

3rd Quarter 2014 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

None.

Events

None.

Other

Elise Cantini, Program Coordinator for KSTW, attended the Ascertainment meetings in September of 2014. All in attendance collected information from public and non-profit organizations addressing the concerns of the public in our community.

Various In-kind Donations

None.

Job Fairs

None.

3rd Quarter 2014 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:

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: "The Impact"

Hosted by Anita Kissée, this show explores the issues, people, and events impacting the citizens of Washington State.

3rd Quarter 2014 Report: Issue-Responsive Programming: Public Affairs Programming

Title: The Impact - #601
Broadcast Day/Date: Sunday, September 7, 2014
Time: 10:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Reaction to the State Supreme Court's important ruling on what's next for McCleary and school funding. Plus, the first court challenge to legal marijuana in Washington and whether cities have to allow it.

Title: The Impact - #602
Broadcast Day/Date: Sunday, September 14, 2014
Time: 10:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: The controversy over more oil trains traveling through Washington, and what the state is doing to prepare. Plus, go inside Washington's first charter school to see the unique way it's educating and caring for children.

Title: The Impact - #603
Broadcast Day/Date: Sunday, September 21, 2014
Time: 10:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Finding adequate treatment and housing for Washington's mentally ill patients. Plus, how the new military alliance will work to preserve the military's economic presence in our state.

Title: The Impact - #604
Broadcast Day/Date: Sunday, September 28, 2014
Time: 10:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: "Flight Plan": A look at how and why drones are being used around Washington, concerns about the impact on privacy, and what's next for possible rules regulating them.

Ascertainment Issues

3rd Quarter 2014

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 2014 Puget Sound Broadcaster's Ascertainment Meetings

Topics:

9/11/14 Hosted by Bonneville in Seattle, the following speakers addressed the Media regarding the topics noted:

Marty Hartman, Executive Director, and Katy Sutta, Director of Development and Communications of Mary's Place spoke at length about the organization's mission to empower homeless women and children to reclaim their lives. While acting as a physical space offering shelter, Mary's Place also provides meals, showers, medical treatment, housing support, volunteer services, job support and counseling. They fundraise by creating "Wish List" campaigns. These wish lists helped them serve 237 families with 426 children in 2013.

Marilyn Enright, Referral Specialist, and Patti Quinn, Outreach Coordinator of Soldier's Project discussed their organization's hope to help veterans and their loved ones heal the hidden wounds that war leaves behind by providing free confidential psychological treatment. They offer free counseling by well-trained therapists to service members of all branches of the military as well as their loved ones. Additionally, they run outreach events to bring greater awareness to the challenges faced by veterans.

Jeanie Rogers, Executive Director of Birthday Dreams shared the non-profit organization's goal to provide birthday parties to homeless children in the Puget Sound area. Founded on the principle that every child needs to have one day be their day, Birthday Dreams provides two ways to celebrate a child's special day: Birthday-in-a-Box and on-site parties. The birthday boxes provide everything essential to create a themed birthday party for a child.

Martha Davis, President and Executive Director of Toy Rescue Mission presented a slew of refurbished toys to

exemplify what her organization does on a daily basis: refurbish and recycle gently-used toys for disadvantaged children and seniors in care-facilities, while providing meaningful volunteer opportunities for the young-at-heart. Their giving program provides birthday presents, Easter baskets, Christmas gifts, back to school supplies, nursing home program, and “bear hugs” or stuffed animals for victims of domestic violence, fires, or other emergencies.