically in the past decade.</p> <p>Dr. Caine said the rate among white men and women in that age group jumped 40 percent, while it was essentially unchanged for most other racial groups. He said the recession and mortgage crisis may be an important factor in the increase. He added that Baby Boomers seem to have higher levels of depression than other demographic groups. He talked about potential warning signs for those at risk.</p> <p>Adam Barry, PhD, Assistant Professor of Health Education, University of Florida. Dr. Barry conducted a study that found that two in five designated drivers had been drinking before getting behind the wheel and that 18% had blood-alcohol levels high enough to impair their driving skills. He outlined the potential reasons that designated driver education campaigns have been less than successful.</p> |
| Other | 4/12/2015 | 7:00:00 | Syndicated | 1:00:00 | <p>Kevin Carey, PhD, education researcher and writer, Director of the Education Policy Program at the New America Foundation, co-author of "<i>The End of College: Creating the Future of Learning and the University of Everywhere</i>" - The cost of college has exploded in recent years, and whole generations are sinking deeper into college debt. Mr. Carey discussed recent innovations in digital learning and why he believes that the current methods of higher education are woefully outdated. He said, more than ever, a college degree is required to secure even a middle class income for those entering the workforce, but he believes universities much be willing to adapt to online learning and other new technologies. George King, MD, Research Director and Chief Science Officer, Joslin Diabetes Center, Harvard Medical School, author of "<i>The Diabetes Reset: Avoid It. Control It. Even Reverse It. A Doctor's Scientific Program</i>" - Dr. King discussed the effect of diabetes on the nation's health. He said it's possible to prevent and even reverse type 2 diabetes, through appropriate lifestyle changes. He outlined the importance of diet, exercise and sleep in the prevention of diabetes. Christopher Ferguson, PhD, psychology professor in the Department of Behavioral Sciences at Texas A&M International University - Dr. Ferguson led a study into the effects of fast food advertising on children. His research found that while advertising target at children is highly effective, parental influence can lessen the impact of commercials and help young kids make healthier food decisions. He offered advice for parents.</p> |

| | | | | | |
|----------------|-----------|---------|----------------|---------|---|
| Crime / Safety | 4/15/2015 | 8:30:00 | Local Produced | 0:03:15 | Brianna Jones from The Domestic Violence and Sexual Assault Center in Idaho Falls came in to talk about their Open House. |
| Other | 4/19/2015 | 7:00:00 | Syndicated | 1:00:00 | Scott Sampson, PhD , dinosaur paleontologist, Vice President of Research and Collections at the Denver Museum of Nature & Science, host of the PBS Kids' television series, Dinosaur Train, author of "How to Raise a Wild Child: The Art and Science of Falling in Love with Nature" - "Today's American children spend 4 to 7 minutes a day playing outdoors. Dr. Sampson explained why this disconnect between kids and nature is a problem that should concern parents. He offered tips for parents to help kids fall in love with nature, by enlisting technology as an ally and encouraging outdoor activities like the Boy Scouts and Girls Scouts. David Ernst, PhD , Chief Information Officer at the University of Minnesota's College of Education and Human Development, creator of the Open Textbook Library - The cost of college textbooks has skyrocketed in recent years, but a new trend of free or low-cost "open source" textbooks is gaining momentum. Dr. Ernst said college students could save an average of \$128 a course if traditional textbooks were replaced with the new electronic versions. He explained why this new generation of textbooks is often of equal academic value compared to traditional printed textbooks. Linda Gordon Howard , attorney, author of "The Sexual Harassment Handbook" - Ms. Howard talked about progress in the battle against sexual harassment. She discussed how sexually inappropriate behavior in the workplace has evolved since attention was first focused on it. She believes many situations involving sexual harassment can be prevented or resolved if victims recognize what's happening and know what to do. |
| | 4/26/2015 | 7:00:00 | Syndicated | 1:00:00 | Laurence Kotlikoff, PhD , William Fairfield Warren Professor at Boston University, Professor of Economics at Boston University, Fellow of the American Academy of Arts and Sciences, President of Economic Security Planning, Inc., a company specializing in financial planning software, co-author of 'Get What's Yours: The Secrets to <i>Maxing Out Your Social Security</i> ' - The Social Security system has more than 2,700 core rules, and ill-informed choices of how and when to sign up can cost senior citizens literally hundreds of thousands of dollars in benefits. Dr. Kotlikoff said delaying retirement is often helpful, but he also outlined several little-known Social Security benefits that frequently are unclaimed. Huntington Potter, PhD, Professor, Department of Neurology and Linda Crnic Institute for Down Syndrome, University of Colorado School of Medicine - Dr. Potter explained why Alzheimer's disease is such an expensive disease for the nation's healthcare system. He discussed who may be most likely to develop the disease, whether things like crossword puzzles can really keep the brain healthy, and where current research is headed. Leigh Thomas, "An Ordinary Journey: A User's Guide to Healing from the Abuses of Sex, Drugs, Rock 'N Roll And Attempted Murder" - Ms. Thomas discussed her personal experience as a victim of domestic violence, including incest, rape and physical abuse. She has dealt with her trauma through hope and a sense of humor. She offered advice to others who are going trying to escape domestic violence. |

| | | | | | |
|-------|-----------|---------|-------------------|---------|--|
| Other | 5/3/2015 | 7:00:00 | Syndicated | 1:00:00 | Jaron Lanier , computer and digital network pioneer, author of " <i>Who Owns the Future?</i> " Mr. Lanier explained why he thinks the rise of digital networks has led our economy into recession and decimated the middle class. He said people should be compensated for sharing their personal data with massive digital networks, such as Google, Facebook, Instagram, and in some cases, even the government. He said he is most concerned about the younger generations of Americans who have grown up with reduced expectations of privacy and success. Nate Cardozo , staff attorney for the Electronic Frontier Foundation, which champions privacy rights in the digital world - Many Americans might be surprised to learn that the vast majority of new cars today contain a device that continuously monitors the driver's behavior and vehicle performance. Mr. Cardozo said his biggest concern is that consumers have no way to know what data their car is recording or how long it retains it. He explained why loss of privacy is becoming a greater issue today, and how the problem could be addressed. Rand Ghayad , visiting scholar at the Federal Reserve Bank of Boston, Ph.D. candidate at Northeastern University - Mr. Ghayad led a study that found that employers frequently screen out job candidates who have been unemployed for more than six months. He found that employers showed about four times more interest in applicants out of work for six months or less, even if they had less experience and fewer qualifications than candidates unemployed for longer periods. He said job seekers must be willing to take any kind of work after a few months of unemployment, to avoid large gaps in their resume that will damage future prospects. |
| Other | 5/7/2015 | 5:30:00 | Local Produced | 0:30:00 | We promoted and talked about Idaho Gives all day from 5:30am until 6pm to raise awareness for donations at www.idahogives.org |
| Other | 5/10/2015 | 7:00:00 | Syndicated | 1:00:00 | Bruce Schneier , data security expert, author of " <i>Data and Goliath: The Hidden Battles to Collect Your Data and Control Your World</i> " - Americans' personal identity, interests and behavior are being monitored more than ever before. How concerned should we be about the loss of privacy? Mr. Schneier explained what can be done to reform government surveillance programs and shake up surveillance-based business models. He also outlined simple steps that consumers can take to protect their personal privacy. Matthew Drayton , motivational speaker, author of "Succeeding While Black: A Blueprint for Success" - Many African-American young men find themselves in prison, in gangs, and on the streets without opportunities to succeed.. Mr. Drayton shared his personal story out of poverty. He talked about the importance of mentoring, education and leadership for kids who otherwise face grim futures in the inner cities of America. Peter Polos, MD, PhD , specialist in sleep medicine at the Sleep Disorder Center of JFK Medical Center in Edison, NJ. Dr. Polos was the lead researcher in a study that examined how electronic media affects the sleep of teenagers. He found that teens lose a significant amount of sleep by sending an average of 34 texts after bedtime each night. He offered advice to parents, on how to take control of bedtime and set limits on their child's access to digital devices. |

Other

5/17/2015

7:00:00 Syndicated

1:00:00

Norman Bates, attorney, expert on the prevention of sexual violence against children, co-author of *"Preventing Child Sexual Abuse in Youth-Serving Organizations: Guidelines for Managers and Parents"* - Many parents will soon send their children off to summer camp, scouting events and sports activities. But without proper safeguards in place, these environments can provide opportunities for sexual misconduct and abuse to occur. Mr. Bates outlined the abuse prevention policies that youth-serving organizations need to implement, and the questions parents must ask to ensure that they are. **Paul Sullivan**, NY Times financial columnist, author of "The Thin Green Line: The Money Secrets of the Super Wealthy" - Mr. Sullivan explained why some people, even "rich" people, never find true wealth, and why other people, even those who have far less are much wealthier. He offered tips on how middle-class consumers can make better financial decisions, and come to terms with what money truly means. He said changing how Americans think about wealth can lead more secure and less stressful lives.

Maggie Cary, National Board Certified Teacher, teacher with more than 20 years of experience, founder of ClassroomTalk.com - Ms. Cary said parents of high school students can save thousands of dollars in college costs if their child takes Advanced Placement courses in high school. She explained who is eligible for the classes and how prospective students can determine if a college accepts the credits. She also outlined other benefits for students who have completed AP courses.

Other

5/24/2105

7:00:00 Syndicated

1:00:00

Seth Godin, workplace expert and marketing guru, author of *"Linchpin: Are You Indispensable?"* Mr. Godin outlined the biggest reasons that employment security and the workplace have changed so dramatically in the past few years. He suggested ways for employees to increase their value to their company through creativity, innovation and risk taking. He also offered advice for bosses who must find remarkable people to give their company a competitive edge. **James Goodwin, MD**, a geriatrician and researcher at University of Texas Medical Branch in Galveston - Current medical guidelines recommend that people over the age of 50 get a colonoscopy once every ten years. Dr. Goodwin said a surprising number of patients have them more frequently. He explained why this is a risky practice, and why as seniors get older, their need for colon cancer screening actually goes down. **Joe Watson**, management consultant who specializes in diversity, author of "Without Excuses" - Mr. Watson talked about the importance of diversity in corporate America and why it has been such an elusive goal. He offered advice for minority job-seekers on how to demand fair opportunities in the workplace.

Other

5/31/2015

7:00:00 Syndicated

1:00:00

Michael Schmidt, Vice Chair of Cozen O'Connor's Labor & Employment Department in New York, publisher and editor of a blog devoted to the interplay between social media and employment law - Social media blunders can cost people their jobs. Mr. Schmidt talked about 1st Amendment rights in the workplace. He explained how to decide if a social media posting may be permissible. He said it's important for employers to formulate clear rules and policies regarding social media, to protect the interests of the company while not infringing on the rights of the employee. **Daniel Lefler, MD**, Director of Clinical Research at the Celiac Center at Beth Israel Deaconess Medical Center in Boston - Gluten-free diets are popular today, but how many people should be concerned? Dr. Lefler discussed gluten sensitivity and its close cousin, Celiac disease. He said there is no benefit if a healthy person avoids gluten and, in fact, gluten free-diets may cause nutritional deficiencies. He outlined the symptoms of gluten sensitivity and explained how it can be diagnosed and treated. **Eric Finkelstein, PhD**, health economist, co-author of "The Fattening of America" - Over two-thirds of Americans are overweight or obese. Dr. Finkelstein believes that America's growing waistline is a by-product of our long-term economic and technological success. He said that business and policy makers need to devise strategies to make it cheaper and easier to be thin.

June

Other

6/7/2015

7:00:00 Syndicated

1:00:00

Donald Edmondson, PhD, MPH, Assistant Professor of Behavioral Medicine at the Columbia University Medical Center in New York - Dr. Edmondson's research has discovered that nearly one in four people who suffer a stroke also experiences symptoms of post-traumatic stress disorder afterwards. He discussed other life-threatening illnesses that can also result in PTSD. He said the younger a person is who experiences a life-threatening event, the more likely they are to experience PTSD. He also talked about the potential treatments for the disorder. **Kathryn Zickuhr**, Pew Research Center's Internet and American Life Project. Ms. Zickuhr led a surprising study that found that Americans ages 16 to 29 are actually more likely than older Americans to have read a printed book in the past year and are more likely than their elders to use a library. She discussed the rapidly changing landscape of technology and literacy, and how libraries have adapted. **Guillermo Payet**, Founder and President of LocalHarvest.org, a non-profit organization that maintains a nationwide directory of small farms, farmers markets and other local food sources - Mr. Payet explained Community Supported Agriculture, where small farmers sell shares of their annual harvest to local families. The families then receive weekly deliveries of vegetables or fruit. He talked about the positive social and environmental impact of the "buy local" movement.

| | | | |
|-------|-----------|------------------------|---|
| Other | 6/14/2015 | 7:00:00 Syndicated | 1:00:00 Jon D. Miller, PhD , Research Scientist, Director of the International Center for the Advancement of Scientific Literacy at the University of Michigan - Dr. Smith's research found that 48 percent of Generation X (ages 37-48) are enrolled in continuing education courses or other job training. He explained why technology and the changing job market have made it necessary for midcareer professionals to pursue lifelong learning opportunities. He believes this is the new norm, particularly in technical fields, such as medicine, auto mechanics or information technology, and that workers will routinely return to school to stay up to date with changing technology and trends. Paul Offit, MD , Chief of the Division of Infectious Diseases and Director of the Vaccine Education Center at the Children's Hospital of Philadelphia, Professor of Pediatrics at the University of Pennsylvania School of Medicine, author of book called "Do You Believe in Magic? The Sense and Nonsense of Alternative Medicine" - From visits to acupuncturists, chiropractors and naturopaths to the use of vitamins and supplements, half of the US population uses some form of alternative medicine. Dr. Offit said he believes that alternative medicine can be dangerous because it is an unregulated industry under no legal obligation to prove its claims or admit its risks. He explained why alternative medicine's popularity has grown so rapidly. He said he thinks some alternative treatments do work as a result of the placebo effect, enabled by the healing powers of the human mind. Meghan Busse, PhD , Associate Professor of Management and Strategy at the Kellogg School of Management at Northwestern University - Dr. Busse was the co-author of a study that found women frequently are quoted higher prices for car repairs than men. The research also found that consumers (of any gender) who do their homework about the cost of repairs usually pay less. She offered advice on how to avoid being ripped off. |
| Other | 6/21/2015 | 7:00:00 Syndicated | 1:00:00 Jamin Brahmhatt, MD , Urologist, co-director of the Personalized Urology & Robotics Clinic at South Lake Hospital, in affiliation with Orlando Health - Dr. Brahmhatt's organization commissioned a survey that found that far more men can remember their first car than those who can remember when they had their most recent health checkup. He discussed the reasons why an annual checkup is so important and the reasons that men avoid trips to the doctor. He also offered advice to wives who want to encourage their husbands to make health a greater priority. Lori LaCivita, PhD , industrial and organizational psychologist - Thanks in part to older workers working past the traditional retirement age, four generations of workers are in the workforce at once for the first time. Dr. LaCivita said each generation prefers different leadership and communication styles, which can trigger challenges in the workplace. She outlined strategies for managers to build strong and effective teams with a diverse pool of employees. Ted Labuza, PhD , expert in food safety, Professor in the Department of Food Science and Nutrition at the University of Minnesota - Professor Labuza discussed how to interpret the expiration dates on food labels. Many of the dates don't mean what consumers think they do. He explained how to determine whether a package of food with a past expiration date is safe to eat. |
| Other | 6/24/2015 | 8:15:00 Local Produced | 0:05:00 Interview with Dax Tomlinson with The Patriot Bull Run about the fundraiser event for MARSOC on July 4th in Idaho Falls. |
| Other | 6/25/2015 | 8:15:00 Local Produced | 0:05:00 Interview with Chris from Postello Nissan Kia and Julie from Make a Wish Idaho talking about the \$100 donation for every car sold during the month of June. |

Other

6/28/2015

7:00:00 Syndicated

1:00:00

Michael Oswald, author of "*Your Guide to the National Parks: The Complete Guide to all 58 National Parks*" - In researching his book, Mr. Oswald visited and camped in 48 of our national parks over the course of several years. He shared his thoughts on the importance of the national parks system, and offered advice for visitors regarding some on the lesser-known attractions. Based on his observations as a frequent visitor, he believes that the national park system is being managed and funded in a responsible way. **Stanton A. Glantz, Ph.D.**, Director of the Center for Tobacco Control Research and Education at the University of California, San Francisco - Dr. Glantz published a comprehensive study of the effect of laws that ban smoking in public places. He found that the restrictions result in a rapid decrease in hospitalizations for heart attack, stroke, respiratory diseases, including asthma and chronic obstructive pulmonary disease. He said he favors even stronger legislation to restrict smoking, because he found that the strictest laws resulted in the highest health benefits. **Roxana Soto**, journalist, co-founder of SpanglishBaby.com, co-author of "Bilingual Is Better: Two Latina Moms on How the Bilingual Parenting Revolution is Changing the Face of America" - Since the founding of the US, immigrants traditionally expected their children to embrace the American melting pot by leaving behind their heritage language and speaking only English. However, Mrs. Sota is part of a growing movement of Latino parents who want to maintain their language and cultural heritage, by encouraging their children to be bilingual. She talked about the obstacles faced by bilingual families and the benefits of speaking more than one language.