

1st 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

KSTW's Local Sales Manager, Dave Gregory, participated in Washington State University's Mock Interviews on March 27, 2012. Mr. Gregory conducted mock interviews with WSU students and offered feedback on their interviewing skills. This advice will help to prepare the students for their future interviews after graduation as they begin their professional careers.

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 January and February of 2012. Christian Morales, Marketing Coordinator/Web Administrator for KSTW, attended the Ascertainment meeting in March of 2012. Both station representatives 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.

1st Quarter 2012 Report: Issue-Responsive Programming: Public Affairs Programming

Title: Northwest Indian News - #38
Broadcast Day/Date: Sunday, January 1, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Chenoa Egawa, Lummi Tribal member, hosts the program from the Northwest Indian College during the 'Red Alert: The Impact of Climate Change on Native Fisheries' workshop, a discussion about an issue that affects all people, worldwide. Other stories include "Quileute Whale Gathering," "Battles of Fire and Water," and "The Benefits of Casinos to Communities." The "Around Indian Country" segment includes stories about the "38th Annual First Nations UW Pow Wow" and the "Hansen Creek Habitat Restoration."

Title: South Sound Business Report - #109
Broadcast Day/Date: Sunday, January 1, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode looks to the 2012 Economic Outlook. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are joined by in-studio guest Arun Raha, Ph.D., the chief economic and revenue forecaster for State of Washington. Paul Turek, Ph.D., labor market analyst for State Employment Security Department, also joins the discussion. They cover the fundamentals that caused the Great Recession, its continuing impacts on the South Sound economy and government revenues, as well as encouraging signs that hopefully show better times lie ahead. From the jobs perspective, guests identified particular employment impacts of the downturn and which vocations are showing growth and hiring.

Title: Northwest Indian News - #39
Broadcast Day/Date: Sunday, January 8, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Chenoa Egawa, Lummi Tribal member, hosts the program from the Paschal Sherman Indian School on the Colville Indian Reservation during the Sunflower Festival. Other stories include

the "Klamath River Dam Removal," the "Tulalip Coast Guard Training," and the "West Coast American Indian Music Awards."

Title: South Sound Business Report - #101
Broadcast Day/Date: Sunday, January 8, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode features community involvement by businesses and Camp Goodtimes. In-studio guests include Paul Knox, executive director at United Way for Thurston-Mason Counties, Mike Jones, DVM, and Karyn Whitacre, Lindquist Dental Clinics for Children. Additionally, there is a video visit to Camp Goodtimes, a program of American Cancer Society held on Vashon Island. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner discuss how children cancer survivors and their siblings attend this summer camp for one week under full medical care and with assistance of community volunteers such as two dozen members of the Rotary Club of Tacoma.

Title: Northwest Indian News - #40
Broadcast Day/Date: Sunday, January 15, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Chenoa Egawa, Lummi Tribal member, hosts the program from the shores of Tulalip Bay on the Tulalip reservation during the Tribal Journeys 2009 Paddle to Suquamish landing. The canoes and canoe families attending have traveled from the northern Puget Sound and lower British Columbia coastal regions. However, in a few days they will join together with other canoes from five separate routes during the culmination of Tribal Journeys 2009, Paddle to Suquamish, being hosted at the Port Madison Indian Reservation. More than 80 ocean going canoes and as many as 7,000 people will gather together to witness the canoes coming ashore. Other news stories include "Yakama Nation Wild Horses," "Kasaan Totem Raising," and "Hawai'ian Reunion of Ancestry Celebration."

Title: South Sound Business Report - #110
Broadcast Day/Date: Sunday, January 15, 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 education efforts to build a grad nation in this episode of South Sound Business Report. Tacoma Mayor Marilyn Strickland and former mayor and a new member of the Tacoma School

Board Karen Vialle participate in the dialogue. Both guests participate on the Mayor's Education Task Force and advocated for greater engagement by business to strength local schools and help reduce a 30% non-graduation rate. University of Washington Tacoma Chancellor Debra Friedman continued the conversation with an endorsement of work to strengthen high schools that are under stress. She also discussed efforts to expand opportunities for students to earn a degree despite the reduction of state funding for universities.

Title: Northwest Indian News - #41
Broadcast Day/Date: Sunday, January 22, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Cerissa Ramsey, Tulalip Tribal member, hosts the program from the shores of Tulalip Bay on the Tulalip reservation. The main topic is the 7th Annual American Indian Film Festival held at Bellevue Community College in Northwest Washington. Keynote Speaker Tracy Rector pays tribute to the festivals founder and one of Indian Country's great filmmakers, Phil Lucas. Next, interviews with master basket weavers and enthusiasts from all over the northwest are shown as they gather to tell stories, exchange techniques, and talk about how basket weaving has influenced their lives. Other news stories include "Louie Gong: Native Artist Profile" and "Tribal Leaders Conference on Education."

Title: South Sound Business Report - #100
Broadcast Day/Date: Sunday, January 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 local efforts for international trade. Riley Moore, Ph.D., assistant professor of Economics at Saint Martin's University, and Anthony Hemstad, executive director of World Trade Center Tacoma, join the roundtable discussion. Moore has traveled to China with local business and government leaders on trips organized by Economic Development Council of Thurston County, as well as additional travels to teach at St. Martin's partner university in Shanghai. Hemstad posits that South Sound connections have real impact in developing export and export opportunities.

Title: Northwest Indian News - #42
Broadcast Day/Date: Sunday, January 29, 2012
Time: 8:30 AM
Duration: 30:00

Type/Organization: Public Affairs/Tulalip Tribes
Description: Cerissa Ramsey, Tulalip Tribal member, hosts the program from the deck of the Twilla Dawn with the commercial divers of Nisqually Aquatic Technologies. This episode's main topic is the recovery and disposal of derelict nets in the waters of the Puget Sound. NWIN was able to get an exclusive look at what is being done to protect these precious waters and the great progress being made in the on-going effort to cleanup. Other segments include "Stories from the Cushman Boarding School" and "Prelude Strings for Tulalip Youth."

Title: South Sound Business Report - #105
Broadcast Day/Date: Sunday, January 29, 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 2011 Women of Influence. Carol Anderson, of Seattle District office for U.S. Small Business Administration, and Miriam Barnett, executive director of YWCA Pierce County, are in-studio guests. Each was named a Woman of Influence 2011 within this annual recognition program produced by Business Examiner. Six additional notable women also honored as WOI recipients appear in video interviews.

Title: Northwest Indian News - #43
Broadcast Day/Date: Sunday, February 5, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Cerissa Ramsey, Tulalip Tribal member, hosts the program from the Peace Arch Park in Blaine, Washington at the US/Canada Border. This episode is a retrospective on the role of aboriginal people from Canada and the Northwest in the 2010 Winter Olympic Games. First, artist Bill Helin discusses the cultural festivities for the winter games in which his traditional canoe, the Ravensong, was honored. Next, Calvin Hunt is profiled regarding the Coke bottle he carved using traditional techniques for the Coca-Cola sponsored exhibit of aboriginal art. And last, Corrine Hunt, a first nations artist, is interviewed about the process of designing the gold, silver, and bronze medals for the games and incorporating aboriginal artwork.

Title: South Sound Business Report - #106
Broadcast Day/Date: Sunday, February 5, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group

Description: This episode of South Sound Business Report covers homebuilders. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner lead the discussion. In-studio guests include Laura Worf, executive officer of Olympia Master Builders, and Stuart Drebeck, a commercial builder and trustee of OMB. Tiffany Spiers, executive officer at Master Builders of Pierce County, also joins the discussion. Guests talk about the massive impacts to construction-related jobs and builders since the beginning of Great Recession in late 2008. Unemployment benefits are running out for many and industry experts do not predict full recovery in housing markets before 2014.

Title: Northwest Indian News - #44
Broadcast Day/Date: Sunday, February 12, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Cerissa Ramsey, Tulalip Tribal member, hosts the program from the banks of the Elwha River on the Klallam Reservation. The first story is the "Lower Elwha Klallam Fish Hatchery," detailing one of the many steps to restoration for the Elwha River and its salmon population. Also discussed is the demolition of the dams on the river. Next, "2010 U.S. Census" explains the importance of the Census and the benefits to Indian country. The most important benefit is receiving the federal funding that is derived from population count. The National Indian Gaming Association is highlighted in "NIGA 25th Anniversary." In addition, Tulalip Tribe member Stan Jones Sr. received one of the three lifetime achievement awards presented at the anniversary celebration. The last story is the "Lummi Nation Cedarworks Gallery" opening in Bellingham, WA.

Title: South Sound Business Report - #107
Broadcast Day/Date: Sunday, February 12, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode highlights faith-based organizations. Joining co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are in-studio guests Denny Hunthausen, regional vice president of Catholic Community Services, and Ross Hjelseth, representing Life Center church in Tacoma. As government agency budgets are increasingly squeezed, groups within the faith community have been expanding their delivery of services to residents challenged to have basic needs met in the face of a weak economy and expanded joblessness.

Title: Northwest Indian News - #45
Broadcast Day/Date: Sunday, February 19, 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 "Small Business Administration E200 Initiative." Fifteen local Native American business owners had an opportunity to improve and expand their businesses through a nine months long Native Executive Training Program sponsored by the US Small Business Administration. Next, the "World Eskimo Indian Olympics (WEIO)" follows the annual, week long event in Fairbanks, Alaska for traditional games, drumming, dancing, artists, and the annual Miss WEIO competition. "Eagleridge Totem Raising" highlights the generous donation of a totem pole from carver Jewell James to Eagleridge Elementary School. Many of the Lummi students felt culturally left out and the totem pole was a way to acknowledge their heritage and encourage a learning environment they feel comfortable in. The last story covers the "Northwest Indian Youth Conference." Native American students attended a three day event that featured workshops, cultural events, traditional games, and speeches from Native American actors and celebrities.

Title: South Sound Business Report - #108
Broadcast Day/Date: Sunday, February 19, 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 Alaska and the South Sound. Gary Brackett, manager for business and trade development at Tacoma Pierce County Chamber, shares the deep extent of commerce connection between Puget Sound ports and the economy of Alaska, which must import most of its supplies and equipment needs. Harry McDonald, CEO of Anchorage-based Carlile Transportation Systems, talks about the family- and employee-owned logistics company with terminals in Houston, Minnesota, Alberta and its largest outside of Alaska at Port of Tacoma. He also has observations on the economy in the 49th state, which may soon be seeing a rebirth of energy-providing growth.

Title: Northwest Indian News - #46
Broadcast Day/Date: Sunday, February 26, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Mytyl Hernandez hosts this episode of Northwest Indian News. The first story is "Tribal Journeys: The Paddle to Makah" covering

the 2010 annual celebration for inner-tribal connections and honoring the elders. Eighty-six canoes landed on the Makah Reservation on Neah Bay when more than fifty Pacific Northwest tribes and Canadian First Nations participated in the landing ceremony. The next story, "Japanese Ainu," discusses how members of one of Japan's native tribes joined the Tulalip tribe on their paddle to Neah Bay. They wanted to observe a Native American tribe as an example of open tribal pride. The Japanese Ainu are working to regain their cultural identity because in the past Japan suppressed tribal heritage. "The Salish Sea" is about the naming ceremony for the inland marine waters of Washington and British Columbia. This gesture by the government is important because it acknowledges that this body of water was used and occupied for thousands of years by the Salish people. Last, the "Stillaguamish Dugout Canoe" follows the work of a carver who was commissioned by the Stillaguamish tribe to make a shovel-nosed dugout river canoe. It had been almost a hundred years since that style of traditional canoe had been brought back into the tribe.

Title: South Sound Business Report - #104
Broadcast Day/Date: Sunday, February 26, 2012
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode highlights China and Forestry Education. Joining co-hosts Emily Reiter and Jeff Rounce of the Business Examiner is in-studio guest Professor Lisa Hoffman from UW-Tacoma. They discuss the China of today and tomorrow for its implications of international trade through Washington ports. Video profiles of CID-BioScience, Boeing Fabrication and Costco Wholesale as recipients of 2011 Globe Awards from World Trade Center Tacoma is included. Additionally, instructor Todd Bates of Grays Harbor College's Satsop Forestry program and student Michael Switzer join the program to describe the industrial classroom learning to prepare forestry technicians. These vocations are important to the Pacific Northwest maintenance of healthy forest lands to supply international demand for timber resources.

Title: Northwest Indian News - #47
Broadcast Day/Date: Sunday, March 4, 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 "John T Williams Memorial Pole." In Seattle a memorial pole for native wood carver John T Williams is being carved in public view to help the community heal from his untimely passing. The project is open to anyone as skilled carvers from

many tribes participate and can teach the public how to work on the pole. In the next story, the "Alert Bay Big House," NWIN gets a tour of the cultural landmark that hosts potlatches, feasts, and traditional gatherings. Alert Bay is also home to the world's largest totem pole and is known for being a center for native culture, art, and history. "Lummi Nation Renewable Energy Programs" looks at the various alternate energy programs of the Lummi tribe to help move them to energy independence. After centuries of protecting and managing the natural environment, the modern day move to generate their own clean energy to supply the reservation with electricity continues the same values. The last story is about the new "Tacoma Welcome Figure." Artist and carver Shaun Peterson made the 20 foot tall figure as part of the partnership between the City of Tacoma, the Puyallup Tribe, and the Tacoma Art Museum in the effort to bring native art to the area that once was a site of a Puyallup tribal village.

Title: South Sound Business Report - #89
Broadcast Day/Date: Sunday, March 4, 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 cover the topic of 'Buy Local' efforts. Panel guests include Marie Poland, president of Buy Local in Thurston County, and Patricia Lacy-Davis, president of Tacoma's Go-Local effort. Periodically over the years, grassroots efforts to stimulate the buying of locally produced goods and services arise, often during recessions. While embraced strongly by advocates, the real financial impacts of these efforts are difficult to quantify. In addition, Chuck Hellar, retired principal of Chuckal's Office Products in Tacoma and an early vocal advocate for supporting local businesses, recalls the gains made in first 10 years as well as what remains to be done. Finally, the Business Examiner Editor Mike Boyd talks about local business updates.

Title: Northwest Indian News - #25
Broadcast Day/Date: Sunday, March 11, 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 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: South Sound Business Report - #111
Broadcast Day/Date: Sunday, March 11, 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: Native Heartbeat - #2
Broadcast Day/Date: Sunday, March 18, 2012
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: In this 'Native Heartbeat' special feature episode, Gene Tagaban, a noted Tlingit (Alaska Native) storyteller and actor, shares his wisdom and talent via dance, singing, drumming and storytelling. Gene performs the 'Raven Dance', tells the 'Story of Raven' and sings the 'Song of Gratitude'. Gene has performed his Raven Dance throughout the world, including for such distinguished audiences as His Holiness the Dalai Lama. Gene has worked with schools, universities, reservations, corporations, government and mainstream organizations.

Title: South Sound Business Report - #92
Broadcast Day/Date: Sunday, March 18, 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 cover Philanthropy and Nonprofit Organizations in this episode of South Sound Business Report. In-studio guests include Rose Lincoln Hamilton, CEO of Greater Tacoma Community Foundation and former corporate giving officer, and John Masterson, CEO of Behavioral Health Resources in Olympia. More than 1.5 million

organizations and groups are registered with the Internal Revenue Service as nonprofit and charitable units, whose activities comprise 5 percent of the national Gross Domestic Product each year. In the world of the Great Recession and ever diminishing government programs funding, their challenge is to continue efforts to serve clients and deliver services, even as revenues are squeezed. Experts say the successful ones are learning how to operate their nonprofit more like a business. In addition, Jay Thomas, vice president of Community Education & Resource Development for United Way of Pierce County, outlines changes taking place in community needs fund-raising, and how volunteer hours can substitute for donated dollars from persons with more time than money to give. Finally, the Business Examiner Editor Mike Boyd talks about local business updates.

Title: Northwest Indian News - #26
Broadcast Day/Date: Sunday, March 25, 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 Sa'Heh'Wa'Mish Days Pow Wow and Art Fair at the Squaxin Island Reservation. Other stories include "Elyse Umemoto," "Hoh River Flooding," and "Alaska PITAAS Program." The "Around Indian Country" includes stories about the Lummi Nation and the Nooksack tribe partnership to improve salmon spawning habitat and the Tulalip Tribes KANU TV in Seattle area news reports.

Title: South Sound Business Report - #112
Broadcast Day/Date: Sunday, March 25, 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.

1st 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 1st 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.

1st Quarter 2012 Puget Sound Broadcaster's Ascertainment Meetings Topics:

- 1/4/12 Hosted by KING 5 in Seattle, the following speakers addressed the Media regarding the topics noted:
- David Coffey, Executive Director of Recovery Café** Discussed how the Recovery Café acts as a support center for homeless and formerly homeless people who are facing substance addiction or emotional loss. Recovery circles meet once a week to help the member become sober and mentally healthy.
- Jaques White, Executive Director of Long Live the Kings** Explained how the organization's conservation efforts restore wild salmon and steelhead to the waters of the Pacific Northwest. They own and operate two hatcheries and participate in other activities to create a healthy marine environment.
- Rebecca Sadinsky, Executive Director of PCC Farmland Trust** Discussed how PCC started this non-profit organization 10 years ago to purchase local land and its development rights to ensure that it will stay farmland. This promotes local farming and farmland conservation.
- Monica Elenbaas, Director of Fund Development and Community Relations for Youth Eastside Services** Topics included the various challenges youth and their families face such as emotional distress, substance abuse, and violence. This organization provides intervention, outreach, and prevention services to families as it advocates for a safer community that cares for its youth.

Fern Renville, Managing Director of Red Eagle Soaring Explained how this group connects native youth to their heritage through contemporary theater that incorporates traditional native performing arts. It provides the youth with a native peer group as well as sustaining their culture and heritage.

2/1/12

Hosted by Daystar Television Network, Ion Media Networks, and KSTW CW11 in Seattle, the following speakers addressed the Media regarding the topics noted:

Amber Fowler, Executive Director for the Northwest Burn Foundation Explained the organization's efforts to educate new parents and the elderly on burn prevention as well as the services available to burn victims and their families both during and after treatment.

Mary Embleton, Executive Director for Cascade Harvest Coalition, and Sheryl Wiser, Public Relations for Cascade Harvest Coalition Discussed how the organization works to help build a sustainable regional food system. They educate consumers about where to find local food and why it is important to support local farmers. They also bring local farmers together with food service buyers to assist in building business relationships.

Edward Jiang, CEO of Student RND, and Tyler Menezes, COO of Student RND Described how the organization provides students with the ability to explore and learn about science and technology. By giving access to materials, funds, and mentors students are inspired to enhance their learning beyond their school's limited lesson plans and can prepare themselves for a career in science and technology.

Page Peterson, Executive Director for the Medic One Foundation Topics included the history and creation of Medic One, the success of the foundation in Seattle, and the classes available to community members. Seattle's Medic One Foundation has one of the best emergency medical system services both nationally and globally.

Sarah Schacht, Project Manager for Knowledge as Power Explained how the organization's civics curriculum is designed to help individuals of any skill or background participate effectively at all levels of government. They stress that citizens do have an individual influence on the laws that impact their life and community.

3/7/12

Hosted by KIRO 7 in Seattle, the following speakers addressed the Media regarding the topics noted:

Shawna Boggie, Director for YouthForce and The Boys & Girls Clubs of King County Discussed how YouthForce provides teens in low-income families with the opportunity to have a mentored internship to teach them teamwork and leadership. This coaching also helps to prepare the teens for college and their future careers.

Vivian Phillips, Director of Marketing and Communications for the Seattle Theatre Group Topics included the organization's efforts to preserve historic theaters, commitment to present diverse events and performances, youth programs for theater and performing education, and their use of entertainment to provide community outreach.

Kat Vello, Program Director for Youth in Focus Discussed how the organization offers after school mentoring for underserved teens interested in photography. The nine week classes are available in black and white film photography and digital photography and offer students snacks and field trips free of charge.

Kevin Griffin, Executive Director for A Better Seattle Explained how Seahawks coach Pete Carroll started a community campaign designed to develop partnerships with law enforcement, businesses, and community groups to reduce youth violence. Trained street outreach workers help to build healthy communities in Seattle and South King County.

Shannon Evers, Chief Development Officer for the Girl Scouts of Western Washington Topics included the organization's 100th anniversary as well as its continued efforts to provide leadership opportunities, confidence building experiences, and community volunteer activities for girls.