



# RIVERBEND COMMUNICATIONS

## 2nd QUARTER 2023 ISSUES PROGRAMS KTHK

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April

TOTAL:

2:29:37 | *hh:mm:ss*

May

TOTAL:

4:26:59 | *hh:mm:ss*

June

TOTAL:

1:18:30 | *hh:mm:ss*



# RIVERBEND COMMUNICATIONS

## 2nd QUARTER 2023 ISSUES REPORT KTHK

ISSUES	DATE	TIME	SOURCE	HH:MM:SS	DESCRIPTION OF SEGMENT
<b>April</b>					
Education	4/1/2023	12:00:00 AM	Local Produced	0:01:00	Hawk Book Club for Kids. From 04/01/06-30 KTHK encourages reading in and out of the classroom with the Hawk Book Club for Kids. We mention this promotion a minimum of 25 times per week. And once per month KTHK visits a classroom to deliver books to the students so they can start building their home libraries.
Health (Physical/Mental)	4/3/2023	12:00:00 AM	Local Produced	0:01:00	Mental Health Mondays. Each Monday on KTHK we talk about the importance of mental health and mental wellbeing. We encourage the community to look out for one another by checking in and reaching out to friends and loved ones. We give information for Crisis lifelines and the national suicide prevention hotline. Each mention is anywhere from 30 seconds to a minute with a minimum 6 mentions every Monday.
Education	4/3/2023	4:30:00 AM	Local Produced	0:02:10	Talked about Idaho Chickpea production. Idaho has a large chickpea production line in north Idaho.
Education	4/5/2023	4:40:00 AM	Local Produced	0:02:23	Talked about Bottle Baby Bob and how he's basically like a puppy. Bottle fed calves will follow you everywhere!
Education	4/7/2023	4:40:00 AM	Local Produced	0:01:48	Talked about sheep 4-h and all the things kids can learn. Learned that sheep wool is used for many things, like in chewing gum.
Education	4/10/2023	4:40:00 AM	Local Produced	0:02:03	How to get a garden started if youre a beginner and if you have a small space to work with, what to plant. and how to build garden boxes.
Environment	4/10/2023	5:40:00 AM	Local Produced	0:01:56	Flood warning for east Idaho. Talked about different words that mean flood warning. Hydro-logic Outlook.
Education	4/13/2023	4:40:00 AM	Local Produced	0:02:12	Bottle baby calves can get a milk gut like beer drinkers get a beer gut. Once calves are at least 4-6 months old, their body learns to distribute the artificial milk nutrients normally.
Crime/Safety	4/14/2023	4:40:00 PM	Local Produced	0:01:00	Increased distracted driving patrol in East Idaho.. Put your phones down!

Education	4/14/2023	4:40:00 AM Local Produced	0:01:52 "Idaho's 25,000 farms and ranches produce more than 185 different commodities, and we're ranked in the top 10 in the U.S. for production of more than 25 crops and livestock." <a href="https://agri.idaho.gov/main/wp-content/uploads/2019/09/IDOA_Always_Growing_web-3.pdf">https://agri.idaho.gov/main/wp-content/uploads/2019/09/IDOA_Always_Growing_web-3.pdf</a>
Education	4/17/2023	4:40:00 AM Local Produced	0:02:14 Talked about locally grown and produced potato chips called ROOTS. Talked about the flavor, where you can find them, and that we love to support local farmers.
Education	4/19/2023	4:40:00 AM Local Produced	0:01:47 Talked about sod farming in East Idaho and how common it is.
Education	4/20/2023	4:40:00 AM Local Produced	0:02:02 Progression of calving season, over halfway, but there are still some stragglers. Some that are not in the same cycle as the other cows won't calve until early June.
Education	4/24/2023	4:40:00 AM Local Produced	0:02:28 Where cows and calves go after their born. Talked about diseases to watch for in new calves. Just because its getting a little warmer, doesn't mean calves stop getting sick.
Education	4/25/2023	4:40:00 AM Local Produced	0:02:12 The McDonald french fry was invented by J.R. Simplot here in Idaho.
Education	4/28/2023	4:40:00 AM Local Produced	0:01:54 Talked about horses and their favorite non-horse snacks! Certain things horses can and can't have.
Education	4/26/2023	4:40:00 AM Local Produced	0:02:14 Talked about the history of potatoes in Idaho and when the first fields were planted and who brought them. Pioneers discovered that our volcanic soil was what the potatoes would need to thrive.
Education	4/28/2023	4:40:00 AM Local Produced	0:01:22 Ag Info: Pigs can run up to 15-20 mph. And they are excellent swimmers.
Charity	4/29/2023	12:00:00 AM Local Produced	0:01:00 Idaho Gives 2023. From 4/29-05/02 KTHK encouraged people to choose an Idaho non profit to donate to. Between the above mentioned dates we ran a minimum of 6 mentions a day. Each DJ had a specific non profit we mentioned. Special Olympics Idaho and Champs Heart.

May

Education	5/1/2023	12:00:00 AM	Local Produced	0:01:00 Hawk Book Club for Kids. From 04/01/-06-30 KTHK encourages reading in and out of the classroom with the Hawk Book Club for Kids. We mention this promotion a minimum of 25 times per week. And once per month KTHK visits a classroom to deliver books to the students so they can start building their home libraries.
Charity	5/1/2023	12:00:00 AM	Local Produced	0:01:00 Idaho Gives 2023. From 4/29-05/02 KTHK encouraged people to chose an Idaho non profit to donate to. Between the above mentioned dates we a minimum of 6 mentions a day and on 5/3 and 5/4 we gave mentions every hour driving listeners to idahogives.org. ranging from 45 seconds to a minute. Each DJ had a specific non profit we mentioned. Special Olympics Idaho and Champs Heart.
Education	5/1/2023	4:40:00 AM	Local Produced	0:02:23 "The temperature difference between our warm days and cool nights of Idaho's growing season produces sweeter fruit and higher solids in Idaho's famous potatoes. An arid climate and cold winters provide an ideal growing environment with fewer destructive pests and diseases than you'll find in many other parts of the United States."  <a href="https://agri.idaho.gov/main/wp-content/uploads/2019/09/IDOA_Always_Growing_web-3.pdf">https://agri.idaho.gov/main/wp-content/uploads/2019/09/IDOA_Always_Growing_web-3.pdf</a>
Education	5/2/2023	4:40:00 AM	Local Produced	0:01:54 Some ranchers are not going to get the cows up to the high ranch till late May because of the amount of snow this year. Also talked about how the farmers are very happy with the snow totals, but Ranchers are not.
Environment	5/3/2023	4:20:00 PM	Local Produced	0:01:00 Idaho Falls city wide clean up! The day to get rid of garbage, hazardous waste, appliances etc.
Other	5/3/2023	5:45:00 PM	Local Produced	0:01:00 Information about the Idaho Falls Farmers Market
Health (Physical/Mental)	5/4/2023	3:40:00 PM	Local Produced	0:05:00 Larry Cudmore from Champs Heart. Talked about how they work with children with disabilities and veterans through horse therapy.
Education	5/4/2023	4:40:00 AM	Local Produced	0:02:02 The Snake River, "The Nile of Idaho" is an invaluable source of water as it winds its way across much of the south portion of the state. The Snake River Plain sits above a vast aquifer containing 200 million acre feet of water, one of the largest freshwater aquifers in the world. Irrigation water combined with the rich, volcanic soil creates a fertile environment responsible for most of Idaho's agricultural production.  <a href="https://agri.idaho.gov/main/wp-content/uploads/2019/09/IDOA_Always_Growing_web-3.pdf">https://agri.idaho.gov/main/wp-content/uploads/2019/09/IDOA_Always_Growing_web-3.pdf</a>

Education	5/5/2023	4:40:00 AM Local Produced	0:01:15 Talked about the sensitivity of horses ears and what it means when they're positioned certain ways.
Education	5/8/2023	4:40:00 AM Local Produced	0:02:07 Talked about how the snow is melting, but we still can't get up to the ranch. We have enough hay to feed the cows till early June, but we need to have the snow melt fast so they can graze.
Health (Physical/Mental)	5/8/2023	12:00:00 AM Local Produced	0:01:00 Mental Health Mondays. Each Monday on KTHK we talk about the importance of mental health and mental wellbeing. We encourage the community to look out for one another by checking in and reaching out to friends and loved ones. We give information for Crisis lifelines and the national suicide prevention hotline. Each mention is anywhere from 30 seconds to a minute with a minimum 6 mentions every Monday.
Education	5/9/2023	4:40:00 AM Local Produced	0:01:27 Talked about a cattleman who went up to the ranch and decided to plow the snowy roads himself so he can drive into the ranch. Talked about how the cows are getting restless and know they want to go home.
Education	5/15/2023	4:40:00 AM Local Produced	0:02:23 Where to get raw milk in our area. Raw milk usually keeps more of the natural minerals and vitamins and can taste better.
Charity	5/15/2023	12:00:00 AM Local Produced	0:01:00 Crusade Against Cancer Fun Run and Walk. From 05/15-06/03 KTHK encouraged people to be a part of the Crusade Against Cancer benefitting the Shannon Wilker Foundation. Between the dates listed above, KTHK mentioned this event a minimum of 50 times per week with each mention between 45 seconds and 1 minute. We also had an interview with the organization that aired on June 2 that lasted roughly 5 minutes.
Education	5/17/2023	4:40:00 AM Local Produced	0:01:52 Talked about which counties bring in the most money with agriculture commodities. Most SE and SW. Bingham comes in at number 6.
Education	5/18/2023	4:40:00 AM Local Produced	0:02:12 Talked about different cuts of steak. Best cuts for BBQ. Admitted i have never heard of a Porterhouse steak, which is a part of the T Bone steak.
Education	5/22/2023	4:40:00 AM Local Produced	0:02:31 Talked about a game we play on the ranch called "whats in my pocket. She has to guess what i have left from calving season. I had a needle head, calf band, rubber glove, and a piece of candy.
Education	5/24/2023	4:40:00 AM Local Produced	0:01:57 Justin gave the ag min today. There are more cows than people in the state of Idaho. Short little fun fact.

Education	5/25/2023	4:40:00 PM	Local Produced	0:02:22 The cows are going home! Talked about how were taking the cows up to the ranch this weekend! Talked about the process it takes and talked about the lingo i use when talking about cows.
Education	5/29/2023	4:40:00 AM	Local Produced	0:02:02 Idaho's comprehensive transportation system moves our agricultural commodities and processed goods across the nation and around the world. Road: 5 interstates, 20 U.S. highways, 30 state highways Rail: 1,500 miles of rail, moving 100 million metric tons of freight a year. <a href="https://agri.idaho.gov/main/wp-content/uploads/2019/09/IDOA_Always_Growing_web-3.pdf">https://agri.idaho.gov/main/wp-content/uploads/2019/09/IDOA_Always_Growing_web-3.pdf</a>
Crime/Safety	5/29/2023	12:00:00 AM	Local Produced	0:00:20 105 The Hawk Cares. Starting 05/29-06/30 KTHK encourages listeners to pay attention during the 100 deadliest days on Idaho roads. Be hands free, don't drink and drive, don't drive tired etc. KTHK Cares is mentioned a minimum of 15 times per week with each mention lasting roughly 20 seconds
Education	5/30/2023	4:40:00 AM	Local Produced	0:02:11 Talked about how horses can have extremely apparent personalities and every horse is always different.
Education	5/31/2023	4:40:00 AM	Local Produced	0:01:21 Local honey, a spoonful of it a day can help with local allergies since its local pollen.

## June

Charity	6/1/2023	12:00:00 AM	Local Produced	0:01:00 Crusade Against Cancer Fun Run and Walk. From 05/15-06/03 KTHK encouraged people to be a part of the Crusade Against Cancer benefitting the Shannon Wilker Foundation. Between the dates listed above, KTHK mentioned this event a minimum of 50 times per week with each mention between 45 seconds and 1 minute. We also had an interview with the organization that aired on June 2 that lasted roughly 5 minutes.
Crime/Safety	6/1/2023	12:00:00 AM	Local Produced	0:00:20 105 The Hawk Cares. Starting 05/29-06/30 KTHK Encourages listeners to pay attention during the 100 deadliest days on Idaho Roads. Be hands free, don't drink and drive, don't drive tired etc. KTHK Cares is mentioned a minimum Of 15 times per week with each mention lasting roughly 20 seconds
Education	6/1/2023	4:40:00 AM	Local Produced	0:02:13 Facts about Idaho Ag. Milk production Idaho Ranks 3rd in the nation. Idaho produces 13 billion lbs of milk.
Health (Physical/Mental)	6/5/2023	12:00:00 AM	Local Produced	0:01:00 Mental Health Mondays. Each Monday on KTHK we talk about the importance of mental health and mental wellbeing. We encourage the community to look out for one another by checking in and reaching out to friends and loved ones. We give information for Crisis lifelines and the national suicide prevention hotline. Each mention is anywhere from 30 seconds to a minute with a minimum 6 mentions every Monday.

Education	6/6/2023	4:40:00 AM	Local Produced	0:02:12 Talked about when a mother cow doesn't want the baby. Talked about what we can do to get the mother to take the calf and if she doesn't, how to bottle feed.
Education	6/8/2023	4:40:00 AM	Local Produced	0:01:57 Talked about some more facts about pigs and the products for which they can be used.
Education	6/9/2023	4:40:00 AM	Local Produced	0:02:27 Hay farmers are asking for no rain. Rain is causing farmers to stop cutting, making the hay grow too tall and lose it nutrients.
Education	6/12/2023	4:40:00 AM	Local Produced	0:01:46 Cows have connections with certain people. They can remember people and recognize them after not seeing them for a long period of time.
Charity	6/12/2023	12:00:00 AM	Local Produced	0:01:00 Ronald McDonald House Charities Movies in the park. From 6/12-6/24 KTHK encouraged listeners to get out and enjoy the movies in the park benefitting Ronald McDonald Charities of Idaho KTHK gave away tickets to the event. Each week we mentioned this event a minimum of 25 times per week with each mention between 30 seconds and a minute.
Education	6/14/2023	4:40:00 AM	Local Produced	0:02:16 Idaho is the 5th largest producer of cherries in the country. Most cherries are grown in northern Idaho, but you can definitely grow them in east Idaho.
Education	6/16/2023	4:40:00 AM	Local Produced	0:02:03 Idaho is the 3rd largest producer of cheese and milk.! Family owned businesses and dairies are very common in Idaho.
Education	6/20/2023	4:40:00 AM	Local Produced	0:02:14 The importance of not feeding other farmer's animals. Also the dangers of feeding horses grass clippings because the gasses they omit as they dry will cause horses to colic.
Education	6/23/2023	4:40:00 AM	Local Produced	0:01:22 Talking about how farmers help neighbors with cutting hay. You help the neighbors because you never know when you'll need some help as well.
Education	6/26/2023	4:40:00 AM	Local Produced	0:02:12 June is national pollinator month! Idaho has more than 11.8 million acres in agricultural production for bees to pollinate.
Health (Physical/Mental)	6/26/2023	12:00:00 AM	Local Produced	0:01:00 The 4th of July isn't a good time for everyone! From 6/26-6/30 KTHK reminded the Community that not everyone enjoys the 4th. Specifically focusing on Veterans with PTSD and making sure to secure your pets. KTHK Mentioned this a minimum of 4 times per day with each mention being anywhere from 30 seconds to a minute.
Education	6/27/2023	4:40:00 AM	Local Produced	0:02:03 Its National Onion Day! Idaho ranks 4th in the nation in onion production and produces 25% of the nation's onions.

