

3rd Quarter 2012 Report: Issue-Responsive Programming: Station Outreach Activities

Viewer Responses

KSTW regularly responds to viewer letters, e-mails and phone messages regarding programming. We strive to answer questions and concerns in a timely fashion, thus demonstrating our commitment to our viewers.

Program Specials

On July 7, 2012 KSTW aired the special "A Stand for Hope: Alex Scott". This documentary tells the story of the 12th anniversary of Alex Scott's idea to host a lemonade stand in order to help kids with cancer. It was a simple idea that has had tremendous impact. The charity that carries her name has funded cancer research across the country and helped families who need assistance get treatment.

Events

None.

Other

KSTW provides a platform for clients who want to raise awareness and outreach in the community by highlighting specific PSAs in "CW 11 Connects" for a unique social/cause marketing campaign.

Jenna Haskins, Program Coordinator for KSTW, attended the Ascertainment meeting in September of 2012 collecting information from public and non-profit organizations addressing the concerns of the public in our community.

Various In-kind Donations

KSTW sponsored an Emma Bowen intern during third quarter providing valuable experience in the broadcasting industry. In addition, KSTW provided \$3,085 as a contribution for a matching scholarship fund.

Job Fairs

None.

3rd Quarter 2012 Report: Issue-Responsive Programming: Public Affairs Programming

Title: Northwest Indian News - #37
Broadcast Day/Date: Sunday, July 1, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Today's program, hosted by Lummi Tribal member, Chenoa Egawa, is from the Native American Youth and Family Center (NAYA), located in Portland, Oregon. The NAYA Family Center provides educational services, cultural arts and direct support to youth and families in Portland's American Indian and Alaska Native Community. Other stories include: "Midnite Mine", Suquamish Longhouse Opening and "Around Indian Country".

Title: South Sound Business Report - #119
Broadcast Day/Date: Sunday, July 1, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode's topic is local incubator businesses. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner have conversations with newer businesses housed in Small Business Incubators located in Olympia and Tacoma. The guests interviewed in this episode are Corey Lopardi from Pardiman Productions, Jason Robertson from J. Robertson & Associates, Jeff and Kelly Smith-Chambers from Visiting Angels, Jeff Goodwin from eDiscovery Cloud, Chris Free from Rapport Benefits Group, and David Brandon from Lighthouse Electric. Also providing insight during the discussion are David Shaffert, the CEO of Thurston Chamber which is a sponsor of incubators, and Tim Strege, the CEO of William Factory Small Business Incubator in Tacoma.

Title: Northwest Indian News - #38
Broadcast Day/Date: Sunday, July 8, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Chenoa Egawa, Lummi Tribal member, hosts the program from the Northwest Indian College during the 'Red Alert: The Impact of Climate Change on Native Fisheries' workshop, a discussion about an issue that affects all people, worldwide. Other stories include "Quileute Whale Gathering," "Battles of Fire and Water,"

and "The Benefits of Casinos to Communities." The "Around Indian Country" segment includes stories about the "38th Annual First Nations UW Pow Wow" and the "Hansen Creek Habitat Restoration."

Title: South Sound Business Report - #115
Broadcast Day/Date: Sunday, July 8, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner discuss the subject of shellfish farming. Thomas Bloomfield of Chelsea Farms near Shelton explains new developments in aquaculture business as well as the farming of mussels, oysters and other underwater crops. Hedia Adelsman, executive at State Department of Ecology, outlines the effort to address changing chemistry of ocean waters linked to global climate change that are impacting aquaculture. Xinh Dwelley, proprietor of Xinh's Clam & Oyster House in Shelton, speaks about consumer demand for shellfish on the menu as a market demand for aquaculture efforts.

Title: Northwest Indian News - #39
Broadcast Day/Date: Sunday, July 15, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Chenoa Egawa, Lummi Tribal member, hosts the program from the Paschal Sherman Indian School on the Colville Indian Reservation during the Sunflower Festival. Other stories include the "Klamath River Dam Removal," the "Tulalip Coast Guard Training," and the "West Coast American Indian Music Awards."

Title: South Sound Business Report - #120
Broadcast Day/Date: Sunday, July 15, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: In this episode, co-hosts Emily Reiter and Jeff Rounce of the Business Examiner look at the 2012 Health Care Champions. Individuals and groups from the medical sector are profiled as each was honored in Health Care Champions recognition events for Pierce-South King Counties and Thurston-Mason Counties. Winners of these awards include Charlie Keck, M.D. (Lifetime Achievement Award), Lynne Clark, M.D. (Distinguished Service Award), and RotaCare Free Clinic of Tacoma (Community Impact Award). In addition, other winners of the 2012 Health Care Champions awards are discussed.

Title: Northwest Indian News - #48
Broadcast Day/Date: Sunday, July 22, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Host Cerissa Ramsey, Tulalip Tribal member, introduces the story of "Since Time Immemorial: Native American Curriculum." Throughout history, information on Native Americans has been greatly misrepresented and neglected in public school systems. Local tribes join forces with local lawmakers and educators to gather resources to help educate others at the Since Time Immemorial conference where public school educators were taught on the subject of sovereignty and the tribe's impact on the past, present, and future. Following this is the story of "Artist Daphne Odjib," which covers what has led to this Canadian artist's popularity and highly successful career. She is a driving force on the Native Group of Seven where she received many awards for her work. Daphne shares how she gains motivation and where she gets inspiration towards creating her art. The next story covers "Yakama Nation License Plates." People in Yakama Nation can now sign up for a license plate by going to the Tribal Police Department. This has helped to open a number of doors both economically and socially for the people of Yakama. The final segment, "Frybread," covers the history of the exquisitely tasty fry bread and Native American culture. Local Seattle owner of RezFabulous, Lorraine Weeks shares her story of how her business began and gives insights on the traditions of her culture and family.

Title: South Sound Business Report - #116
Broadcast Day/Date: Sunday, July 22, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode looks at the Thurston Economic Development Council Business Awards. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner interview those honored by Thurston County Economic Development Council as Business of the Year in small, medium and large categories as well as Non-Profit of the Year. The interview guests are Dan Jones from ThurststonTalk.com; Renee Ries, the CEO of Farchild Records Search; Casey Cochrane representing Puget Sound Energy; and Dale Richardson of Faith Harvest Helpers in Yelm. This episode also includes an interview with Sandra Miller, general manager of Olympia Governor Hotel and chair of EDC board.

Title: Northwest Indian News - #40
Broadcast Day/Date: Sunday, July 29, 2012

Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Chenoa Egawa, Lummi Tribal member, hosts the program from the shores of Tulalip Bay on the Tulalip reservation during the Tribal Journeys 2009 Paddle to Suquamish landing. The canoes and canoe families attending have traveled from the northern Puget Sound and lower British Columbia coastal regions. However, in a few days they will join together with other canoes from five separate routes during the culmination of Tribal Journeys 2009, Paddle to Suquamish, being hosted at the Port Madison Indian Reservation. More than 80 ocean going canoes and as many as 7,000 people will gather together to witness the canoes coming ashore. Other news stories include "Yakama Nation Wild Horses," "Kasaan Totem Raising," and "Hawai'ian Reunion of Ancestry Celebration."

Title: South Sound Business Report - #121
Broadcast Day/Date: Sunday, July 29, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner highlight local outdoor recreation. Summer is a wonderful time to visit the South Sound and enjoy outdoor recreation opportunities for both tourists and local residents. Discussing the many outdoor recreation options are Roger Andrascik, the acting Assistant Superintendent for Mt. Rainier National Park; May Kay Nelson, the Executive Director for VisitRainier.com; Perry Heck, from American Heritage Campground; and Joe Hyer, the owner of Alpine Outfitters retail store.

Title: Northwest Indian News - #41
Broadcast Day/Date: Sunday, August 8, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Cerissa Ramsey, Tulalip Tribal member, hosts the program from the shores of Tulalip Bay on the Tulalip reservation. The main topic is the 7th Annual American Indian Film Festival held at Bellevue Community College in Northwest Washington. Keynote Speaker Tracy Rector pays tribute to the festivals founder and one of Indian Country's great filmmakers, Phil Lucas. Next, interviews with master basket weavers and enthusiasts from all over the northwest are shown as they gather to tell stories, exchange techniques, and talk about how basket weaving has influenced their lives. Other news stories include "Louie Gong: Native Artist Profile" and "Tribal Leaders Conference on Education."

Title: South Sound Business Report - #117
Broadcast Day/Date: Sunday, August 8, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode discusses the community impacts of Joint Base Lewis McChord. Joining co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are interview guests Dan Penrose, City of Lakewood; Tom Knight, Garrison chief of staff JBLM; Michael Grayum, mayor of DuPont; and Greg Howell, owner of DaReim retail store at Tacoma Mall. Military command at Joint Base Lewis McChord recently joined with surrounding communities to conduct a survey of soldiers and airmen based in the South Sound to learn where they live, shop, and spend their time.

Title: Northwest Indian News - #42
Broadcast Day/Date: Sunday, August 12, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Cerissa Ramsey, Tulalip Tribal member, hosts the program from the deck of the Twilla Dawn with the commercial divers of Nisqually Aquatic Technologies. This episode's main topic is the recovery and disposal of derelict nets in the waters of the Puget Sound. NWIN was able to get an exclusive look at what is being done to protect these precious waters and the great progress being made in the on-going effort to cleanup. Other segments include "Stories from the Cushman Boarding School" and "Prelude Strings for Tulalip Youth."

Title: South Sound Business Report - #122
Broadcast Day/Date: Sunday, August 12, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode discusses the 2012 40 Under Forty award recipients. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner show video vignettes of the 40 youthful leaders in the South Sound named in the Business Examiner recognition event. Andrew Barkis, a 2004 alumnus, and Jeff Ivey, a business lender at sponsor Harborstone Credit Union, join the show to talk about the importance of providing recognition to community leaders.

Title: Northwest Indian News - #51
Broadcast Day/Date: Sunday, August 19, 2012
Time: 8:30 AM
Duration: 30:00

Type/Organization: Public Affairs/Tulalip Tribes
Description: This episode is hosted by Cerissa Ramsey, a Tulalip Tribal member. The first story, "Meacham Creek Restoration," shares the difficulties and solutions generated to restore the land to keep its natural environment opposed to having it become something man-made. The Meacham Creek project's goal is to utilize the land and to keep it sustainable. The following segment covers the "35th Annual Elder's Gathering." What started off as a small group of people coming together to share stories and strengthen friendships had led to an ongoing tradition to keep a culture alive. This year's theme was "Bringing people together," and had an attendance level of nearly 3,000 people. In the next story, "American Indian Film Institute," show how youth have the opportunity to get involved in digital film making and story-telling. Historically, it has been difficult to find Native films for festivals – this program is funded to help change this and to help foster a difference in the future. This episode ends with a story on "Traditional Cooking with Seaweed." Seaweed is the most nutritious vegetable on the planet. Learn the healthy benefits of eating seaweed and how it is a "wonder drug" for not only being good for the skin but how it can also help fight off diseases.

Title: South Sound Business Report - #118
Broadcast Day/Date: Sunday, August 19, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner discuss the Fast Growing Companies of 2012. Leaders of companies selected in Business Examiner's Fast Growing Companies of South Sound are interviewed about their success in growing revenue and jobs through the Great Recession. Interview guests include Kevin Almon of Vital Mechanical Service in Kent; Mark Beardemphl, principal of KMB Design Groups, Olympia; Chad Stoker, CEO of Lacey-based CodeSmart, Inc.; and Alfie and Larry Treleven, principals of Sprague Pest Solutions headquarters in Tacoma.

Title: Northwest Indian News - #43
Broadcast Day/Date: Sunday, August 26, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Cerissa Ramsey, Tulalip Tribal member, hosts the program from the Peace Arch Park in Blaine, Washington at the US/Canada Border. This episode is a retrospective on the role of aboriginal people from Canada and the Northwest in the 2010 Winter Olympic Games. First, artist Bill Helin discusses the cultural festivities for the winter games in which his traditional canoe, the

Ravensong, was honored. Next, Calvin Hunt is profiled regarding the Coke bottle he carved using traditional techniques for the Coca-Cola sponsored exhibit of aboriginal art. And last, Corrine Hunt, a first nations artist, is interviewed about the process of designing the gold, silver, and bronze medals for the games and incorporating aboriginal artwork.

Title: South Sound Business Report - #123
Broadcast Day/Date: Sunday, August 26, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: In this episode, co-hosts Emily Reiter and Jeff Rounce of the Business Examiner interview Joe Sullivan, founder/CEO of Market Insights. They discuss how people, passion and profits are related in any business operation. In addition, Jim Hessler and Steve Motenko, co-hosts of The Boss Show podcast and co-owners of Path Forward leadership training, join to explain how their internet-based "radio" show sheds light on the dynamics of workplace leaders in fun ways.

Title: Northwest Indian News - #44
Broadcast Day/Date: Sunday, September 2, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Cerissa Ramsey, Tulalip Tribal member, hosts the program from the banks of the Elwha River on the Klallam Reservation. The first story is the "Lower Elwha Klallam Fish Hatchery," detailing one of the many steps to restoration for the Elwha River and its salmon population. Also discussed is the demolition of the dams on the river. Next, "2010 U.S. Census" explains the importance of the Census and the benefits to Indian country. The most important benefit is receiving the federal funding that is derived from population count. The National Indian Gaming Association is highlighted in "NIGA 25th Anniversary." In addition, Tulalip Tribe member Stan Jones Sr. received one of the three lifetime achievement awards presented at the anniversary celebration. The last story is the "Lummi Nation Cedarworks Gallery" opening in Bellingham, WA.

Title: South Sound Business Report - #119
Broadcast Day/Date: Sunday, September 2, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode's topic is local incubator businesses. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner have

conversations with newer businesses housed in Small Business Incubators located in Olympia and Tacoma. The guests interviewed in this episode are Corey Lopardi from Pardiman Productions, Jason Robertson from J. Robertson & Associates, Jeff and Kelly Smith-Chambers from Visiting Angels, Jeff Goodwin from eDiscovery Cloud, Chris Free from Rapport Benefits Group, and David Brandon from Lighthouse Electric. Also providing insight during the discussion are David Shaffert, the CEO of Thurston Chamber which is a sponsor of incubators, and Tim Strege, the CEO of William Factory Small Business Incubator in Tacoma.

Title: Northwest Indian News - #45
Broadcast Day/Date: Sunday, September 9, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Cerissa Ramsey, Tulalip Tribal member, hosts this episode. The first story is the "Small Business Administration E200 Initiative." Fifteen local Native American business owners had an opportunity to improve and expand their businesses through a nine months long Native Executive Training Program sponsored by the US Small Business Administration. Next, the "World Eskimo Indian Olympics (WEIO)" follows the annual, week long event in Fairbanks, Alaska for traditional games, drumming, dancing, artists, and the annual Miss WEIO competition. "Eagleridge Totem Raising" highlights the generous donation of a totem pole from carver Jewell James to Eagleridge Elementary School. Many of the Lummi students felt culturally left out and the totem pole was a way to acknowledge their heritage and encourage a learning environment they feel comfortable in. The last story covers the "Northwest Indian Youth Conference." Native American students attended a three day event that featured workshops, cultural events, traditional games, and speeches from Native American actors and celebrities.

Title: South Sound Business Report - #124
Broadcast Day/Date: Sunday, September 9, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner highlight the 2012 Women of Influence award recipients. This annual Business Examiner recognition program honors women who hold prominent leadership positions and contribute to community growth. Several honorees are featured such as Tanya Andrews, CEO Children's Museum of Tacoma, Rachael Costner, CEO of Women's Resource, and Maureen Fife, CEO Habitat for Humanity Tacoma-Pierce County.

Title: Northwest Indian News - #46
Broadcast Day/Date: Sunday, September 16, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Mytyl Hernandez hosts this episode of Northwest Indian News. The first story is "Tribal Journeys: The Paddle to Makah" covering the 2010 annual celebration for inner-tribal connections and honoring the elders. Eighty-six canoes landed on the Makah Reservation on Neah Bay when more than fifty Pacific Northwest tribes and Canadian First Nations participated in the landing ceremony. The next story, "Japanese Ainu," discusses how members of one of Japan's native tribes joined the Tulalip tribe on their paddle to Neah Bay. They wanted to observe a Native American tribe as an example of open tribal pride. The Japanese Ainu are working to regain their cultural identity because in the past Japan suppressed tribal heritage. "The Salish Sea" is about the naming ceremony for the inland marine waters of Washington and British Columbia. This gesture by the government is important because it acknowledges that this body of water was used and occupied for thousands of years by the Salish people. Last, the "Stillaguamish Dugout Canoe" follows the work of a carver who was commissioned by the Stillaguamish tribe to make a shovel-nosed dugout river canoe. It had been almost a hundred years since that style of traditional canoe had been brought back into the tribe.

Title: South Sound Business Report - #120
Broadcast Day/Date: Sunday, September 16, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: In this episode, co-hosts Emily Reiter and Jeff Rounce of the Business Examiner look at the 2012 Health Care Champions. Individuals and groups from the medical sector are profiled as each was honored in Health Care Champions recognition events for Pierce-South King Counties and Thurston-Mason Counties. Winners of these awards include Charlie Keck, M.D. (Lifetime Achievement Award), Lynne Clark, M.D. (Distinguished Service Award), and RotaCare Free Clinic of Tacoma (Community Impact Award). In addition, other winners of the 2012 Health Care Champions awards are discussed.

Title: Native Heartbeat - #1
Broadcast Day/Date: Sunday, September 23, 2012
Time: 8:30 AM
Duration: 30:00

Type/Organization: Public Affairs/Tulalip Tribes
Description: Host Chenoa Egawa opens the program from the United Indians of All Tribe's Daybreak Star Indian Cultural Center, during the benefit concert titled 'Looking Back Toward The Future'. The benefit concert raises funding and awareness of the 40th anniversary of the successful occupation and takeover of Fort Lawton by the Seattle Area Native Community. Other stories include "Squamish First Nation Totem Raising," "House of Respect," and "John Barnett Inter Tribal Canoe Races."

Title: South Sound Business Report - #125
Broadcast Day/Date: Sunday, September 23, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode's topic is the annual Globe Awards for International Trade. World Trade Center Tacoma selects recipients of awards related to local engagement in global commerce. Executive Director Anthony Hemstad explains the program, as well as the importance of The Boeing Company (Exporter of the Year) and retiring Congressman Norm Dicks (G.F. Train Commemorative Award) as a champion of the South Sound. Video segments highlight additional Globe Award honorees such as Grakon LLC (Importer of Year), Access the USA LLC (Service Provider of the Year), and Secretary of State Sam Reed (Lifetime Achievement).

Title: Northwest Indian News - #52
Broadcast Day/Date: Sunday, September 30, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Cerissa Ramsey, a Tulalip Tribal member, hosts this episode. The first story, "Actress Misty Upham," covers the local actress' return to her youth theater group Red Eagle Soaring. Red Eagle Soaring provides native youth the opportunity to express their tribe's oral culture theatrically. In "Colville Retirement Center's 30th Anniversary," the unique nursing home is highlighted. It is the only retirement center on a reservation in the state of Washington. It offers its residents native activities so they can be surrounded by their culture and language. The next story is "Coast Salish Day." The Lummi nation hosted the 4th annual event in Bellingham where native songs, dances, art, and canoes were open to the public and the local natives. Last, "Suquamish Ocean Acidification Project" describes the research being conducted by Suquamish Early College High School students in partnership with the Seattle Aquarium Citizens' Science Program and the Suquamish Fisheries Biologists. Samples are being taken from beaches where rising levels of acid in the ocean are impacting shellfish harvests.

Title: South Sound Business Report - #121
Broadcast Day/Date: Sunday, September 30, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner highlight local outdoor recreation. Summer is a wonderful time to visit the South Sound and enjoy outdoor recreation opportunities for both tourists and local residents. Discussing the many outdoor recreation options are Roger Andrascik, the acting Assistant Superintendent for Mt. Rainier National Park; May Kay Nelson, the Executive Director for VisitRainier.com; Perry Heck, from American Heritage Campground; and Joe Hyer, the owner of Alpine Outfitters retail store.

3rd Quarter 2012 Report: Issue/Program List: Issue-Responsive Programming

KSTW-TV regularly broadcasts programs and informational messages dealing with issues that affect its viewers and the communities in which they live. A format description of the programming follows:

CW 11 CONNECTS (PSAs)

(Various)

KSTW provides a platform for clients who want to raise awareness and outreach in the community by highlighting specific PSAs for a unique social/cause marketing campaign.

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

(Various)

Informational messages in lengths of (:60), (:30), (:20), (:15) and (:10) that air throughout the broadcast day and night which serve the community's needs and interests by promoting messages and services of not-for-profit organizations and charitable causes. Many of these public service announcements have local impact.

PUBLIC AFFAIRS PROGRAMMING: "NorthWest Indian News"

Hosted by Lummi Tribal member Chenoa Egawa, this show explores the issues, people, and events impacting Native Americans throughout the country.

PUBLIC AFFAIRS PROGRAMMING: "Native Heartbeat"

Native Heartbeat is a program hosted by Native American journalists highlighting Indian culture, government, and history around the country.

PUBLIC AFFAIRS PROGRAMMING: "South Sound Business Report"

South Sound Business Report is produced by the Business Examiner Newspaper Group and highlights business activity in South Puget Sound. Topics include environment, agriculture, business growth, transportation, education, finance, real estate and economic development.

Ascertainment Issues 3rd Quarter 2012

The following is a description of what KSTW Television has determined to be the most significant issues facing our local communities. This list reflects ongoing topics, as well as a brief list of other issues presented by citizens and community leaders:

Violence and Crime

Teen violence, gun violence, juvenile crime and domestic violence are areas of increasing concern. There is a need to establish safer communities through education, advocacy and youth leadership programs. Policy makers need to identify a long-term, dedicated funding source for human services programs. Communities need to improve access to information and services for teens and provide safe places for children and youth during out-of-school hours. Media needs to promote programs designed to train children how to handle violence.

Child Abuse and Neglect

Child abuse and child neglect are areas of increasing concern. Social isolation is the number one factor of child abuse. Parental support and group parent interaction are key issues. Communities need to provide programs that enable parents of infants and young children to meet the challenges of parenting through mutual support and shared information. New moms need access to parenting resources and tools. Teen pregnancy is a growing concern. 66% of teen parents in Washington have been sexually abused and 60% of homeless youth have experienced physical or sexual abuse. Programs that help abused, neglected or poverty-stricken children attain self-esteem and confidence (i.e. Treehouse) need media attention and awareness.

Homelessness and Housing

There is a critical need for emergency, transitional and low-income housing in our community. Every family needs a safe, stable home base to achieve success; it is especially important for children. Homeless and runaway youth need tools for self-sufficiency, access to basic survival skills, HIV education, referrals to shelters and access to public transportation and health clinics. Programs helping families move from temporary housing to permanent housing need media attention. Due to illness, aging, inflation, or any number of uncontrollable causes, many older homeowners are not able to provide repair work, resulting in unsafe living conditions. Volunteers and media sponsors are needed to staff housing project campaigns such as Habitat for Humanity.

Education

Quality education, early education and after-school tutoring programs are areas of growing concerns. There is a need for parent involvement in schools. Media needs to promote the academic success of children and youth through mentoring and tutoring programs. Media needs to promote the academic success of at-risk and low-achieving students, particularly in the area of literacy. After-school community programs that help

kids succeed in school and prepare for life need community awareness. There is a critical need for one-to-one mentors for students in elementary and middle schools. Schools need to develop new resources and community leadership programs to help children achieve at a higher level and assure the achievement of every child.

Health Care

Issues surrounding quality and affordable health care are an increasing concern. Seniors (over 65 years of age) need reasonable, reliable and affordable health care services. Persons with disabilities need assistance with medical limitations, restrictions and boundaries. Funding long-term health care problems need media attention. Non-profit agencies providing basic health care need fundraising and community support. Long-term care resources need to be made accessible to persons with limitations and disabilities.

Traffic

There is a need for better traffic flow, timed lights in the city and improved general efficiency on highways. Ongoing construction projects need media support. Traffic is the number one delay factor in emergency response times. Media need to educate drivers to move to the right for emergency vehicles, sirens and lights.

3rd Quarter 2012 Puget Sound Broadcaster's Ascertainment Meetings **Topics:**

9/6/12 Hosted by KCPQ in Seattle, the following speakers addressed the Media regarding the topics noted:

Lorraine Thomas, Assistant Manager for the VAPS Fisher House

Discussed how the local Seattle house with 20 rooms gives assistance to the family of a veteran patient while he or she is receiving medical care in the hospital. In addition to housing accommodations, the Fisher House provides classes, gardens, and activities for the family members during their stay.

Don Leingang, Executive Director for the USO Puget Sound Region

Explained how the USO provides support for local soldiers before they deploy through their SeaTac location, Joint Base Lewis-McChord offices, and their mobile canteen. Among their many services, the USO has started "United Through Reading" where a soldier is video recorded reading a story book and then that video and book are sent to their child upon deployment.

Heather Winfrey, Executive Director for Apprenticeship and Non-Traditional Employment for Women, and Bill McCartan, Apprenticeship Training Director for Veterans in Construction

Electrical Topics included the details of their electrical apprenticeship programs, how this training can provide a veteran with a reliable way to support themselves and their family when they transition to civilian life,

and the impressive 100% employment rate after completion of the apprenticeship programs.

Devin Holmes, CEO for Warrior Gateway, and Kristen Parrinello, Marketing and Partnerships for Warrior Gateway Explained how Warrior Gateway provides veterans with one central location to find information on the numerous non-profit organizations that assist veterans. One third of all national non-profit organizations aid veterans. Warrior Gateway helps the veteran search through all of these organizations to find the service provider that will best serve their needs.