

## **4th 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 4th 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.

## **4th Quarter 2008 Puget Sound Broadcaster's Ascertainment Meetings**

### **Topics:**

- 10/01/08 Hosted by Sandusky Radio, the following speakers participated in the meeting:
- Howard Garrett and Susan Berta, Orcanet (Orca Network).** Orca Network is dedicated to raising awareness about the whales of the Pacific Northwest and the importance of providing them healthy and safe habitats. To this end, projects include: Whale Sighting Network, Educational Programs, Marine Mammal Stranding Network and the "Free Lolita" Campaign.
- David E. Murphy, Field Energy Analyst, EnergySmart.** Mr. Murphy stressed the importance of conserving nature and going "Green". EnergySmart teaches companies how to reduce costs and increase profits.
- Catherine North and Joan Tabrum representing the American Federation of Suicide Prevention.** The organization's mission is to give support to those who have lost a loved one to suicide and to prevent suicide by educating the community about suicide, mental health and resources for support.
- Carol Cassella, Novelist/Physician.** Ms. Cassella gave an overview of the plight of our universal health care issues. She felt that the probable

## **4th 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 4th Quarter:

Saturday, 12/06/08 at 5:00-5:30 PM

Saturday, 12/06/08 at 5:30-6:00 PM

Saturday, 12/13/08 at 5:00-5:30 PM

Saturday, 12/13/08 at 5:30-6:00 PM

KSTW aired the Corporate-driven "KSTW DTV Transition Special" on Saturday, 12/27/08 at 4:30-5:00 PM

### **Events**

KSTW's Winslow Barger, Promotions Producer/Writer and also known as Rosco the Raccoon attended Winterfest on Tuesday, 12/09/08 and visited with children. We also shot some image spots and a PSA for Winterfest.

### **Other**

KSTW produces 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 Director of Creative Services, Dean Poor, attended the October Ascertainment Meeting held at KRWM-FM, Chief Engineer, Ron Diotte, attended the November Ascertainment meeting at Salem Radio and Controller, Carl Larson, attended the December meeting at KTBW-TV.

KSTW's Chief Engineer, Ron Diotte, attended the Broadcasting & Video Production, Audio/Sound Technology and Digital Media Advisory Committee Meeting held at Bates Technical College on 11/19/08.

**Various In-Kind donations:**

KSTW donated \$300.00 to the Peninsula Subaru Charity Event.

**Job Fairs**

KSTW's Controller, Carl Larson attended the University of Washington Job Fair on Wednesday, 10/22/08 from 10:30 AM-1:30 PM and also attended the Western Washington University Job Fair on Thursday, 10/23/08 from 2:00-6:00 PM.

## **4th Quarter 2008 Report: Issue-Responsive Programming: Public Affairs Programming**

Title: NorthWest Indian News - #16  
Broadcast Day/Date: Sunday, 10/05/08  
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: South Sound Business Report - #056  
Broadcast Day/Date: Sunday, 10/05/08 and 10/19/08  
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 "Soft Economy" higher fuel prices, declining real estate values and rising food costs give rise as to how businesses are responding to today's economy. Guest Paul Turek, a South Sound-based Economist with the state Employment Security Department will help us understand what is happening and why. With large companies like Starbucks and Weyerhaeuser trimming their workforce and cutting costs, are smaller companies following suit? A representative from Print NW will be in the studio to talk about what his company is doing. Then Eric Cedarstrand with Colliers International is in the studio to talk about the real estate market relating to home values, commercial offices and the industrial sector.

Title: NorthWest Indian News - #17  
Broadcast Day/Date: Sunday, 10/12/08  
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: South Sound Business Report - #046  
Broadcast Day/Date: Sunday, 10/12/08 and 10/26/08  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.  
Description: Choosing a career is something most persons face when completing school or changing jobs. So how does one decide which job to take? Hosted by Jeff Rounce and Emily Reiter, today's topic is about using your passion to select a career and meet with Paul Huff, part of an Olympia trio that is using 38 years of experience in construction to create homes that nurture the health of their inhabitants, as they also respect the Earth and its resources. They also meet with Casey Shrum, co-founder of Dinners Done Right!, a Federal Way-based business in pre-packaged meals that was started by two stay-at-home Moms.

Title: NorthWest Indian News - #33  
Broadcast Day/Date: Sunday, 10/19/08  
Time: 8:30 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: Lummi Tribal member Chenoa Egawa hosts the program during the "Native American Honor Day" gathering in Bellingham. The Honor Day and Indigenous Studies foundations want to present a petition to congress creating a national day of recognition for Native Americans called "Native American Indian Honor Day", a day that would extend the concept of honor to all people. "Honor Day" began near Bellingham and is now observed in various locations throughout the world. Other stories covered in this edition of NWIN include:  
"North American Indigenous Games"  
"Camp Chapparal, A Healing Circle"  
"Tulalip Resort Casino"

Title: NorthWest Indian News - #18  
Broadcast Day/Date: Sunday, 10/26/08  
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: NorthWest Indian News - #19  
Broadcast Day/Date: Sunday, 11/02/08  
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: South Sound Business Report - #057  
Broadcast Day/Date: Sunday, 11/02/08 and 11/16/08  
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 topic is "Women of Influence". The show will be visiting with six remarkable women of influence and our Lifetime Achievement honoree. The Business Examiner annually produces a number of recognition programs, highlighting individuals and organizations that merit time in the spotlight. Our most recent was the Sixth Annual Women of Influence Recognition event held at Clover Park Technical College. More than 200 guests gathered to celebrate achievements of four individual honorees, two Rising Stars and Dawn Lucien, selected as the Lifetime Achievement recipient.

Title: NorthWest Indian News - #34  
Broadcast Day/Date: Sunday, 11/09/08  
Time: 8:30 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: In this special edition off NWIN, titled "Reflections of the Canoe Journey", Chenoa Egawa hosts the program during "Tribal Journey 2008 – Paddle to Cowichan" from Duncan, British Columbia on Vancouver Island. 109 ocean going canoes and more than 10,000 people from throughout northwestern North America join together at the culmination of the spectacular Canoe Journey event, which has become one of the largest annual Native American and First Nations gatherings. Other stories during this installment include: "Rebirth of the Canoe Culture" and "Children on the Journey".

Title: South Sound Business Report - #047  
Broadcast Day/Date: Sunday, 11/09/08 and 11/23/08  
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 "The Business of Art" hosts Jeff Rounce and Emily Reiter discuss today's extremely competitive marketplace which makes carving a niche in any industry challenging for many entrepreneurs. The hosts will introduce three very different artistic businesses, all with one common theme – creativity. First off is the nonprofit organization Monarch Contemporary Art Center co-founded by Myrna Orsini. The Center is an 80 acre public sculpture park and a center for the visual arts in Thurston County. Up next is the Tacoma Glass Blowing Studio which is co-owned by Jeannine Sigafos and her husband Mark. Mrs. Sigafos discusses the services they provide to South Sound artists and the community. Lastly, Kevin Keating, owner of Bronze Works! talks about this full service foundry which provides a long list of services to sculptors and their patrons.

Title: NorthWest Indian News - #20  
Broadcast Day/Date: Sunday, 11/16/08  
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, 11/23/08  
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: NorthWest Indian News - #22  
Broadcast Day/Date: Sunday, 11/30/08  
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 59<sup>th</sup> 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; 37<sup>th</sup> 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 - #053  
Broadcast Day/Date: Sunday, 11/30/08  
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 today's installment on "Technology", which is everywhere – in your car, in your home and in your job. On this program, we will see three South Sound companies that focus on technology as their business. In the first interview, CEO Mark Gilbaugh of ComCentric will discuss their business which manufactures mobile technology solutions for law enforcement and emergency management personnel. Then, Konnects.com – an online business networking site – is designed to bring you closer to your industry contacts. Company co-founder, Jim Crabbe will explain. Finally, Founder and CEO, Janine Terrano, of Topia Technology will be in the studio to talk about her business, which is a software product and services firm in Tacoma. It is one of few technology companies to survive and thrive through the dot-com bust of the late '90s.

Title: NorthWest Indian News - #23  
Broadcast Day/Date: Sunday, 12/07/08  
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: South Sound Business Report - #058  
Broadcast Day/Date: Sunday, 12/07/08 and 12/21/08  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.  
Description: Investment bank files for bankruptcy – Wall Street freezes up – stock prices collapse – a \$700-billion-dollar bail-out – the biggest one-day stock gain in history. In today's show, we'll talk about how *local* businesses are responding to our wild economy on "Wild World of Finance". Guest Mike Edwards was the chief banking supervisor for the state of Washington before he retired to lead successful start-up banks. He'll share some history and help us try to understand what's happening and why. In a segment titled "Millionaire Secrets" a former Tacoma business CEO discusses his book about "Money Myths" and making millions. And guest David Shapiro who owns a manufacturing business in Portland, OR shares with us what he sees and hears in our marketplace these days.

Title: NorthWest Indian News - #24  
Broadcast Day/Date: Sunday, 12/14/08  
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.

Title: South Sound Business Report - #048  
Broadcast Day/Date: Sunday, 12/14/08 and 12/28/08  
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 "Fastest Growing Companies" a healthy economy relies on the success and growth of businesses. Our economy in the South Sound is strong and on today's program hosts Jeff Rounce and Emily Reiter meet with two of the fastest growing companies in our region. First up is Kurt Graff, President and CEO of Northwest Commercial Bank, a financial institution headquartered in Lakewood, but rapidly spreading across the South Sound. The show's second guest is Jeffrey Brown who is a partner, representing the "B" in the award winning architectural design firm BCRA.

Title: NorthWest Indian News - #25  
Broadcast Day/Date: Sunday, 12/21/08  
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 Northwest Indian College campus on the Lummi Nation reservation near Bellingham. The college provides a stimulating atmosphere and curriculum filled with the studies about Native history, government, culture and sciences in the region. Featured segments in this installment includes "Native Nations", "Kasaan Totem Raising" and "Chief Seattle Club". The "Around Indian Country" segment included these stories: "Chehalis Tribe / Great Wolf Resorts", job fair in Olympia, "Nike Air N7" Native American designed shoe, Beaverton, OR, "Native Film Festival", Swinomish reservation and "Teck Cominco", Colville reservation.

Title: NorthWest Indian News - #26  
Broadcast Day/Date: Sunday, 12/28/08  
Time: 8:30 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Sa' Heh' Wa Mish Days gathering on the Squaxin Island reservation at the Little Creek Casino resort and convention center. The three day event includes a Coast Salish "Drum In", a Pow Wow, a salmon and elk buffet dinner, a juried Coast Salish art auction and other activities.

