



# RIVERBEND COMMUNICATIONS

## 4th QUARTER 2023 ISSUES PROGRAMS KTHK

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October

TOTAL:

4:26:24 hh:mm:ss

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November

TOTAL:

0:23:13 hh:mm:ss

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December

TOTAL:

10:13:27 hh:mm:ss



# RIVERBEND COMMUNICATIONS

## 4th QUARTER 2023 ISSUES REPORT KTHK

ISSUES	DATE	TIME	SOURCE	HH:MM:SS	DESCRIPTION OF SEGMENT
<b>October</b>					
Health (Physical/Mental)	10/1/2023	12:00:00 AM	Local Produced	0:01:00	Breast Cancer Awareness month. We spent the month giving information on breast cancer screenings, including the availability of downloading a discounted mammogram coupon. During the month of October we talked about breast cancer awareness a minimum of 20 times a week in recorded and live talk that was anywhere from :30 seconds to 1 minute in length for a minimum of 80 mentions in the month. 12.4% of women in the United States will develop breast cancer over the course of her lifetime. This makes breast cancer the most common cancer among women after skin cancer. On average, every 2 minutes a woman is diagnosed with breast cancer and 1 woman will die of breast cancer every 13 minutes. Each year, approximately 70,000 men and women age 15 to 39 are diagnosed with cancer in the United States. Breast cancer is also the most common cancer for women in this age group. Most women, about 8 out of 10, who get breast cancer do not have a family history of the disease.
Health (Physical/Mental)	10/3/2023	6:00:00 AM	Local Produced	3:00:00	"Break For The Cure". KTHK Participated in Break For The Cure at Teton Cancer Institute. We encouraged listeners to stop by our location to pick up a goodie bag filled with breast cancer information, including a discount mammogram coupon. While on location we spoke with doctors and nurses and talked about the importance of breast cancer pre-screening and why it's so valuable in helping beat breast cancer. We were on location from 6:00am - 9:00am with three :30 second breaks per hour.
Education	10/20/2023	4:40:00 AM	Local Produced	0:02:12	Ag talk: Cows lack the red retina receptor and only see yellow green blue and violet colors.
Education	10/23/2023	4:40:00 AM	Local Produced	0:02:25	It's the time of year for preparing to trail cows down to the valley from the ranches in the higher country. This is also a good time for training young horses because, while they won't be able to do as much to help while they are being trained, cattle drives are a great way for young horses to learn from the other horses.
Education	10/25/2023	4:40:00 AM	Local Produced	0:02:07	Different types of beef in way of finishing. Grain fed, grass finished, organic and natural. The differences all depend on the types of feed and vaccinations given to the cows.

**November**

Education	11/4/2023	12:00:00 AM	Local Produced	0:01:00 KTHK spent 4 days encouraging listeners to get out and vote in local elections. KTHK shared the importance of voting and educating individuals in the issues/topics being voted on as well as polling locations and how/where to register. A minimum of 3 mentions per day from 11/4-11/7 for 12 minimum mentions through the duration from an estimated :30 seconds to 1:00 minute in length.
Crime/Safety	11/22/2023	3:50:00 PM	Local Produced	0:01:00 Don't drink and drive this Thanksgiving. The day before Thanksgiving is known as Black-Out Wednesday or Drinksgiving due to the excessive amount of drinking that takes place. KTHK encouraged making sure a sober ride home was available, uber, drinking at home or simply not drinking to excess.
Crime/Safety	11/22/2023	5:50:00 PM	Local Produced	0:01:00 Don't drink and drive this Thanksgiving. The day before Thanksgiving is known as Black-Out Wednesday or Drinksgiving due to the excessive amount of drinking that takes place. KTHK encouraged making sure a sober ride home was available, uber, drinking at home or simply not drinking to excess.
Education	11/2/2023	4:40:00 AM	Local Produced	0:02:17 You can grow wild rice in Idaho! Northern Idaho has one farm growing wild rice. They grow naturally in shallow lakes and streams Its too dry in the southern part of the state to grow wild rice.
Education	11/7/2023	4:40:00 AM	Local Produced	0:02:22 PSA- Share the road with everyone! A local farmer had to drive his combine into a ditch to avoid hitting someone driving in the middle of the road. Combine parts are expensive and are difficult to replace. Share the road and be kind.
Education	11/15/2023	4:40:00 AM	Local Produced	0:02:07 Cows brought to the valley this time of year will spend the next few weeks field hopping, grazing on hay fields until we will take them to the winter fields. January is when calving season will start.
Education	11/17/2023	4:40:00 AM	Local Produced	0:02:27 Facts for raising goats. They are selective eaters, but will also eat vast amounts of weeds. Goats don't have top front teeth.

**December**

Health (Physical/Mental)	12/7/2023	5:00:00 AM	Local Produced	5:00:00 From 5am to 10am The Bobby Bones Show held their annual Radio-Thon to help raise money for St. Jude Children's Hospital. During the 5 hours they spent time talking about cancer research, the importance of fundraising, interviewing patients and families and talking with doctors and nurses.
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Health (Physical/Mental)	12/8/2023	5:00:00 AM	Local Produced	5:00:00	From 5am to 10am The Bobby Bones Show held their annual Radio-Thon to help raise money for St. Jude Children's Hospital. During the 5 hours they spent time talking about cancer research, the importance of fundraising, interviewing patients and families and talking with doctors and nurses.
Education	12/5/2023	4:40:00 AM	Local Produced	0:02:03	Idaho has over 60 Christmas tree farms. The average tree crop takes 3-10 years to reach Christmas tree height. This is a productive industry in the state.
Education	12/11/2023	4:40:00 AM	Local Produced	0:02:22	The time of year to check cows for pregnancy. The vet can also check to see which calves will need extra assistance when being born or if there are twins.
Education	12/13/2023	4:40:00 AM	Local Produced	0:01:52	Raising chickens is a growing industry. Fun fact: chickens also have better color vision than humans do.
Education	12/14/2023	4:40:00 AM	Local Produced	0:02:23	We interviewed Tish from the Idaho Potato Museum and she gave us some fun potato facts. 13.5 billion potatoes are grown in Idaho every year. Make sure to store them in a cool dark place to avoid rot.
Education	12/19/2023	4:40:00 AM	Local Produced	0:02:14	Support local honey farmers and get honey for Christmas gifts.. Idaho Honey bees made over 2 million lbs of honey last year and we have over 92,000 hives in Idaho.
Education	12/21/2023	4:40:00 AM	Local Produced	0:02:33	Many ranchers make sure their heifers calve before the older cows so they can give them more attention and help during their first calving. Sometimes calves are born prematurely.