



RIVERBEND COMMUNICATIONS  
2014 QUARTER 4 ISSUES REPORT KCVI



October

TOTAL:

4:23:00 | hh:mm:ss

November

TOTAL:

5:20:00 | hh:mm:ss

December

TOTAL:

4:15:00 | hh:mm:ss



# RIVERBEND COMMUNICATIONS 2014 QUARTER 4 ISSUES REPORT KCVI



ISSUES DATE TIME SOURCE HH:MM:SS DESCRIPTION OF SEGMENT

October

ISSUES	DATE	TIME	SOURCE	HH:MM:SS	DESCRIPTION OF SEGMENT
Crime/Safety	10/3/2014	07:15:00AM	Local Produced	0:05:00	Traffic School with Sergeant Crane: Every Friday we host a local police officer in the studio to discuss public safety and traffic issues
Other	10/5/2014	5:00:00	Syndicated	1:00:00	<b>Jeff Herten, MD</b> , author of <i>"The Sobering Truth: What You Don't Know Can Kill You"</i> The widespread nature of hidden alcoholism in our society. Alcohol is more addictive and destructive than drugs like heroin. Alcohol consumption contributes to a surprising number of cancers and other health problems. <b>Pat Brown</b> , author of "How to Save Your Daughter's Life: Straight Talk for Parents from America's Top Criminal Profiler": Risky choices that teens make that can put them in harm's way, and how predators use that behavior to choose their victims. Parents of teen girls need to be more proactive than ever about keeping their daughters safe. <b>Michelle Budig, PhD</b> , sociology professor, University of Massachusetts, Amherst -- The parenthood pay gap; mothers are less likely to be hired for jobs, to be perceived as competent at work or to be paid as much as male colleagues with the same qualifications. However, having a child is good for a man's career. She discussed the possible reasons behind this problem and potential solutions.
Crime/Safety	10/10/2014	7:15:00	Local Produced	0:05:00	Traffic School with Sergeant Crane: Every Friday we host a local police officer in the studio to discuss public safety and traffic issues
Other	10/12/2014	5:00:00	Syndicated	1:00:00	<b>Sally Satel, MD</b> , Resident Scholar at the American Enterprise Institute, editor of "When Altruism Isn't Enough: The Case for Compensating Kidney Donors" 12 people die each day while waiting for a life-saving kidney transplant. Dr. Satel discussed the shortage of organ donations and a program to compensate organ donors, through in-kind rewards, such as a contribution to a retirement fund, an income tax credit, or tuition vouchers for their children—rather than lump-sum cash payments, which she believes would elevate the shortage of organs. <b>James Betts, PhD</b> , Senior Lecturer in Nutrition, Metabolism & Statistics at the University of Bath, England: Conventional wisdom has always maintained that breakfast is the most important meal of the day. Dr. Betts led a study of whether people who eat breakfast are healthier or lose weight more effectively than those who skip it. His research found that breakfast eaters consumed more calories each day and were more physically active overall, but there was no difference in weight. He said that while breakfast doesn't matter for adults, it is still important for children for nutrition and learning. <b>Monica Betson Montgomery</b> , author of "The Keys to College: A Roadmap for Parents to Guide Their Children" -- Preparing for college should begin in grade school or even earlier. She outlined possible strategies for parents navigate their way through their child's educational career.
Crime/Safety	10/17/2014	7:15:00	Local Produced	0:05:00	Traffic School -- we discussed the following subjects with Sergeant Crane: Is it illegal in Idaho to drive with a cracked windshield? Say you are pursuing a driver toward the state line, can a state police officer continue pursuit into another state?
Education	10/17/2014	7:20:00	Local Produced	0:03:00	Invited members of the Shelley High School student body in to discuss their upcoming football game against Sugar-Salem and have them sing their school fight song.

Other	10/19/2014	5:00:00	Syndicated	1:00:00	<b>Robert Neuman, PhD</b> , former associate dean of academic advising at Marquette University, author of <i>"Are You Really Ready for College?: A College Dean's 12 Secrets for Success - What High School Students Don't Know"</i> Roughly 2/3rds of college students fail to earn a degree in four years. Strategies that high school students can use to enter college with the knowledge, learning skills and work ethic required to succeed. He explained why extra-curricular activities are also quite important when submitting a college application. <b>Graeme Cowan</b> , corporate mental health consultant, author of <i>"Back from the Brink: True Stories and Practical Help for Overcoming Depression and Bipolar Disorder"</i> One in five Americans takes at least one psychiatric medication, such as an anti-depressant or anti-anxiety drug. He explained how depression can affect a company's workforce, and how managers and co-workers can help someone who is suffering for depression, stress or other mental health issues. <b>Dana Peres Edelson, MD</b> , Director of Clinical Research at the Emergency Resuscitation Center at the University of Chicago Medical Center -- Dr. Edelson was a co-author of revised guidelines for cardiopulmonary resuscitation for The American Heart Association. She outlined the current recommendations for CPR procedures, and said chest compression should be the top priority in a cardiac emergency
Crime/Safety	10/24/2014	07:15:00AM	Local Produced	0:05:00	Traffic School with Sergeant Crane: Every Friday we host a local police officer in the studio to discuss public safety and traffic issues
Other	10/26/2014	5:00:00	Syndicated	1:00:00	<b>AnMarie Thomas, PhD</b> , Associate Professor, School of Engineering at the University of St. Thomas, author of <i>"Making Makers: Kids, Tools, and the Future of Innovation"</i> Dr. Thomas said many of today's engineering students have few hands-on skills or the ability to actually make or fix something. She explained why it is crucial to encourage today's youth to think creatively and innovatively. She offered suggestions for parents who want to teach their children to be able to use their hands to make things. <b>Valter Longo, PhD</b> , biogerontologist and cell biologist, Professor at the University of Southern California-Davis School of Gerontology, Director of the USC Longevity Institute -- Dr. Longo has led multiple studies examining the effect of fasting on life extension and cancer therapy. His latest study found that a three-day fast appears to significantly increase the effectiveness of chemotherapy treatments. He talked about the possible reasons behind this finding, and what people need to know before considering a fast. <b>Sara Bleich, PhD</b> , Associate Professor at Johns Hopkins Bloomberg School of Public Health. Dr. Bleich believes consumers make poor nutritional choices because the concept of calories means very little to them. She conducted a study of urban teenagers in which signs were placed in convenience stores, informing patrons that it would take five miles of walking to burn up the calories from a soft drink. Soda sales declined, not only while the signs were posted, but even weeks after they were removed. She explained the importance of finding ways to communicate nutritional information in more useable formats.

Other	11/2/2014	5:00:00	Syndicated	1:00:00	<b>John Santa, M.D., M.P.H.</b> , Director of the Consumer Reports Health Ratings Center, which provides analyses and ratings to help consumers make informed health-care decisions. Dr. Santa and Consumer Reports recently evaluated the most frequently-used screenings for cancer. Of the eleven screenings evaluated, the organization only recommended three, cautioning that most consumers should avoid eight other common tests. Dr. Santa explained the results of his study, and offered advice for health consumers. <b>Nathaniel D. Smith, M.A., LPC-S, NCC</b> , Licensed Professional Counselor in suburban Dallas, specializing in anger management and domestic violence issues, author of "Taming Your Temper: A Workbook for Individuals, Couples, and Groups" -- Anger is a growing problem in our society, caused in part by our nation's economic struggles in recent years. He discussed the typical causes of anger, and how out-of-control anger can harm a person's health, destroy relationships, and derail a career. He outlined several anger management strategies that he uses with patients in his practice. <b>Vaughan Dabbs, DC</b> , Chiropractor with more than 20 years of experience, author of "This Is Why Your Back Hurts" -- Dr. Dabbs said Americans are 16 times more likely to experience back pain than someone who lives in a poorer country. He talked about the many choices of treatments for back pain. He also offered advice to improve poor posture, which he believes is one of the primary causes of back problems.
Crime/Safety	11/7/2014	07:15:00AM	Local Produced	0:05:00	Traffic School with Sergeant Crane: Every Friday we host a local police officer in the studio to discuss public safety and traffic issues
Other	11/9/2014	5:00:00	Syndicated	1:00:00	<b>Spencer Cowan, PhD</b> , Vice President of Research at the Woodstock Institute, a Chicago-based nonprofit research and policy organization that focuses on fair lending and financial reform -- Dr. Cowan led a study that examined fairness in the process of applying for a mortgage. He found that a home loan application listing a female applicant with a male co-applicant is less likely to be approved than one listing a male applicant with a female co-applicant. He discussed the possible reasons behind this issue and why it matters. <b>Anne Fletcher</b> , health and medical writer, author of "Inside Rehab: The Surprising Truth About Addiction Treatment and How to Get Help That Works" -- Ms. Fletcher discussed treatment options for people with substance abuse issues. She said it's common for people who struggle with addiction to require treatment multiple times, but she found that rehab centers often provide the same treatment over and over, rather than trying different approaches for repeat patients. <b>Amanda E. Staiano, PhD</b> , Postdoctoral Research Fellow in the Division of Population Science at the Pennington Biomedical Research Center in Baton Rouge, LA -- 33% of American children are obese or overweight. Dr. Staiano was the lead author of a study that found that kids who have televisions in their bedrooms are twice as likely to be fat and nearly three times as likely to be at risk for heart disease and diabetes as those who don't. She recommended that parents limit a child's screen time to no more than two hours per day.
Crime/Safety	11/14/2014	07:15:00AM	Local Produced	0:05:00	Traffic School with Sergeant Crane: Every Friday we host a local police officer in the studio to discuss public safety and traffic issues

Other	11/16/2014	5:00:00	Syndicated	1:00:00	<b>Angela Garner, MD, FACEP</b> , emergency physician from Galveston, TX, President of the American College of Emergency Physicians -- Many Emergency Room doctors say the fear of malpractice lawsuits results in extra blood tests and imaging scans that are not necessary. Dr. Gardner talked about this trend and why ER physicians are such an inviting target for legal action. She also offered suggestions on how to improve the situation. <b>John Hartigan, Jr., PhD</b> , Director of the American Parades Center for Cultural Studies and Associate Professor of Anthropology at the University of Texas at Austin, author of "What Can You Say?: America's National Conversation on Race" -- Dr. Hartigan discussed the state of race relations in America and the media's role in it. He discussed ways that the first black President has affected attitudes regarding race relations. <b>Alan L. Ross, DMD</b> , President of the National Coalition for School Bus Safety -- Although automobile safety technology has improved dramatically in the past two decades, school bus designs have changed very little. Dr. Ross explained the reasons behind this lack of progress. He believes seat belts should be mandated in all school buses. He talked about the expenses involved to retrofit the nation's school bus fleet.
Crime/Safety	11/21/2014	07:15:00AM	Local Produced	0:05:00	Traffic School with Sergeant Crane: Every Friday we host a local police officer in the studio to discuss public safety and traffic issues
Other	11/23/2014	5:00:00	Syndicated	1:00:00	<b>Aimée Morrison, PhD</b> , Associate Professor of English Language and Literature, University of Waterloo -- Professor Morrison discussed the synthetic perfection in nearly every image we see today, and how that affects women and their self images. She explained why the Photoshopping of nearly every image we see in the media has caused an increase in body insecurity among women. She believes the trend has actually reached a tipping point, where consumers are starting to be turned off by the unattainable images in advertising messages. <b>Michael Harris</b> , author of "The End of Absence: Reclaiming What We've Lost in a World of Constant Connection" -- Mr. Harris believes that we now live in an age that lacks solitude, and the time we once used to be alone with our own thoughts is now filled with social media and technology. He explained his own story of going on a "technology fast," and why those moments of silence are so important. <b>Karen Jones</b> , author of "The Difference A Day Makes" -- Quick and simple actions anyone can take to make a positive difference in the world around them, to fight scourges like homelessness, racism and poverty. She explained what she calls philanthropy, actions such as volunteering or donating that emotionally benefit the donor.
Crime/Safety	11/28/2014	07:15:00AM	Local Produced	0:05:00	Traffic School with Sergeant Crane: Every Friday we host a local police officer in the studio to discuss public safety and traffic issues

Other	11/30/2013	5:00:00	Syndicated	1:00:00	<b>Donald McCabe, PhD</b> , Professor, Department of Management and Global Business at the Business School at Rutgers University -- Dr. McCabe is a researcher who studies cheating in school. He has found that levels of cheating are on the rise in every level of education. He discussed some of the latest and most inventive methods of cheating fostered by newer technologies. He also offered suggestions to parents on how they can encourage their children to be honest. <b>Gary Small, MD</b> , Director of the Memory and Aging Research Center at UCLA -- Dr. Small discussed the growing number of cases of Alzheimer's Disease diagnosed in patients under the age of 65, and the possible causes of the trend. He also talked about the differences in Alzheimer's in young people compared to elderly patients, and the types of therapies and medications available. <b>Harris Stratner, PhD</b> , C.A.S.A.C., Associate Professor and the Director of Addiction Recovery Services for the Department of Psychiatry at Mount Sinai Medical Center, Regional Vice President of Caron Recovery Center -- A growing number of online conversations among teenagers involve the topics of illegal drug use and sex. He shared his concern that many young people are getting dangerous misinformation about drug safety. He talked about the code words that teens often use online, and what parents need to know.
<b>December</b>					
Crime/Safety	12/5/2014	07:15AM	Local Produced	0:05:00	Traffic School with Sergeant Crane of the Idaho State Police -- The laws on tinted windows in vehicles, parking on the wrong side of the road, cracked windshields and safe driving in the winter months.
Other	12/7/2014	5:00:00	Syndicated	1:00:00	<b>Anise Wiley-Little</b> , expert in Human Resources, former corporate Chief Diversity Officer, author of " <i>Profitable Diversity: How Economic Inclusion Can Lead to Success</i> " - Diversity is often ignored, although it can be a tremendous resource for businesses. She outlined the reasons that diversity and inclusion should matter to our nation's corporations and communities. She also said that in most cases, male managers and CEOs are ultimately in control of whether diversity succeeds or fails in a company. <b>Helaine Olen</b> , personal finance writer, author of "Pound Foolish: Exposing the Dark Side of the Personal Finance Industry" -- Americans spend billions of dollars on personal finance products and advice. Ms. Olen discussed common myths purveyed by many of the nation's most respected financial gurus. She said the financial industry frequently sells products and services to consumers that offer little, if any, help in achieving financial security. She talked about the corrosive role that commissions and fees too often play in advice offered by money advisors. <b>Joseph Ugrin</b> , Assistant Professor of Accounting, Kansas State University -- Professor Ugrin discussed his study of a trend called "cyberloafing," which is rapidly increasing in workplaces throughout the nation. He found that all employees -- old and young alike -- are spending large amounts of their workday on non-work-related activities online, such as social networking and managing their finances. He talked about the challenges that employers face in dealing with the problem.
Crime/Safety	12/12/2014	07:15AM	Local Produced	0:05:00	Traffic School with Sergeant Crane of the Idaho State Police -- The legal implications of loaning out your driver's license, whether you need to have your license on you at all times, and the new laws on blood tests for suspicion of DUI.

Other 12/14/2014 5:00:00 Syndicated 1:00:00

**Michael C. Harper**, expert in employment discrimination law, Barreca Labor Relations Scholar and Professor of Law, Boston University School of Law -- Prof. Harper discussed the growing influence of age discrimination in today's job market. He explained the reasons that employers often avoid older job applicants. He said the Age Discrimination in Employment Act, which prohibits employment discrimination against anyone 40 or older, is highly ineffective. Prof. Harper believes the law should be reformed to make it at least as strong a deterrent as laws that prohibit discrimination on race or gender. **Jeff Blyskal**, Senior Editor at Consumer Reports -- Americans are used to being monitored for security reasons as they shop, but Mr. Blyskal said an increasing number of walk-in retailers are taking spying to a whole new level. He said stores are installing hidden video cameras, video analytics software, smartphone tracking and wi-fi hotspots to gather a surprising amount of data about their individual customers. The goal of this intense surveillance is to target shoppers with customized marketing, to convince them to shop more and spend more. **Frances Newton**, financial advisor, founder of Frances Insights -- This is an excellent time of year for consumers to dig through credit card statements and bank receipts, and get their finances in order. She said getting organized will not only help a consumer to save money during the year, but it will also boost financial confidence.

Crime/Safety 12/19/2014 07:15AM Local Produced 0:05:00

Traffic school with Sergeant Crane of the Idaho State Police. Today we covered the following topics: Open container laws, safe winter driving, and cracked windshield laws.

Other 12/21/2014 5:00:00 Syndicated 1:00:00

**Felicia Cosman, MD**, Senior Clinical Director and Chair of the National Osteoporosis Foundation, author of *"What Your Doctor May Not Tell You about Osteoporosis"* -- Recent medical studies about the use of calcium to prevent osteoporosis have had conflicting findings. Dr. Cosman explained that most experts are still unsure about the value of taking calcium supplements. She stressed the importance of getting calcium through the diet, and offered other advice on how to improve bone health and reduce a person's chance of developing osteoporosis. **Deborah Prothrow-Stith, MD**, expert in public health and youth/urban violence, Adjunct Professor at Harvard University, former Massachusetts Commissioner of Public Health -- Dr. Prothrow-Stith discussed the growing trend of youth violence and gang activity in America. She believes that youth violence should be approached as a public health issue, similar to the way that smoking and lung cancer were dealt with through public education. She talked about the value of school-based programs, which have resulted in decreases in aggressive behavior. She also outlined the common characteristics that link most young violent offenders. **Karen Simpson-Hankins**, mortgage and real estate expert, author of "Conquer Your Closing: Insider Secrets for Today's Savvy Home Buyer" -- Ms. Simpson-Hankins discussed the four biggest mortgage mistakes most consumers will make and the questions that consumers should ask lenders. She also explained why home inspections are crucial in the home-buying process, and how consumers can wisely shop for the best interest rate.

Other 12/28/2014 5:00:00 Syndicated 1:00:00

**Frederick M. Hess**, Resident Scholar and Director of Education Policy Studies at the American Enterprise Institute, author of "*The Same Thing Over and Over: How School Reformers Get Stuck in Yesterday's Ideas*" -- Discussion on how uniformity may get in the way of quality education and that the American education system must change radically. He also said that schools need to implement a much wider variety of schooling options that would better meet student needs.

**Kristen Kirkpatrick, MS, RD, LD**, Dietician and Wellness Manager, The Cleveland Clinic Wellness Institute and The Cleveland Clinic Lifestyle 180 Program -- Suggestions to help people read nutrition labels to make wiser choices.. She explained how to find a local farm or produce supplier, which usually can provide information about their food more accurately than a supermarket. **Lance Dodes, MD**, psychiatrist and psychoanalyst, Assistant Clinical Professor of Psychiatry at Harvard Medical School, author of "Breaking Addiction: A 7-Step Handbook for Ending Any Addiction" -- Dr. Dodes explained how to identify an addiction and recognize key moments in addictive behavior. He said that every addictive act is normally preceded by a feeling of helplessness or powerlessness. He offered both long- and short-term advice for those dealing with an addiction.