

1st Quarter 2006 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: "Inside Out Northwest"

Hosted by KSTW UPN 11's on-air personality Erin Mayovsky, this show explores the issues, people and events that make the Northwest a unique place to live. This half-hour show tackles the issues, talks to interesting people and takes you to special places around our region.

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.

Ascertainment Issues 1st Quarter 2006

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.

1st Quarter 2006 Puget Sound Broadcaster's Ascertainment Meetings

Topics:

- 1/11/06 Representing Friends of the Children, King County, Kim McKoy explained what the program does in terms of pairing professional mentors with high-risk children and work with them from 1st grade to high school graduation. A representative for Digital Promise discussed why this program was formed, which is to address the growing problem of the Digital Divide. The program focuses on the needs of residents in low-income, elderly and disabled housing communities in Washington. A representative discussed the various programs provided by the United Negro College Fund and Jacque Cook, Manager of The Star Center, explained how her company provided computer training for Seniors and individuals with physical challenges.
- 2/15/06 In attendance were representatives from the Sierra Club, The Nature Conservancy, Seattle Audubon, Planned Parenthood of Western Washington and Seattle Pride Community.
- 3/01/06 Ascertainment speakers included employees representing Crohn's & Colitis Diseases Foundation of America; the Foundation for Early Learning; the Western Chapter of the March of Dimes; Washington State Mentoring Partnership and the Boys and Girls Clubs of King County.

1st Quarter 2006 Report: Issue-Responsive Programming: Public Affairs Programming

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 2/05/06
Time: 4:30 -5:00 PM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Washington State Capital Museum in Olympia, Washington. In the program open, museum educational curator, Susan Rohrer explains the museum's dedication to cultural enrichment workshops, seminars and events that are open to the public. In segment two, a reporter for the Tulalip Tribes covered a story on Pow Wows. Once outlawed in the U.S. and Canada, the Pow Wow has today, grown well beyond the traditional boundaries of origin on the prairies and Great Plains and is now widespread throughout North America. In segment 3, a reporter for the Tlingit Tribes covered a story about the rapid disappearance of Indigenous languages worldwide. NWIN travels to Alaska to report on the Tlingit's efforts to preserve and pass along their language to future generations. In the "Around Indian Country" segment, Everett, Washington hosted a Martin Luther King Community Celebration on Wednesday, January 11th. After a peace march through downtown, renowned author and Spokane Tribal member, Sherman Alexie, gave the keynote speech at the Everett Events Center.

1st Quarter 2006 Report:
Issue-Responsive Programming: Station Outreach Activities

Internships & Job Shadows

UPN 11 is very supportive of local students who are interested in a career in broadcasting. To this end, UPN 11 is proactive with the participation in job shadow and internship programs in this region. Each quarter, local college and university students intern in various departments. KSTW did not host any interns during first quarter 2006.

Viewer Responses

UPN 11 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, March 19, 2006 at 4:30-5:00 PM, KSTW aired the documentary "Ben Franklin: Stealing Lightning From The Sky" which took an in-depth look at the effect of Franklin's life, work and legacy.

Events

KSTW UPN 11's on-air personality, Chris Cashman, hosted the Boys And Girls Club of South King County "Youth of the Year" event on Thursday, February 9, 2006.

Various In-Kind donations:

None

Job Fair

None attended