



RIVERBEND COMMUNICATIONS
2014 QUARTER 2 ISSUES REPORT KTHK

RIVERBEND
COMMUNICATIONS

April

TOTAL:

4:40:30 | hh:mm:ss

May

TOTAL:

4:10:30 | hh:mm:ss

June

TOTAL:

5:06:00 | hh:mm:ss



2014 QUARTER 2 ISSUES REPORT KTHK

RIVERBEND
COMMUNICATIONS

ISSUES	DATE	TIME	SOURCE	HH:MM:SS	DESCRIPTION OF SEGMENT
April					
Crime/Safety	04/01/2014 - 04/30/2014	0:00:00	Local Produced	0:01:00	This is a recorded :30 DJ Testimonial that is running in the promotion position throughout the day Sun-Sat, Midnight-Midnight through the month of April for "Child Abuse Prevention Month" to support Help, Inc. and their work in East Idaho for victims, families, and awareness.
Crime/Safety	4/2/1980	7:25:00	Local Produced	0:20:00	"Ask a Cop" Once a month Brad and Tara talk to Sgt. Karl Casperson from the Bonneville County Sheriff's Department. Here are the questions he answered this month: Are speed limits changing to 80 on the freeways in Idaho and if a child runs away from home do the parents get into trouble?
Crime/Safety	4/2/2014	8:00:00	Local Produced	0:03:30	Brianna Jones from Help, Inc. was in studio to discuss Child Abuse Prevention/Awareness Month.
Other	4/6/2014	7:00:00	Syndicated	1:00:00	Gary Taubes, science and health journalist, discussed the science of weight loss. Ben Dattner, PhD, psychologist, Adjunct Professor in Organizational Development at New York University discussed taking blame and credit as part of your career development. Jonathan Adkins, spokesman for Governors Highway Safety Association reported on a recent study that measured the role of speeding in traffic deaths.
Education	4/9/2014	8:50:00	Local Produced	0:03:00	Alyssa Rod from The Tautphaus Park Zoo came in to talk about the Zoo opening and brought in a ferret. Talked about the educational opportunities at the zoo for kids this year.
Other	4/10/2014	8:30:00	Local Produced	0:05:00	Marine Cpl. Phillip Baldwin came into the studio to talk about his story of courage and strength, losing his legs to an IED in Afghanistan. We also discussed the Wounded Warrior Project and involvement with The Idaho Mustangs Football Team in Idaho Falls.
Other	4/11/2014	8:50:00	Local Produced	0:03:00	Connie Smith, Director of The Snake River Animal Shelter came in to talk about their fundraiser Rummage Sale and Bake Sale to benefit their new building.
Other	4/13/2014	7:00:00	Syndicated	1:00:00	Eric Decker, PhD, Professor, Head of the Department of Food Science at the University of Massachusetts spoke about the common health risks and increase of rancid foods due to reductions in trans fats. Lori Andrews, Law Professor, Director of the Institute for Science, Law & Technology at Illinois Institute of Technology talked about the erosion of personal privacy rights due to the explosion of social media. Kevin Haley, Director of Product Management for Symantec Security Response discussed how cell phones hold personal, financial, and work-related data that thieves can easily steal. He offered advice for how phone owners can protect their data.
Other	4/20/2014	7:00:00	Syndicated	1:00:00	Anne Perschel, PhD, leadership and organizational psychologist, discussed how women can overcome obstacles and move into senior leadership roles in corporations. Steven Kotler, science writer discussed how governments, industry, and entrepreneurs can adapt to changing forces to help with shortages of water, food, energy, and education. Alison Borland, Vice President of Retirement Product Strategy at Aon Hweitt discussed retirement planning; how many Americans have dipped into their retirement savings early, especially Black and Hispanic Americans. She discussed how the recession have affected retirement, and what people can do to shore up their depleted 401(k) accounts.

Other	4/27/2014	7:00:00	Syndicated	1:00:00	Ric Edlerman, nationally-recognized financial advisor, explained how the average person can save for a comfortable retirement. James Hubbard, MD, talked about basic skills that everyone should know in the event of an emergency. Simon Davidoff, Water Expert and Director, Food & Beverage Industry for Siemens Water Technologies talked about little-known ways that water is wasted by consumers each day and what people can do to reduce their "water footprint."
Education	4/30/2014	9:00:00	Local Produced	0:05:00	Kidz Corner Pre-School in studio demonstration and tour
May					
Other	5/1/2014	8:50:00	Local Produced	0:05:00	Brandi Newton, Executive Director of The Idaho Falls Arts Council was in studio to talk about Idaho Gives Day. Aired interview.
Other	5/4/2014	7:00:00	Syndicated	1:00:00	Mike Staver, strategic business advisor, creator of the audio and video series "21 Ways to Defuse Anger and Calm People Down", spoke of the study by the U.S. Department of Labor that found that homicide is the fourth leading cause of death for women in the workplace. He spoke about how to deal with workplace violence, how to recognize warning signs, and how to defuse conflicts on the job. Jonathan Ladd, PhD, assistant professor of Government and Public Policy at Georgetown University, discussed the evaporation of confidence in the news media over the last 40 years. He explained why this issue is so important in a healthy democracy. Jerry Brewer, MD, dermatologist and researcher at the Mayo Clinic, discussed why skin cancer is six times higher among young adults than it was 40 years ago.
Other	5/11/2014	7:00:00	Syndicated	1:00:00	Dorothy Espelage, PhD, Professor of Child Development, Department of Educational Psychology, University of Illinois at Urbana-Champaign, discussed the prevalence of sexual harassment and sexual violence among middle school youth. Greg Kaplan, PhD, Assistant Professor of Economics, Princeton University, talked about how roughly one-third of all U.S. families live paycheck-to-paycheck, even though these middle class families have decent incomes, but have their money tied up in homes or retirement funds. Dr. Kaplan discussed how this might not be as financially dangerous as it might appear. Michelle Macy, MD, Assistant Professor of Emergency Medicine, University of Michigan, discussed research that found that 90 percent of parent drivers admitted to distracted driving with kids in the car and offered tips to minimize distractions on the road.
Crime/Safety	5/14/2014	8:15:00	Local Produced	0:02:30	Brianna Jones from Help, Inc. came in to talk about a Trivia Night Fundraiser on 5/17
Other	5/18/2014	7:00:00	Syndicated	1:00:00	Mike Gikas, Senior Electronics Editor at Consumer Reports, reported that a projected 3.1 million cell phones were stolen last year. He offered security tips to prevent the loss of data if a phone is lost or stolen. Robert D. Morris, MD, PhD, environmental epidemiologist, drinking water research scientist, showed how despite better overall health conditions, the nation's water supply remains a serious health risk. He discussed potential disease pathogens, toxic chemicals, the link between chlorine relied on for water treatment with cancer and stillbirths, and the history of water-borne pathogens like cholera and typhoid. Lynsey Romo, Assistant Professor of Communication, North Carolina State University, led a study of school-aged kids and found that parents often make gender-based distinctions in what they choose to talk about, which can have repercussions for children in the future.
Other	5/22/2014	8:15:00	Local Produced	0:03:00	Bill Sewell, The President of The Exchange Club was in to talk about The Field of Honor for Memorial Day Weekend.

Other 5/25/2014 7:00:00 Syndicated 1:00:00 Richard Bolles, career development expert and author, discussed the changing way companies locate and hire employees. Jean Illsley Clarke, PhD, internationally known parent educator, explained how parents can recognize how they overindulge their children, why it can be damaging, and how to foster responsibility and independence in children. Ron Montoya, Consumer Advice Editor at Edmunds.com, offered suggestions for shoppers who have poor credit, how to clean up credit reports, and ways buyers can demonstrate that they are a good credit risk.

June

Other 6/1/2014 7:00:00 Syndicated 1:00:00 Mai Fernandez, Executive Director of the National Center for Victims of Crime, discussed the human impact of crime statistics, why so many crimes go unreported, the effectiveness of victims' rights laws, and the resources available to crime victims. Steve Pemberton, Divisional Vice President of Diversity and Inclusion at Walgreens, and author, shared his rags-to-riches journey, starting with a childhood of neglect and abusive foster homes, and how a love of reading transformed his life. He discussed the value of diversity in America and where we stand on that role in America. Lacey Plache, Chief Economist of Edmunds.com spoke about hybrid vehicles and explained why conventional gas-powered cars are successfully competing against hybrids. She talked about the rapidly growing number of vehicles capable of delivering more than 30 miles per gallon.

Other 6/8/2014 7:00:00 Syndicated 1:00:00 Michael Ford, Founding Director of the Center for the Study of the American Dream at Xavier University, spoke about how 97.5 percent of immigrants who want to become American citizens successfully pass a naturalization test, however, 35% of native-born Americans are not sufficiently educated to pass the same test. He explained the serious threat that civic illiteracy is to America. Cynthia Hammond-Davis, author of "If I Knew Then What I Know Now! College & Financial Aid Planning from a Parent's Perspective", shared insights for how to start planning early in a child's life for financial aid, scholarships, and how to sort out the complexities of college searches, athletics, and extracurricular activities. Robert Whelan, PhD, postdoctoral research fellow at the University of Vermont, led a recent brain-imaging study that examined similarities and differences in the brains of teens with ADHD vs. those who use drugs and alcohol, and how to help teens before neurological impulses get them into trouble.

Other 6/12/2014 8:15:00 Local Produced 0:03:00 Mike McClendon from the Military Affair Committee came in to talk about a fundraiser called The Firecracker 5K.

Other 6/15/2014 7:00:00 Syndicated 1:00:00 Christopher Wildeman, PhD, Associate Professor of Sociology, faculty fellow at the Institution for Social Policy Studies at Yale University spoke about the 12% of American children who suffer from neglect or physical, emotional or sexual abuse before they turn 18 years old. He offered suggestions for changes in public policy to deal with the issue. Cash Nickerson, employment expert, attorney, and author discussed how many Baby Boomers want to continue to work after the traditional age of retirement, the challenges that surround an aging working population, and offered ideas on how older workers can make a gradual change into retirement rather than a sudden exit from the workforce. Jeff Haig, Chair of the UCLA Scholarship Admissions Committee talked about the value of summertime activities as a strategic opportunity for students planning for college, and how to use that time to get a leg up in the competitive college admissions process.

Other	6/22/2014	7:00:00	Syndicated	1:00:00	Enrico Moretti, PhD, Professor of Economics at the University of California, Berkeley, discussed the unprecedented redistribution of jobs, population, and wealth, and how he believes it will accelerate in years to come. He offered advice for young people who are considering career choices and weighing the value of education. Victoria Moran, board-certified holistic health counselor, discussed veganism and outlined why millions of Americans have chosen to avoid animal-based products. She offered suggestions on how a person can decide whether the lifestyle is right for them, and talked about the challenges vegans often face in raising kids, travelling, and eating out. Richard Ponziani, traffic safety researcher, President of RLP Engineering, recently conducted a study that found that drivers fail to use turn signals nearly half the time, which results in as many as 2 million traffic accidents each year. He explained some possible solutions to the problem.
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Other	6/27/2014	7:50:00	Local Produced	0:03:00	Karen Lansing came in to promote the grand re-opening on the Habitat For Humanity "Re-Store" thrift store.
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Other	6/29/2014	7:00:00	Syndicated	1:00:00	Peter Cappelli, Professor of Management at the Wharton School and Director of Wharton's Center for Human Resources at the University of Pennsylvania discussed how, despite high unemployment rates, companies cannot find qualified applicants or workers that will accept jobs at wages offered. He offered advice for unemployed and recently-graduated job seekers. Jeff Deyette, Senior Energy Analyst/Assistant Director of Energy Research and Analysis at the Union of Concerned Scientists, conducted a two-year study of simple steps consumers can take to reduce global warming emissions by 20 percent. He outlined some of the most effective ways to save energy and money. Dan Hannan, CSP, safety, health and environmental expert and author, talked about accidents in the home, which are the fifth leading cause of death. Mr. Hannan talked about the most common accidents and how to avoid them.
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