

## **2nd 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**

None.

### **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 meetings in April, May, and June of 2012 collecting information from public and non-profit organizations addressing the concerns of the public in our community.

Ron Diotte, Chief Engineer for KSTW, participated in the semi-annual Bates Technical College Curriculum Advisory Committee meeting in Tacoma on May 10<sup>th</sup>, 2012.

### **Various In-kind Donations**

KSTW sponsored an Emma Bowen intern during second quarter providing valuable experience in the broadcasting industry.

On April 22, 2012 KSTW sponsored a five man team in the annual Sleep Country Pajama Bowl charity function with a \$250 entry fee proceed going to "The Ticket to Dream Foundation".

### **Job Fairs**

KSTW's Controller, Carl Larson, attended Green River Community College's Career Fair on April 10, 2012 in Auburn. Mr. Larson gave advice to students wanting to pursue broadcasting as a career. KSTW's Assistant Controller, Colleen Carver, attended the University of Washington's Career Fair on April 10, 2012 in Seattle. Ms. Carver represented the station and spoke with students looking for guidance in beginning a

## **2nd Quarter 2012 Report: Issue-Responsive Programming: Public Affairs Programming**

Title: Northwest Indian News - #27  
Broadcast Day/Date: Sunday, April 1, 2012  
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, WA. 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?" Other stories include "Nuxalk Chieftan Potlatch," "Yakama 'Healthy Heart' Project," and "Do Tribal Members Pay Taxes?." The "Around Indian Country" segment includes stories about the Aboriginal Tourism B.C. Awards and Demetri Robinson, a Tulalip Heritage wrestler.

Title: South Sound Business Report - #103  
Broadcast Day/Date: Sunday, April 1, 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 Globe Awards. They are joined by Anthony Hemstad, World Trade Center Tacoma; Pierson Clair, CEO of Brown & Haley candy named Exporter of the Year; and Skip Smith, president of Smith-Western Co., Importer of the Year. The World Trade Center named five companies as winners of the Globe Awards recognizing accomplishments in International Trade by firms based in Washington State.

Title: Northwest Indian News - #28  
Broadcast Day/Date: Sunday, April 8, 2012  
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 "Great Wolf Resorts Waterpark" in Grand Mound, WA, which is co-owned by the Chehalis Tribe. This episodes stories include "Dalai Lama visits with NW tribes,"

“Columbia River sea lions,” and “Perpetuating indigenous language through technology.” The “Around Indian Country” segment includes stories about the WA State HB 2476 Tribal Police Authority and the Lummi Weavers.

Title: South Sound Business Report - #113  
Broadcast Day/Date: Sunday, April 8, 2012  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: This episode looks at the Top Places to Work for 2012. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are joined by in-studio guests Brian Vance, CEO of Heritage Bank; Paul Doty, managing partner of Doty, Beardsley & Rosengren CPAs; David Morris, CEO of Dillano's Coffee Roasters; and David Duea, CEO at HopeSparks. The program visits Large, Medium, Small Business and Non-Profit Agency winners in the 2012 Top Places to Work recognition program. The guests also discuss of the importance that workplace culture and employees have to the success of a business or other agency.

Title: Northwest Indian News - #29  
Broadcast Day/Date: Sunday, April 15, 2012  
Time: 8:30 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: Chenoa Egawa hosts the program from the Jamestown S'Klallam tribal center. This is a special edition of NorthWest Indian News with guest Elaine Grinnell, renowned Jamestown S'Klallam storyteller, who has been honored as a recipient of the 2007 Washington State Governor's Heritage Award. In this episode Elaine Grinnell from Jamestown S'Klallam tells the tale of “How Salmon got a hooked nose,” Roger Fernandes from Lower Elwha tells the legend of “Slapu,” and Ed Edmo from Celilo tells the story of “Snake.”

Title: South Sound Business Report - #111  
Broadcast Day/Date: Sunday, April 15, 2012  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: This episode highlights transportation museums. Joining co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are in-studio guests Teri Thorning, executive director of Olympic Flight Museum in Tumwater, and Paul Miller, chief operating officer of LeMay – America's Car Museum in Tacoma. The discussion covers classic airplanes and helicopters as well as other items on display at the Flight Museum, which holds its annual Air Show and

Community Open House in June. The second segment provides a preview look inside the \$64 million new automobile museum adjacent to Tacoma Dome that will hold its grand opening the first weekend of June 2012.

Title: Northwest Indian News - #30  
Broadcast Day/Date: Sunday, April 22, 2012  
Time: 8:30 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: Chenoa Egawa hosts the program from the National Congress of American Indians (NCAI) mid-year session in Reno, Nevada. Included in this episode, NWIN takes a close-up look at the life's work of Nisqually Tribal member Billy Frank, Jr., an internationally renowned and recognized leader in the battle for protecting our environmental resources. Other stories contained in this episode are "Columbia Basin Fish Accord," "Fort Nunez Gaona – Diah Veterans Park," and "The Emerging Force of Native Women in Politics". A couple of the segments in "Around Indian Country" are "University of British Columbia Art Heist" and "First Nations Golf Association."

Title: South Sound Business Report - #112  
Broadcast Day/Date: Sunday, April 22, 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 small manufacturers. Interview guests are Fernando Belair of Gerbing's Heated Clothing in Tumwater and John Bowser, CEO of NewWood Inc. located at Satsop Development Park in Elma. Belair recounts the evolution of Gerbing's from its beginnings as a machine shop supplier to The Boeing Co. decades ago into its current prominence as the leading manufacturer of outdoor wear that is heated electrically for the comfort of its users. Harley Davidson Motorcycles has given these products its exclusive endorsement and the company has recently begun to move its manufacturing operations back from China to North Carolina. NewWood is a two-year-old company that produces building panels from recycled wood waste and recycled plastic wastes. The products are stronger than wood and resist water or other contaminations far better than standard plywood or other OSG-manufactured panels. Orders are strong, but ramp-up financing remains a challenge for the company.

Title: Northwest Indian News - #49  
Broadcast Day/Date: Sunday, April 29, 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 "Steffany Stuttle, Filmmaker." In this interview Steffany, a Native American documentary filmmaker, discusses the three films she contributed to the 2012 American Indian Film Festival held at Bellevue College. In the next story, the "U'mista Cultural Center," first nation's potlatch artifacts that were seized by the Canadian government during an earlier time of cultural oppression are recovered and showcased in Alert Bay, British Columbia. "Elwha Heritage Center" covers the opening of the new heritage center in Lower Elwha Klallam Reservation and how it will support its native community. The last story is about the 2012 "Battle of Nations Stick Game Tournament" held in Tulalip. Several tribes met for this cultural event where 140 teams competed for prize money.

Title: South Sound Business Report - #114  
Broadcast Day/Date: Sunday, April 29, 2012  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: This episode features an update on real estate. Joining co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are interview guests Paul Reeder, CEO of Reeder Management Services, and Mike Allen, CEO of Harold Allen Realtors. Reeder talks about the residential housing market condition in the South Sound concerning apartments and single family residences available for rent and lease. The current situation in the home sales marketplace is addressed by Allen, who believes the worst of market slump has passed.

Title: Northwest Indian News - #31  
Broadcast Day/Date: Sunday, May 6, 2012  
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 National Aboriginal Day in Vancouver, British Columbia. There the Canadian government formally apologizes to the First Nations, Metis, and Inuit survivors of the residential school system. Stories in this episode include "Northwest coast canoe naming at Smithsonian," "Native Vote," and "Native veterans." This week's "Around Indian Country" segment includes "Puyallup Wetland Regeneration," "Lummi Stommish Water Festival" and "Tulalip Tribes Salmon Ceremony."

Title: South Sound Business Report - #113  
Broadcast Day/Date: Sunday, May 6, 2012  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: This episode looks at the Top Places to Work for 2012. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are joined by in-studio guests Brian Vance, CEO of Heritage Bank; Paul Doty, managing partner of Doty, Beardsley & Rosengren CPAs; David Morris, CEO of Dillano's Coffee Roasters; and David Duea, CEO at HopeSparks. The program visits Large, Medium, Small Business and Non-Profit Agency winners in the 2012 Top Places to Work recognition program. The guests also discuss of the importance that workplace culture and employees have to the success of a business or other agency.

Title: Northwest Indian News - #32  
Broadcast Day/Date: Sunday, May 13, 2012  
Time: 8:30 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: Chenoa Egawa, Lummi Tribal member, hosts the program from Cowichan Tribal Journey 2008 Paddle to Cowichan from Duncan, British Columbia. The Canoe Journey has become one of the largest annual Native gatherings in North America. Canoe families from as far away as Alaska and Saskatchewan are taking part in the year's spiritual quest upon the coastal waters. The journey is a celebration of the living Native cultures of North America, which have endured and thrived here for hundreds of centuries. Other stories included in this episode are "The Longest Walk 2" Parts 1 and 2, "Hawai'ian Reunion of Ancestry Celebration," and "Squamish Lil'wat Cultural Centre."

Title: South Sound Business Report - #115  
Broadcast Day/Date: Sunday, May 13, 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 - #50  
Broadcast Day/Date: Sunday, May 20, 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 "Paddle to Swinomish." The 2011 Annual Canoe Journey is covered as over 75 canoes land at the final destination on the shores of the Swinomish Tribe. Participants celebrate the family canoe culture as well as share songs and dances from the various attending tribes. The next segment, the "Chumash Canoe Story," describes how the Southern California Chumash Tribe was challenged almost 20 years ago at the Pacific Northwest Canoe Journey to build a canoe. This inspiration has revived the tribe's canoe culture. "Preparing for Tribal Journey" covers the planning and building the Swinomish Tribe had to do in preparation for hosting the landing of the 2011 Annual Canoe Journey. The tribe prepared all the meals, built a new waterfront park for the canoe landing, and built a 22 acre camp ground for the participants. The final story is "Lushootseed: A Living Language." Lushootseed is the traditional language of the Swinomish People and there is a growing movement to preserve the language.

Title: South Sound Business Report - #116  
Broadcast Day/Date: Sunday, May 20, 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 - #33  
Broadcast Day/Date: Sunday, May 27, 2012  
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 Indian Honor Day" gathering in Bellingham, WA. August 23rd, 2008. Video excerpts from the "Honor Day"

gathering in Seattle, WA, August 16th, 2008, are also included. Other news stories included in this episode are "North American Indigenous Games," "Camp Chapparal, A Healing Circle," and "Tulalip Resort Casino."

Title: South Sound Business Report - #111  
Broadcast Day/Date: Sunday, May 27, 2012  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: This episode highlights transportation museums. Joining co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are in-studio guests Teri Thorning, executive director of Olympic Flight Museum in Tumwater, and Paul Miller, chief operating officer of LeMay – America's Car Museum in Tacoma. The discussion covers classic airplanes and helicopters as well as other items on display at the Flight Museum, which holds its annual Air Show and Community Open House in June. The second segment provides a preview look inside the \$64 million new automobile museum adjacent to Tacoma Dome that will hold its grand opening the first weekend of June 2012.

Title: Northwest Indian News - #34  
Broadcast Day/Date: Sunday, June 3, 2012  
Time: 8:30 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: In this "Canoe Journey 2008 Special" Chenoa Egawa hosts the program from the Cowichan Reserve during the culmination of canoe journey. NWIN's Doreen Manuel gives a report about the importance of the annual canoe journey to the tribes and bands of the Pacific NorthWest Coast. NWIN's Frank Moxley takes a 'close up' look at the technical aspects of moving the canoes and canoe families from village to village as well as the time honored protocols that need to be observed while on the journey. A segment called "Children on the Journey" explains the unique opportunity the Canoe Journey provides for Indian children to learn about their culture.

Title: South Sound Business Report - #117  
Broadcast Day/Date: Sunday, June 3, 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 - #35  
Broadcast Day/Date: Sunday, June 10, 2012  
Time: 8:30 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: Lummi Tribal member Chenoa Egawa hosts the program from the "Squaxin Island Museum, Library and Research Center" on the Squaxin Island Reservation. This beautiful center brings together the best features of libraries and museums while using a contemporary interpretation of Coast Salish plankhouse architecture to reflect the culture and heritage of the Squaxin Island and other area Tribes. Other stories in this installment include: "Nuxalk Carver", "Coach Robin Ross" and the "American Indian Film Festival". The "Around Indian Country" segment includes the following stories: "Native Comic Book Project" and the "Skagit River Estuary Habitat".

Title: South Sound Business Report - #114  
Broadcast Day/Date: Sunday, June 10, 2012  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: This episode features an update on real estate. Joining co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are interview guests Paul Reeder, CEO of Reeder Management Services, and Mike Allen, CEO of Harold Allen Realtors. Reeder talks about the residential housing market condition in the South Sound concerning apartments and single family residences available for rent and lease. The current situation in the home sales marketplace is addressed by Allen, who believes the worst of market slump has passed.

Title: Northwest Indian News - #36  
Broadcast Day/Date: Sunday, June 17, 2012  
Time: 8:30 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: Chenoa Egawa hosts the program from the Port Gamble S'Klallam Tribe's House of Knowledge. The topic of "Native Achievement Study," Native students learning better when they are surrounded by their own culture, is discussed in this episode. Other stories include "ATNI Winter Conference 2009" and "British

Columbia Film Industry.” The “Around Indian Country” segment includes stories about “Elizabeth Peratrovich” and “Alaska Forum on the Environment.”

Title: South Sound Business Report - #118  
Broadcast Day/Date: Sunday, June 17, 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: Native Heartbeat - #3  
Broadcast Day/Date: Sunday, June 24, 2012  
Time: 8:30 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: Mystique Hurtado hosts this episode from the American Indian Student Commission 2010 Winter Pow Wow on the University of Washington campus. The Winter Pow Wow is a way for all university students to share and appreciate cultural diversity. Other stories include how the B.R.I.D.G.E. Foundation is creating new ways to strengthen the important ties between tribal elders and tribal youth, the U'mista Cultural Centre's collection of carved masks depicting the 'Potlatch Ceremony' of the Kwakwaka'wak, and the Tacoma Art Museum's celebration honoring art, music and culture from the diverse Native community of the Pacific Northwest. The "Throughout Our Native Nations" segment includes short video vignettes of 'Tribal Journeys' Skipper meeting', 'Lummi Football' and 'Native American Celebration Day'.

Title: South Sound Business Report - #112  
Broadcast Day/Date: Sunday, June 24, 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 small manufacturers. Interview guests are Fernando Belair of Gerbing's Heated Clothing in Tumwater and John Bowser, CEO of NewWood Inc. located at Satsop

Development Park in Elma. Belair recounts the evolution of Gerbing's from its beginnings as a machine shop supplier to The Boeing Co. decades ago into its current prominence as the leading manufacturer of outdoor wear that is heated electrically for the comfort of its users. Harley Davidson Motorcycles has given these products its exclusive endorsement and the company has recently begun to move its manufacturing operations back from China to North Carolina. NewWood is a two-year-old company that produces building panels from recycled wood waste and recycled plastic wastes. The products are stronger than wood and resist water or other contaminations far better than standard plywood or other OSG-manufactured panels. Orders are strong, but ramp-up financing remains a challenge for the company.

## **2nd 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 2nd 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.

## **2nd Quarter 2012 Puget Sound Broadcaster's Ascertainment Meetings Topics:**

4/4/12

Hosted by KOMO 4 in Seattle, the following speakers addressed the Media regarding the topics noted:

**Carol Bailey, Attorney for Integrative Family Law** Discussed tactics for conflict resolution in situations such as divorce, disagreements between neighbors, and arguments in the workplace. Learning to manage conflict and hostile personalities can lead to positive solutions that all parties agree to.

**Amy Lillard, Executive Director of Washington Filmworks** Explained how the organization works to improve production incentives in Washington State in order to attract feature films, television, and commercials. Filming in Washington helps economic development because it brings money into Seattle and creates jobs. The organization helps film makers obtain permits, assists production companies find local employees and resources, and facilitates location scouts.

**Mischelle Davis, Communication Director for MADD of Washington, and Stacey Rhoades, Parent Volunteer for MADD of Washington** Discussed how the media should take a more active role in the effort to prevent drunk driving. Legislation is in need of revision and community awareness should be increased.

**Marc Jones, Director of The Next 50/Seattle Center Foundation** Topics included the various community activities, exhibits, and events for the 50

year anniversary of the 1962 Seattle World's Fair as well as tourism in Seattle.

**Craig R.J. Darling, Executive Director of Campanis, and Gary Davis, Associate Executive Director of Campanis** Explained how Campanis fills the staffing gaps of other nonprofit agencies with professional volunteer and community workers. During difficult economic times nonprofits can't pay their employees so Campanis give housing, food, transportation, or health insurance to the employees of these nonprofits to help them staff their organizations on a limited budget. Campanis also helps nonprofits find employees that have the needed skills and background for their organization.

5/2/12

Hosted by Clear Channel Media + Entertainment in Seattle, the following speakers addressed the Media regarding the topics noted:

**Virginia Piper, Senior Public Relations and Marketing Director for Animal Critical Care and Emergency Services (ACCES), and Beth Davidow, Medical Director for Animal Critical Care and Emergency Services (ACCES)** Explained how the hospital gives quality veterinary medicine care in the region through its pet blood bank as well as workshops for pet owners on topics such as pet CPR. If a regular vet is not equipped to handle the pet's health emergency then the pet is sent to ACCES hospital.

**Jamila Johnson, Civil Litigator and Co-chair for Seattle Women's Commission, and Mallory Gitt, Outreach Sub-Committee** Discussed how the organization advises the mayor, city council, and department heads on how the policies made in city government impact women in the community. They listen to local women's problems, see what legislation impacts them, and then work to reform those policies in order to improve women's lives.

**Libbie Stellas, Development and Community Relations Manager for the Crisis Clinic** Described how the organization provides general support and linkage to community services for people who are in emotional distress or crisis. Their 24 hour confidential crisis lines and teen help lines give information and referrals to callers struggling with suicidal thoughts, sexual identity, unemployment, depression, relationship problems, and more.

**Michael Campbell, Seattle Pride Parade Director for Seattle Out & Proud** Topics included the Seattle Pride Parade, the equal human rights movement in the Puget Sound region, the LGBT community, and other Pride events such as Pride Idol and Pride Picnic.

**Candi Hall, Founder and Artistic Director for D.A.S.H. Center for the Arts, and Darren Spencer, Multimedia Director for D.A.S.H. Center for the Arts** Explained how the organization allows youth to explore hip hop art in a positive way through their dance team, theater productions, music classes, and poetry workshops. The D.A.S.H. Center for the Arts not only

provides creative outlets but it encourages academic achievement and keeps the kids involved in their programs out of gangs and off the streets.

6/6/12

Hosted by CBS Radio in Seattle, the following speakers addressed the Media regarding the topics noted:

**Matt Carson, Director of Development for Gilda's Club** Discussed how Gilda's Club provides cancer patients, their family, and their friends with support and resources for coping with cancer. Workshops, classes, lectures, and social events for all ages take place in their club house.

**Lauren Glickman, Executive Director and Community Outreach for Feral Cats Spay/Neuter Project** Topics included the organization's efforts to reduce the offspring of free-roaming cats through their clinics to spay and neuter them, how the feral cats are captured and brought to the clinic, and how this project reduces the number of cats euthanized in shelters.

**Flora Gomba, Founder of the Mwganza Jitegemee Foundation** Discussed the need for privately owned orphanages in Tanzania because of the lack of government sponsorship. Flora's family in Tanzania owns a small orphanage for children whose parents have died from HIV. Their goal is to expand the orphanage and provide care for more children.

**Felicia Yearwood, Representative for the Seattle Human Rights Commission** Explained the issue of ageism in the workplace as well as the various federal and state legislation that prevents this discrimination. Ageism claims have risen 42% in the last five years and the discrimination can be through adverse intent or disparate impact in the workplace.

**Yolanda Sinde, Representative for the Community Coalition for Environmental Justice** Topics included the organization's efforts to aid communities in their quest to make their neighborhoods clean and safe, how the organization addresses federal policy regarding environmental justice, and why there is a disparate amount of waste and pollution in a minority community.