



# RIVERBEND COMMUNICATIONS

## 1st QUARTER 2024 ISSUES PROGRAMS KTHK

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January

TOTAL:

2:13:12 | *hh:mm:ss*

February

TOTAL:

2:22:28 | *hh:mm:ss*

March

TOTAL:

3:46:03 | *hh:mm:ss*



# RIVERBEND COMMUNICATIONS

## 1st QUARTER 2024 ISSUES REPORT KTHK

ISSUES	DATE	TIME	SOURCE	HH:MM:SS	DESCRIPTION OF SEGMENT
<b>January</b>					
Health (Physical/Mental)	1/1/2024	12:00:00 AM	Local Produced	0:00:30	"RIVERBEND AWARENESS PROJECT  This ran for the month of January for Blood Donor Awareness Month. There was a minimum of 40 pre-recorded mentions at :30 length and a minimum of 18 pre recorded mentions at :18 in length. There was also a minimum of 8 live mentions at approximately :30 in length.
Health (Physical/Mental)	1/1/2024	12:00:00 AM	Local Produced	0:01:00	"Mental Health Monday  Every Monday 1/1/24 - 1/29/24 with a minimum of 5 thirty-second spots and 5 sixty-second spots each Monday. Total spots 65 at :30 and 65 at :60.  Prioritize Mental Health In the hustle and bustle of everyday life, it's easy to forget to take a moment for ourselves and check in on our mental wellbeing. You can do that by setting some time aside for self reflection. Consider journaling or just sitting in a quiet contemplation to get insight into your mental state. Review your day and look at what went well or what you can improve on. Another great way to prioritize mental health is to practice self compassion. Be kind to yourself. Treat yourself with the same compassion and understanding you would offer to a friend. Finally you can regularly engage in activities that bring you joy and relaxation. Self care can include hobbies, exercise, spending time with loved ones, or any activities that nurture your wellbeing.
Education	1/2/2024	4:40:00 AM	Local Produced	0:02:12	Calving season! We only have one calf, born premature but hes happy and healthy! Its a new thing for me now because i moved off the farm. I am on night check. But calving will pick up in a few weeks!
Education	1/3/2024	4:40:00 AM	Local Produced	0:01:52	The white tarps on the side of the freeway that look like giant sticks of marshmallows are full of corn silage for cows. Silage is fermented high moisture corn feed. Some farmers do a mixture of hay and silage for their cows.
Education	1/8/2024	4:40:00 AM	Local Produced	0:02:22	Modern technology has helped us! Keeping cameras in the barn to watch the cows calve can help ranchers monitor when their animals need help.
Education	1/10/2024	4:40:00 AM	Local Produced	0:02:15	Take care of your fruit trees and evergreens They will come back to life more if you shake off all the snow on your trees and shrubs.

Education	1/12/2024	4:40:00 AM	Local Produced	0:02:02 With the cold temps, its important we check the cows at night, at least every two hours. If a calf is born in negative temperatures, they will freeze. Monitor them carefully to see if they need to be taken inside.
Education	1/15/2024	4:40:00 AM	Local Produced	0:02:27 Calves are prone to frost bite on their ears. Some older ranchers use things like old socks and hand warmers to protect calves' ears from the cold.
Education	1/17/2024	4:40:00 AM	Local Produced	0:02:13 Our number one product in Idaho is dairy! Learn to make buttermilk with regular milk and vinegar, or your own cottage cheese.
Health (Physical/Mental)	1/17/2024	3:45:00 PM	Local Produced	0:00:30 Boil water advisory in affect for Falls Water Company customers in Bonneville County
Education	1/19/2024	4:40:00 AM	Local Produced	0:01:56 Sometimes a cow with twins won't claim them both. If the mom doesn't claim one then you will need to bottle feed the calf.
Education	1/22/2024	4:40:00 AM	Local Produced	0:02:02 Calving season brings a lot of work. Balancing the night checks of the animals with other people can allow everyone to get some rest in shifts.
Education	1/26/2024	4:40:00 AM	Local Produced	0:02:01 Normal flashlights mayonly show short distances, but long distance flashlights can cover more ground when checking animals at night.
Education	1/31/2024	4:40:00 AM	Local Produced	0:02:20 Snow is important because Idahoans need to refill our reservoirs and ground water. Idaho is a desert, so we need snow melt. Snow also helps farmers' fields because it insulates winter crops.

## February

Health (Physical/Mental)	2/1/2024	12:00:00 AM	Local Produced	0:00:30 "RIVERBEND AWARENESS PROJECT  This ran for the month of February for American Heart Month There was a minimum of 40 pre recorded mentions at :30 length and a minimum of 18 pre recorded mentions at :18 in length. There was also a minimum of 8 live mentions at approximately :30 in length.
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Health (Physical/Mental)	2/1/2024	12:00:00 AM Local Produced	0:01:00 "Mental Health Monday  Every Monday 2/5/24 - 2/26/24 with a minimum of 5 thirty-second spots and 5 sixty-second spots each Monday. Total spots 65 at :30 and 65 at :60.  Prioritize Mental Health In the hustle and bustle of everyday life, it's easy to forget to take a moment for ourselves and check in on our mental wellbeing. You can do that by setting some time aside for self reflection. Consider journaling or just sitting in a quiet contemplation to get insight into your mental state. Review your day and look at what went well or what you can improve on. Another great way to prioritize mental health is to practice self compassion. Be kind to yourself. Treat yourself with the same compassion and understanding you would offer to a friend. Finally you can regularly engage in activities that bring you joy and relaxation. Self care can include hobbies, exercise, spending time with loved ones, or any activities that nurture your wellbeing.
Education	2/5/2024	4:40:00 AM Local Produced	0:01:57 The cows calved a ton on the weekend my family was gone. We work as a family between my fam and then my uncles fam. In 24 hrs we got 13 calves. Some complications but we got twins!
Education	2/7/2024	4:40:00 AM Local Produced	0:02:22 This time of year is bull sale season! Ranchers often keep several bulls in ensure all cows will calve next season.
Education	2/12/2024	4:40:00 AM Local Produced	0:02:13 Bottle fed calves may be grafted to another mother who has lost her own calf. That requires taking the smell of the other calf onto the bottle baby and so the other mom will recognize the small and take the orphan calf as her own.
Education	2/16/2024	4:40:00 AM Local Produced	0:01:52 There are times when you may need to put baby calves in hot water to bring up there body temperature if they have been out in the cold too long. When a calf is acting dizzy or confused while warming up, that indicates that the calf needs sugar. Calves will get hypoglycemic and need a little bit of a sugar boost.
Education	2/19/2024	4:40:00 AM Local Produced	0:02:02 Most chickens lay an average of 1 egg a day. Americans eat 95 million DOZEN eggs a year.
Education	2/26/2024	4:40:00 AM Local Produced	0:01:58 Calving season is slowing down. One thing every cattle rancher should have is a good vet on hand that you can call!

Education	2/28/2024	4:40:00 AM Local Produced	0:02:14 Idaho ranks #3 in the US for mint production. Idaho mint growers produce about 1.4 lbs of mint oil annually. So use local mint!
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**March**

Health (Physical/Mental)	3/1/2024	12:00:00 AM Local Produced	0:00:30 RIVERBEND AWARENESS PROJECT
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This ran for the month of March for March Into Literacy Month. There was a minimum of 40 pre recorded mentions at :30 length and a minimum of 18 pre recorded mentions at :18 in length. There was also a minimum of 8 live mentions at approximately :30 in length.

The Riverbend Awareness Project brings you a new conversation each month about important causes and issues in our community. Every month of 2024 we will sit down and have a conversation with a professional from our community about significant issues like heart health, Alzheimer's, literacy, and more. We'll then share that conversation with you on the Riverbend Awareness Project Podcast, with the goal of sharing resources, and information that will help you have a better understanding of the particular problems, and solutions, associated with each topic.

Health (Physical/Mental)	3/1/2024	12:00:00 AM Local Produced	0:01:00 "Mental Health Monday"
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Every Monday 3/4/24 - 3/25/24 with a minimum of 5 thirty-second spots and 5 sixty-second spots each Monday. Total spots 65 at :30 and 65 at :60.

**Prioritize Mental Health**  
In the hustle and bustle of everyday life, it's easy to forget to take a moment for ourselves and check in on our mental wellbeing. You can do that by setting some time aside for self reflection. Consider journaling or just sitting in a quiet contemplation to get insight into your mental state. Review your day and look at what went well or what you can improve on.  
Another great way to prioritize mental health is to practice self compassion. Be kind to yourself. Treat yourself with the same compassion and understanding you would offer to a friend.  
Finally you can regularly engage in activities that bring you joy and relaxation. Self care can include hobbies, exercise, spending time with loved ones, or any activities that nurture your wellbeing.

Education	3/1/2024	4:40:00 AM Local Produced	0:02:15 Idaho Gem state leads in the production of pumice, also a major producer of garnets, feldspar, Llead, phosphate, zinc. Idaho is also rich in gemstones like Opal, Quartz, Agate, Amethyst, Aquamarine, Star Garnets. So Idaho has more than just potatoes coming out of the state!
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Health (Physical/Mental)	3/2/2024	1:05:00 PM Local Produced	0:01:00 Daylight Savings Time. Experts say to prepare early if daylight savings affects your mental health.
Health (Physical/Mental)	3/5/2024	4:10:00 PM Local Produced	0:00:30 How to get your kids ready for the time change starting today.
Charity	3/7/2024	12:00:00 AM Local Produced	0:01:00 "5th Annual Fundraising for Families  This ran 3/7 - 3/13 with a minimum of 102 mentions. Each mention was approximately :30 - :60 in length EIRMC and the Ronald McDonald House Charities of Idaho This year's Fundraising for Families goal is to raise \$70K to support families with ill or injured children through services provided by Ronald McDonald House Charities of Idaho. Generous donors will match up to \$35K during this three-day campaign. Make your matching donation today to help families in Eastern Idaho. Having a child in the hospital places a huge financial burden on families. There is no cost for families to use the Ronald McDonald Family Room; generous donations from the community make this possible. Any family with an ill or injured child at EIRMC can use the Ronald McDonald Family Room at no cost, whether they live here in Idaho Falls or traveled from outside the area. At the Ronald McDonald Family Room, families with ill children can grab a hot meal or snack, do laundry, take a nap, shower, relax in a home-like environment, and even stay the night all without leaving EIRMC.
Charity	3/7/2024	12:00:00 AM Local Produced	0:01:00 RIVERBEND AWARENESS PROJECT - RONALD MCDONALD FAMILY ROOM  Lori Priest, the Director of Community Engagement for the Ronald McDonald House Charities of Idaho was our guest.
Education	3/5/2024	4:40:00 AM Local Produced	0:02:01 Cattle have thick skin and natural insulation to their body. Herds will also bunch up together to share warmth with each other on extremely cold days and nights. You can also give them straw to help stay warm.
Education	3/8/2024	4:40:00 AM Local Produced	0:02:17 Today is International Womens day! So a giant thank you to all the women in agriculture paving the way. The number of women in agriculture today has grown 76% in the last 15 years.