

2nd Quarter 2008 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:

PROJECT GREEN (Messages)

KSTW presents an encompassing campaign that will help Western Washington become a better place to live through awareness, education and programs dedicated to the environment. Project Green messages will air on KSTW and KSTW.com. From tips to living green, articles and a calendar of green events in the region, KSTW.com will be a leader in green information in Western Washington.

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: "South Sound Business Report"

South Sound Business Report is a partnership between the Business Examiner Newspaper Group and Clover Park Technical College in Tacoma to highlight business activity in the South Puget Sound. Topics include environment, agriculture, business growth, transportation, education, finance, real estate and economic development.

Ascertainment Issues

2nd Quarter 2008

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. Cell phone laws and regulations need to be enacted.

2nd Quarter 2008 Puget Sound Broadcaster's Ascertainment Meetings

Topics:

4/02/08

Hosted by KOMO-TV, the following speakers participated in the meeting:
Brian Wilson, Chief of Police, Federal Way Police Department. Brian reported that identify theft and fraud have become a rapidly increasing problem and that out of area residents cause/create crime due to transit centers. Jail capacity in So. King County has become an issue as well as language issues with foreign students infiltrating the area.

Elaine Jones, Chief Operations Officer, Allen Institute for Brain Science. The Seattle-based institute was founded in 2003 with \$100 million in seed money from philanthropist Paul G. Allen. The institute takes on projects at the leading edge of science at the intersection of biology and technology. The goals of the institute are to create projects that have a high-impact in the fields of neuroscience and genomics, provide free databases and tools for researchers worldwide and continue to pursue public/private partnerships for funding projects.

Fianna Dickson, PR Director, Hope Heart Institute. Founded in 1959 by world-renowned cardiac surgeon Lester Sauvage and named for legendary entertainer and benefactor Bob Hope, the institute is committed to serving humanity through cardiovascular research and education.

Daniel Perez, Outreach/Intake Legal Advocate, NW Immigrants Rights Project (NWIRP). NWIRP is the only organization in Washington

state dedicated solely to strengthening the rights and well being of low-income immigrants and refugees. Through its legal services, NWIRP helps promote basic human rights, preserve family unity, prevent persecution, protect children and provide hope for justice.

5/07/08

Hosted by Clear Channel, the following speakers participated in the meeting:

Sandy Jeghers, SightLife. Founded from humble beginnings, SightLife has grown into one of the leading eye banks in the world, ending blindness for nearly 3,000 people around the world each year.

Edith Elion, Atlantic Street Center. Originally founded in 1910 as a Settlement House for the large number of Italian immigrants relocating to Seattle's Rainier Valley. In the mid 1950s the Settlement changed its name to Seattle Atlantic Street Center and hired staff with experience in social services and began providing educational, recreational and counseling services to people of color. Edith expressed concern that the media portrays people of color in a negative light and should attempt to highlight achievements for a more balanced perception.

Ken West, Metropolitan Seattle Sickle Cell Task Force/Northwest Sickle Cell Collaborative. Making life better for families with sickle cell disease and trait, the Northwest Sickle Cell Collaborative is a statewide network of care providers and community organizations who are working together to offer comprehensive, up-to-date resources through access to Washington state's most dedicated sickle cell specialists – physicians, nurses, social workers, genetic counselors and more; opportunities to learn about new ways to prevent and manage pain, to work with teachers and schools and to otherwise support your child's health, growth and development; social activities and the chance to meet and learn from other families who are living with sickle cell disease and regular updates on the latest research, community activities and other resources.

Michelle Majors, Development Coordinator, Dress For Success. Celebrating its 10th anniversary in 2008, Dress For Success continues to provide business attire and career development services to local women in need. Dress For Success has helped thousands of Seattle women overcome obstacles to find employment and advance their careers.

Jone Bosworth, Director, Washington State Department of Early Learning (DEL). The DEL was created in 2006 to strengthen our state's focus on early learning. DEL's mission is to create a statewide early learning system that prepares all children for kindergarten by working with Washington's 5,400 licensed family home providers and 2,000 licensed child care centers to ensure health and safety standards are met; funding the state preschool program for low-income families; setting policy for the Working Connections child care subsidy program and giving parents an unprecedented voice in statewide policy, funding and hiring decisions.

Betsy McFeely, PR Director, Goodwill. Goodwill provides quality, effective employment training and basic education to low-income individuals with significant barriers to economic opportunity. With 16 retail stores, 9 job centers for training and 1,200 employees, Goodwill relies on the re-sale of donated items as a source of revenue as well as financial contributions.

6/04/08

Hosted by KVTI Radio in Tacoma, the following speakers participated in the meeting:

Katie Blinn, Assistant Director of Elections, Washington Secretary of State. Katie discussed various Initiatives and how they would impact the state of Washington and went over most frequently asked questions from the public regarding elections. Public Service Announcements have been produced and will be forthcoming for air by local television stations. She also noted that online registration is now available.

Amy Remington, Mortgage Loan Planner, Milestone Home Mortgage. Amy explained the current mortgage crisis from a small business perspective and referred the group to a Web site titled www.optoutprescreen.org.

Sara Paschal, Rock the Books teen program, Tacoma Public Library. The Rock the Books teen program holds in-library concerts for 12-18 year olds to promote reading.

Robert Levin, Community and Economic Development, City of Tacoma. For new or existing businesses in Tacoma, Robert cited and explained the following services offered by the City of Tacoma's Community and Economic Development Department: Economic Gardening Program; Business Loan Program; Business Tax Credits; Neighborhood Business District Program; Building Facade Assistance Program and Secret Shopper Program.

2nd Quarter 2008 Report: Issue-Responsive Programming: Public Affairs Programming

Title: NorthWest Indian News - #14
Broadcast Day/Date: Sunday, 4/06/08
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Yakama Nation in south central Washington. Spanning over 1.4 million acres and with nearly 10,000 tribal members, Yakama Nation has the largest reservation and is the most populous Tribe in the northwestern United States. In segment one, the tiny reservation of the Quileute Tribe located on the shores of Washington's Pacific coastline, is taking bold measures to protect Tribal members and the community of La Push against the threat of Tsunamis. Segment two features the Pendleton Woolen Mills which for more than 100 years has been making premium quality wool blankets with Native artwork and designs as well as wool clothing and other products. The "Around Indian Country" segment contained brief summary reports on the following topics: The Tulalip Hibulb Museum Groundbreaking; Cowlitz Casino Public Meeting; Squaxin Museum Exhibit: Wood, Paper, Glass and Sequim Elk Herds. The program close featured two Yakama Elders who talked about their youth in their native Yakama language.

Title: NorthWest Indian News - #15
Broadcast Day/Date: Sunday, 4/13/08
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Muckleshoot Reservation near Auburn, where the Muckleshoot Tribe is preparing to host the 2006 canoe journey entitled "Past and Present, Pulling Together For Our Future". In segment one, NWIN reporters visit the Glacier Bay National Park in southeastern Alaska, which was once home to the Huna Tlingit Tribe. Today, the park service and the Tribe are working together to allow Tribal members access to their traditional ceremonial and hunting grounds. Segment two features two visionary women who had an idea to create what is now "Heritage University". Today, Heritage University is a four year, accredited, non-profit university located on the Yakama Indian Reservation. More than 1,300 students from many diverse cultures, primarily from south central Washington, are on their way to receiving degress as a result of

the vision and effort of the two women. Segment three covers the preparation for the Canoe Journey 2006 as a group of Native youth are carving a seagoing canoe so that they will be able to participate in the event this year on nearby Lake Washington. The program close features the Muckleshoot Canoe Family as they practice their Tribal songs and dances in preparation for hosting the upcoming Canoe Journey 2006.

Title: NorthWest Indian News - #16
Broadcast Day/Date: Sunday, 4/20/08
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program during the Lummi Stommish Water Festival and Pow Wow on the Lummi Reservation near Bellingham. The word "Stommish" means: honoring our veterans. Segment two reports on The Affiliated Tribes of Northwest Indians, which is an organization representing nearly 60 Tribes from six northwestern states. In segment three, the Colville Tribe hosts a gathering of state and Tribal educators to sign a "memorandum of agreement" to implement a bill to include Tribal history in the common school curriculum. Segment four teaches Native youth the tricks of the movie business during the Super Fly Filmmaking Experience. Segment five reports on the Sealaska Heritage institute's "Celebration 2006" during which some 5,000 Alaska Natives gather in Juneau, Alaska to celebrate their culture with song, dance, artwork and competition. In the "Around Indian Country" segment, NWIN takes us to the Tulalip Tribe's First Salmon Ceremony, to the Spokane Tribe's "Airway Heights" development project, to the Council of B.C. Chiefs summit, to Native American Day at Dry Creek Elementary School in Port Angeles and to the Colville Tribe's Sunflower Festival.

Title: NorthWest Indian News - #17
Broadcast Day/Date: Sunday, 4/27/08
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program during the Omak Stampede and world famous Suicide Race in north central Washington near the Confederated Tribes of the Colville Reservation. The Colvilles have been racing horses up and down the hillsides and across the rivers of the region since time immemorial. The 'Suicide Race' held every August shows off the spectacular horsemanship of the Tribal members. The Omak Stampede event also includes a pow wow, stick game tournament, Colville Indian village encampment, a grand parade

and rodeo, drawing altogether more than 100,000 visitors. Segment two presents a 3-part story following a number of canoe journey routes from reservation to reservation along the waterways or 'highways of the ancestors', to the culmination of this year's journey on the shores of Lake Washington. In the Program Close, host Chenoa Egawa talks more about the history and culture of the Confederated Tribes of the Colville Reservation.

Title: NorthWest Indian News - #18
Broadcast Day/Date: Sunday, 5/04/08
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: In this special edition, NorthWest Indian News dedicates the entire program to one topic: derelict fishing net and crab pot removal from the sea bed of Puget Sound and the waters off the Pacific Coast.

Title: South Sound Business Report - #051
Broadcast Day/Date: Sunday, 5/04/08, 5/18/08 and 6/29/08
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group
Description: Jeff Rounce and Emily West host this episode titled "Light Industrial and Manufacturing" with an interview with Jeff Gellert, CEO of Jesse Engineering in Tacoma's Tideflats industrial area. Jesse Engineering manufactures custom steel-components used in our every day lives. In a question and answer format, CEO Jeff Gellert discusses the local impacts of this industry on our region.

Title: NorthWest Indian News - #27
Broadcast Day/Date: Sunday, 5/11/08
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Jamestown S'Klallam reservation near Sequim. During the program's open and interwoven throughout the various segments, NWIN provides coverage of the 2008 Executive Council Winter Session of the National Congress of American Indians. NWIN

partners with crews from Native American television out of Washington, D.C. to ask the top Tribal leaders "what is the most important issue facing Indian Country today?" In other segments, NWIN is in Bella Coola, British Columbia to witness the transferring of chieftainship; covers the Yakima "Healthy Heart" Project and answers the question "Do Tribal members pay taxes?". The "Around Indian Country" segment includes these stories: Aboriginal Tourism B.C. Awards, Tracy Rector receives Antioch University's Horace Mann award and "Shadow of the Salmon".

Title: South Sound Business Report - #038
Broadcast Day/Date: Sunday, 5/11/08 and 5/25/08
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Jeff Rounce and Emily Reiter host this episode titled "Newspapers" with an interview with the President of American Society of Newspaper Editors and Executive Editor of The Tacoma News Tribune, David Zeeck. The hosts also talk with Ben Sclair, the Publisher of the on-line only Suburban Times, a community news source serving Southern Pierce County. Ben Sclair explains how he seeks to provide very local neighborhood news coverage through E-mail and the World Wide Web. In the final interview with John Winn Miller, Publisher of The Olympian, John talks about the challenge of providing every-day service to readers in the State Capital area.

Title: NorthWest Indian News - #19
Broadcast Day/Date: Sunday, 5/18/08
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member, Chenoa Egawa, hosts the program from the Whatcom Museum of History and Art in Bellingham. A blessing of the "Heritage of Design" exhibit by the Tom family singers of Lummi Nation opens the show. The "Heritage of Design" exhibit features American Indian and First Nations basketry and beading which are considered to be fine art. In segment two, NWIN covers the opening of the Washington State legislature including interviews with five Native legislators newly elected to office.

Title: NorthWest Indian News - #20
Broadcast Day/Date: Sunday, 5/25/08
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program from The Summit at Snoqualmie, where the Puyallup Tribe has partnered with the ski area to form the "Puyallup Future Olympians Ski and Snowboard Program". The Tulalip Tribes joined with the Puyallups for a blessing after being invited to give the Puyallups permission to begin the program in the Tulalip's traditional territories of the Snoqualmie.

Title: NorthWest Indian News - #21
Broadcast Day/Date: Sunday, 6/01/08
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: In this edition of NorthWest Indian News, Lummi Tribal member Chenoa Egawa hosts the program from the Washington State History Museum in Tacoma. The museum and historical society hosts the second annual "In the Spirit: Contemporary Northwest Native Art" exhibit with more than 30 different Native artists displaying their artwork.

Title: South Sound Business Report - #052
Broadcast Day/Date: Sunday, 6/01 and 6/15/08
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: In today's report, hosts Jeff Rounce and Emily West will visit with leaders of the Top Places to Work. Business Managers have learned that their employees are the most valuable asset in their company. Increasingly, they are reshaping the workplace to be more accommodating and appreciative. The show's first interview is with David Curry, Executive Director of Tacoma Rescue Mission, a social service agency that has been serving persons with little in life for 96 years. And it does this so successfully by caring for its staff members. The 2nd interview is with Randy Foster of The Artisans Group, a remarkable remodeling and home construction business in Olympia. The Artisans Group succeeds by empowering individual employees and how this approach brings stellar service to their clients. The final interview is with second-generation Chairman, Randy Rushforth of Rushforth Construction. After more than

50 years, Rushforth Construction continues to grow at an astounding rate by using the "Team Build" approach

Title: NorthWest Indian News - #22
Broadcast Day/Date: Sunday, 6/08/08
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program during National Aboriginal Day in Vancouver, British Columbia. NWIN reports from the Vancouver Art Gallery where the Art and Culture Celebration is taking place. Segment two takes place in Anchorage, Alaska, during the 59th annual meeting of the International Whaling Commission, which granted the Makah Nation a renewal to harvest up to 20 gray whales over the next five years for subsistence purposes. In segment three, the tradition of carving and raising of Totem Poles is featured. In the "Around Indian Country" segment, the following stories were featured: Tulalip Tribes First Salmon Ceremony; 37th Annual City of Roses Delta Park Powwow and Encampment; ATNI: In Honor of All Our native American Veterans; Lummi Nation invites Nuxalk First Nation to join Canoe Journey and The Cedars at Dungeness Golf Course.

Title: South Sound Business Report - #040
Broadcast Day/Date: Sunday, 6/08 and 6/22/08
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Today's report covers the Horticulture Business. In the first interview, hosts Jeff Rounce and Emily Reiter discuss the retail side of the horticulture industry with Ben DeGoede, General Manager of the Windmill Gardens in Sumner. The 2nd interview is with Scott VanAusdal of Country Green turf Farm in Olympia who supplies turf to Safeco Field and many other places in the Northwest. Finally, Scott Gruber, owner of Calendula Landscape and Nursery in Tacoma will shed some light on the on-site side of this industry

Title: NorthWest Indian News - #23
Broadcast Day/Date: Sunday, 6/15/08
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes

Description: In this edition of NorthWest Indian News, Lummi Tribal member Chenoa Egawa hosts the program during "Paddle to Lummi 2007" at Lummi Nation near Bellingham. The annual canoe journeys are often the largest Native gatherings in North America each year, with tens of thousands of Tribal and Band members in attendance during some point along the journey routes. The theme of this year's canoe journey is titled: "Traveling the Traditional Highways of Our Ancestors".

Title: NorthWest Indian News - #28
Broadcast Day/Date: Sunday, 6/22/08
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Squaxin Island Tribal member Jeremiah George hosts the program from the Confederated Tribes of the Chehalis Reservation near Grand Mound. During the program's open and interwoven throughout the various segments, NWIN provides coverage of the "Public Grand Opening" gathering of the Great Wolf Lodge, which is co-owned by the Chehalis Tribe. Other NWIN stories include: The Dalai Lama visits with northwest Tribes, Columbia River sea lions and Perpetuating indigenous language through technology.

Title: NorthWest Indian News - #24
Broadcast Day/Date: Sunday, 6/29/08
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: In this edition of NorthWest Indian News, Lummi Tribal member Chenoa Egawa hosts the program during the Third Gathering of Northwest Native Woodcarvers at the Longhouse Education and Cultural Center on The Evergreen State College campus near Olympia. Wood carvers share in a cultural exchange with invited guests from throughout the Pacific rim including Hawaii, New Zealand and northern Canada.

2nd Quarter 2008 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

"Underground". This locally-produced program is your backstage pass to the Northwest's best and brightest stars and explores their involvement in various issues locally, nationally and internationally. "Underground" has aired on the following dates during 2nd Quarter:

Saturday, 4/05/08 at 9:00 PM

Saturday, 4/12/08 at 9:30 PM

Saturday, 6/14 and 8:00 and 8:30 PM

Saturday, 6/21 at 9:00 and 9:30 PM

KSTW also televised the 7th Annual Puyallup Valley Daffodil Grand Floral Street Parade on Sunday, 4/13/08 from 1:00-3:00 PM.

Events

In June, KSTW's The CreW participated in the IKEA Health & Safety Fair.

Other

KSTW has produced and airs a series of vignettes titled "Project Green" that addresses ecological issues. These vignettes are also linked on KSTW's Web site.

KSTW's Account Executive, Cheryl Wai, is a volunteer with Artsfund, a not-for-profit organization that raises money through volunteers for the arts. Also, Cheryl is a volunteer with the Seattle Police Department's Victim Support Team which is a part of the Domestic Violence Unit.

KSTW's Production duo of Howard Shack and David Fry won an Emmy for their piece on "Spectrum Dance" for outstanding work in Advanced Arts and Entertainment.

KSTW's Chief Engineer, Ron Diotte, attended a semi-annual meeting on May 7th at Bates Technical College in Tacoma to acknowledge and certify the new curriculum for the technical communications program.

Various In-Kind donations:

KSTW made a \$250.00 donation to Bethany Christian Services c/o Treehouse (Pajama Bowl) and provided St. Catherine Auction with Seattle Mariners baseball suite tickets and catering worth \$1,200.00.

Job Fairs

KSTW's Controller, Carl Larson, attended a job fair at the Renton Technical College on April 23rd. He also attended a Summer Career Fair at the University of Washington on Tuesday, June 24th.