

3rd Quarter 2013 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 meeting in September of 2013. All in attendance collected 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.

Job Fairs

None.

3rd Quarter 2013 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 2013 Report: Issue-Responsive Programming: Public Affairs Programming

Title: The Impact - #501
Broadcast Day/Date: Sunday, September 8, 2013
Time: 10:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Governor Inslee comes out with a new push for more transportation funding. Plus, the new money helping more kids go to full-day kindergarten, and a progress report on whether Washington's meeting the McCleary decision requirements.

Title: The Impact - #502
Broadcast Day/Date: Sunday, September 15, 2013
Time: 10:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: With new rules approved, we look at the impact legal marijuana could have on cities around the state and why some are saying no. Plus, the "Initiative on Initiatives." How I-517 could change the way petitions work in Washington.

Title: The Impact - #503
Broadcast Day/Date: Sunday, September 22, 2013
Time: 10:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: We examine the vital but troubled I-520 bridge project: design flaws, cost overruns, and the future of the project. Also, legislators conduct a statewide

listening tour to hear what the public has to say about transportation.

Title: The Impact - #504
Broadcast Day/Date: Sunday, September 29, 2013
Time: 10:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: We preview this year's TVW documentary "Washington's Food Fight: The Debate Over GMO Labels." Washington voters this fall will decide the fate of Initiative 522, which would require labeling of GMO foods.

Ascertainment Issues

3rd Quarter 2013

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 2013 Puget Sound Broadcaster's Ascertainment Meetings **Topics:**

09/12/2013 Hosted by Bonneville Seattle in Seattle, the following speakers addressed the Media regarding the topics noted:

Will Niccolls, Founder & Executive Director of Sports in Schools introduced his organization's mission: to remove barriers and to keep kids in sports. The program provides team equipment, individual grants, coaching staff funds, and connects resources to those who need resources most. In the last year, Sports in Schools contributed over \$75,000 and helped roughly 1000 kids get involved in sports.

Craig Carpenter, VP of Development, Bobby Martin, Director of Street Outreach, and Sharon Thomas, Public Relations Manager of Seattle's Union Gospel Mission addressed their fundamental goal to provide food, shelter, recovery and care for those in need. Their personal goal, however, is to build relationships with those they serve. They provide afterschool programs, high school outreach, street outreach, job skills training, and much more in order to reach this goal. The volunteers they acquire are pivotal to sustaining the organization.

Annie Jones-Barnes, Executive Vice President, Korbett Mosesly, Director of Communications, and Noah Baskett, Act Six Director of Northwest Leadership Foundation spoke on their hopes to discover, develop, and deploy emerging leaders to make an impact in the city by tracking difficult problems with effective solutions. To accomplish this goal, they have developed several programs and initiatives that help increase the graduation retention rate, reduce gang involvement, and cultivate a network of support among developing leaders. Their programs include Act Six, Proteen, Urban Leaders in Training, Proyecto MoLé, and Mentor 253.

Nicole Bennet, Recruitment Manager of Team in Training, Jeff Petrovic, Director of Special Events of Leukemia & Lymphoma Society re-introduced the society's ultimate goal of curing lymphoma, leukemia, Hodgkin's disease and myeloma while improving the quality of life of patients and their families. They focused on the various fundraising programs they offer each year including Team in Training, Light the Night Walk, Winter Pineapple Classic, Big Climb Seattle, Scott Firefighter Stair Climb, and more. In 2012 alone, the foundation raised

\$7.7 million for research. The society hopes for even more support and advocacy in the years to come.