

## **3rd 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'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.

### 3rd Quarter 2006 Report: Issue-Responsive Programming: Public Affairs Programming

Title: NorthWest Indian News  
Broadcast Day/Date: Sunday, 7/02/06 and  
Sunday, 9/10/06  
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 Lower Elwha Klallam Reservation and the nearby city of Port Angeles, WA. In the program open, Lower Elwha Klallam Chair, Frances Charles, discusses the importance of the canoe journey, "Paddle To Elwha 2005". More than 52 canoes, 35 canoe families and thousands of Tribal and First Nations members participated in this year's event including Aleuts from the Pribilof Islands, Alaska. In segment two, Washington State Representative and Tulalip Tribal Member, John McCoy, sponsored Washington State House Bill 1495 entitled "Encouraging Tribal history to be included in the common school curriculum, which was signed into law in April of 2005. In segment three, the participants of this year's canoe journey made a strong political statement that Native American culture is alive and well in our region.

Title: NorthWest Indian News  
Broadcast Day/Date: Sunday, 7/09/06 and  
Sunday, 9/17/06  
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 Makah Reservation, Neah Bay, Wa. In the program open, Makah storyteller, Maria Pascua, tells a traditional Makah Whale story to Tribal Head Start students and Cape Flattery School District students inside the Makah Museum. In segment two, Ben Johnson, Jr., the Makah Tribe Chairman, discusses the Cultural importance of Whaling to the Makah Tribe. Segment three tells of the Lewis and Clark Corps of Discovery and their Fall of 1805 journey to the mouth of the Columbia River and meeting with the Chinook and Clatsop Tribes. In the "Around Indian Country" segment, NWIN reports on the National Network of Grantmakers 25<sup>th</sup> Anniversary Conference at Semiamoo Resort, The March To The Peace Arch event hosted by the American Indian Movement and the 10<sup>th</sup> Anniversary of the Evergreen State College Longhouse near Olympia, WA.

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Title: NorthWest Indian News

Broadcast Day/Date: Sunday, 7/16/06 and  
Sunday, 9/24/06

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Time: 4:30 – 5:00 PM on 7/16  
8:30 – 9:00 AM on 9/24

Duration: 30:00

Type/Organization: Public Affairs/Tulalip Tribes

Description: Lummi Tribal member Chenoa Egawa hosts the program from the Washington State Museum in Olympia, WA. 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. Segment two reported on how Pow Wows, once outlawed in the U.S. and Canada, has today grown well beyond the traditional boundaries of origin on the prairies and Great Plains and is now widespread throughout North America. Segment three focuses on 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, WA played host to a Martin Luther King Community Celebration on January 11<sup>th</sup>.

Title: NorthWest Indian News

Broadcast Day/Date: Saturday, 7/29/06

Time: 3:00 -3:30 PM

Duration: 30:00

Type/Organization: Public Affairs/Tulalip Tribes

Description: Lummi Tribal member Chenoa Egawa hosts the program from the Yakama Nation in south central Washington State. Spanning over 1.4 million acres and with nearly 10,000 tribal members, Yakama Nation has the largest reservation and is the most populous Tribe in the northwestern United State. In segment one, the tiny reservation of the Quileute Tribe located on the shores of Washington State's Pacific coastline, is taking bold measures to protect Tribal members and the community of La Push against the threat of Tsunamis. Segment two features the Pendleton Woolen Mills which for more than 100 years has been making premium quality wool blankets with Native artwork and designs as well as wool clothing and other products. The "Around Indian Country" segment contained brief summary reports on the following topics: The Tulalip Hibulb Museum Groundbreaking; Cowlitz Casino Public Meeting; Squaxin Museum Exhibit: Wood, Paper, Glass and Sequim Elk Herds. The program close featured two Yakama Elders who talked about their youth in their native Yakama language.

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Title: NorthWest Indian News  
Broadcast Day/Date: Sunday, 8/06/06  
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 Muckleshoot Reservation near Auburn, Washington, where the Muckleshoot Tribe is preparing to host the 2006 canoe journey entitled "Past and Present, Pulling Together For Our Future". In segment one, NWIN reporters visit the Glacier Bay National Park in southeastern Alaska, which was once home to the Huna Tlingit Tribe. Today, the park service and the Tribe are working together to allow Tribal members access to their traditional ceremonial and hunting grounds. Segment two features two visionary women who had an idea to create what is now "Heritage University". Today, Heritage University is a four year, accredited, non-profit university located on the Yakama Indian Reservation. More than 1,300 students from many diverse cultures, primarily from south central Washington State, are on their way to receiving degrees as a result of the vision and effort of the two women. Segment three covers the preparation for the Canoe Journey 2006 as a group of Native youth are carving a seagoing canoe so that they will be able to participate in the event this year on nearby Lake Washington. The program close features the Muckleshoot Canoe Family as they practice their Tribal songs and dances in preparation for hosting the upcoming Canoe Journey 2006.

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Title: NorthWest Indian News  
Broadcast Day/Date: Sunday, 8/13/06  
Time: 4:30 – 5:00 PM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: Lummi Tribal member Chenoa Egawa hosts the program during the Lummi Stommish Water Festival and Pow Wow on the Lummi Reservation near Bellingham, WA. 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, WA and to the Colville Tribe's Sunflower Festival.

Title: NorthWest Indian News  
Broadcast Day/Date: Sunday, 8/20/06  
Time: 4:34 – 5:34 PM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Nooksack Reservation in Whatcom County. In the program open, NWIN talks to Nooksack Chairman, Narcisco Cunanan about the economic future of the Nooksack Tribe. Segment one covers the Chinook Tribe as they build and dedicate a replica of a traditional Plankhouse near the original Chinook Village of Cathlapotle on the Columbia River. The Lewis and Clark Corp of Discovery records making contact with the Chinooks 200 years ago at the site. Segment two covers two Colville Tribal leaders who have filed a lawsuit against Teck Cominco of Trail, British Columbia for dumping millions of tons of slag and heavy metals into the Columbia River. In segment three, the 150<sup>th</sup> Anniversary of the Treaty of Neah Bay is celebrated. Segment four covers the Seattle Premium Outlets Grand Opening at Quil Ceda Village which features a collection of 100 designer and name-brand outlet stores. In the "Around Indian Country" segment, NWIN takes a look at Representative John McCoy's House Bill 1495 entitled "Encouraging Tribal History to be included in the Common School Curriculum" which was recently signed into Washington State law.

Title: Inside Out Northwest  
Broadcast Day/Date: Sunday, 9/03/06  
Time: 4:30 – 5:00 PM  
Duration: 30:00  
Type/Organization: Public Affairs/KSTW-TV  
Description: In an updated version of the "Salmon Homecoming Days", Inside Out Northwest takes an inside look at the Salmon Homecoming Celebration where cultures gather to both honor and preserve the salmon.

## **Ascertainment Issues 3rd 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.

## **3rd Quarter 2006 Puget Sound Broadcaster's Ascertainment Meetings Topics:**

7/2006	On Hiatus
8/2006	On Hiatus
9/07/06	The entire meeting was dedicated to America's education crisis ... how bad the situation really is, what's being done about it and what more needs to be done. Amongst the speakers were representatives from New Futures, Communities In Schools of Seattle, Powerful Schools, partnerships for Seattle Public Schools and the Boys & Girls Clubs of King County.

## **3rd Quarter 2006 Report: Issue-Responsive Programming: Station Outreach Activities**

### **Internships & Job Shadows**

KSTW is very supportive of local students who are interested in a career in broadcasting. To this end, KSTW 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. In 3rd Quarter 2006, KSTW hosted two interns in the Production Department and one student interned in each Department of the Station.

### **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**

A repeat of The Seattle Pride Parade aired on Sunday, 7/09/06, 10:00 PM-Midnight which was hosted by KSTW on-air personalities Chris Cashman and Erin Mayovsky. KSTW on-air personality, Erin Mayovsky, hosted The Seafair Chinatown Parade on Sunday, 7/23/06, 7:00-8:00 PM.

### **Events**

On July 31<sup>st</sup>, KSTW's on-air personality, Chris Cashman, was host and MC for the ASA Softball National Tournament kick-off at Key Arena in Seattle, WA. Chris was also MC for the Boys and Girls Club "It Just Takes One" luncheon on September 26<sup>th</sup>.

### **Other**

None

### **Various In-Kind donations:**

None

### **Job Fair**

None attended