

3rd Quarter 2016 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

On Sunday, August 21st, 2016, KSTW aired *Alex Scott: A Stand for Hope*, a half-hour documentary special centered on the story of how a young cancer patient's small fundraising effort transformed into a multinational charity dedicated to raising money for pediatric cancer research.

Events

None.

Other

Jeremy Salvucci, Program Coordinator for KSTW, attended the ascertainment meeting in September. There were no meetings held in July or August. 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.

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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.

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Issue-Responsive Programming: Public Affairs Programming

Title:	The Impact - #738
Broadcast Day/Date:	Sunday, July 3, 2016
Time:	10:00 AM
Duration:	30:00
Type/Organization:	Public Affairs/TVW
Description:	Who will become the next Superintendent of Washington's schools? There are nine candidates running for the job. Find out what they want to do to improve public education. Plus, a conversation with outgoing OSPI head Randy Dorn.
 Title:	 The Impact - #802
Broadcast Day/Date:	Sunday, September 18, 2016
Time:	10:00 AM
Duration:	30:00
Type/Organization:	Public Affairs/TVW
Description:	This week on The Impact, candidates talk public trust as a campaign issue in the auditor's race, one wolf pack faces a death sentence, and the first republican in 60 years will take over as treasurer.
 Title:	 The Impact - #803
Broadcast Day/Date:	Sunday, September 25, 2016
Time:	10:00 AM
Duration:	30:00
Type/Organization:	Public Affairs/TVW
Description:	This week on The Impact, both candidates for WA State Attorney General will appear on set to discuss their experience and priorities for that office. We also look at extreme risk protection orders with perspective from several angles.

3rd Quarter 2016 Report Ascertainment Issues

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 2016 Puget Sound Broadcaster's Ascertainment Meetings

Topics:

09/15/2016 Hosted by Bonneville Seattle Media Group in Seattle, the following speakers addressed the Media regarding the topics noted:

Micah Stanovsky, Operations Director at Sawhorse Revolution, discussed his organization's efforts to provide youth carpentry, construction, and design programs that educate high schoolers with practical trade skills and benefit the local community. Sawhorse Revolution educates high school-aged youth about the entire construction process from idea to finished project, and their hands-on curriculum culminates with student-produced finished structures for playgrounds, schools, and gardens. The organization's most common project is building tiny homes for homeless populations in Seattle.

Matt Ricks, Associate Director of WA State Council of Firefighters Burn Foundation detailed his organization's mission to provide temporary and ongoing services and assistance to burn victims and their families. The Burn foundation's many programs range from securing emergency housing for burn victims and families immediately after a fire to running an annual summer camp for burn survivors at no cost to the victims' families. This unique organization creates a supportive network of firefighters, burn survivors, and family members to serve as liaisons and resources for families going through the process of burn recovery.

Janet Pope, Executive Director of Compass Housing Alliance explained her faith-based organization's goal of providing support to homeless and low-income

populations with emergency shelters, transitional housing, and currently-in-development permanent housing solutions. Compass housing also aids the homeless of King County by providing postal and banking services for homeless individuals to help them secure employment, income, and housing.

Ray Roberts, Retention and Recruitment Specialist at Rainier Scholars, discussed his organization's longitudinal curriculum for low-income students of color. Rainier Scholars offers a free, merit-based program that begins in elementary school and continues through university to foster academic and professional achievement through extracurricular academic and personal coursework. This rigorous program guides students who will be the first in their family to attend college to achieve a high level of success in their studies and careers using group classes, retreats, and one-on-one mentorships.