

4th Quarter 2009 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 produces and airs a series of vignettes titled "Project Green" that addresses ecological issues. These vignettes are also linked on KSTW's Web site.

Jenna Willis of KSTW attended the Ascertainment meetings in October, November, and December of 2009 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 November 18th, 2009.

Various In-kind Donations

None.

Job Fairs

None.

4th Quarter 2009 Report: Issue-Responsive Programming: Public Affairs Programming

Title: NorthWest Indian News - #38
Broadcast Day/Date: Sunday, October 4, 2009
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 - #068A
Broadcast Day/Date: Sunday, October 4, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they interview some of the Washington State 2009 Women of Influence. Deanna Cleaveland, founder and COO of Cornerstone Financial Strategies, explains her success in business that led to her nomination. Connie Lovelady from Graphic Concepts Inc. Ad Agency is interviewed regarding her achievements in the industry. In the Around the Sound segment the jobs and local economic opportunity provided by the Puyallup Fair is discussed. Angelique Wilson from Professional Temporary Staffing Agency reflects on her career path that led to her nomination as a Woman of Influence. Babe Lehrer, the winner of the 2009 Lifetime Achievement Woman of Influence Award, is interviewed regarding her business success secrets. In the Business 101 segment Martha Cerna from the South Sound Woman's Business Center gives women advice for business.

Title: NorthWest Indian News - #39
Broadcast Day/Date: Sunday, October 11, 2009
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 - #068B
Broadcast Day/Date: Sunday, October 11, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.

Description: Emily West and Jeff Rounce host this episode as they interview some of the Washington State 2009 Women of Influence. Jan Teague, CEO of the Washington Retail Association, explains her success in business that led to her nomination. Carlene Joseph, the vice president of Harborstone Credit Union, is interviewed regarding her achievements in the industry. In the Around the Sound segment the jobs and local economic opportunity provided by the Puyallup Fair is discussed. Julie Washburn, the founder of Need A Break Services, reflects on her career path that led to her nomination as a Woman of Influence. Babe Lehrer, the winner of the 2009 Lifetime Achievement Woman of Influence Award, is interviewed regarding her business success secrets. In the Business 101 segment Martha Cerna from the South Sound Woman's Business Center gives women advice for business.

Title: NorthWest Indian News - #40
Broadcast Day/Date: Sunday, October 18, 2009
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. 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 stories include "Yakama Nation Wild Horses," "Kasaan Totem Raising," and "Hawai'ian Reunion of Ancestry Celebration."

Title: South Sound Business Report - #068C
Broadcast Day/Date: Sunday, October 18, 2009
Time: 9:00 AM

Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they interview some of the Washington State 2009 Women of Influence. Deanna Cleaveland, founder and COO of Cornerstone Financial Strategies, explains her success in business that led to her nomination. Connie Lovelady from Graphic Concepts Inc. Ad Agency is interviewed regarding her achievements in the industry. In the Around the Sound segment the jobs and local economic opportunity provided by the Puyallup Fair is discussed. Angelique Wilson from Professional Temporary Staffing Agency reflects on her career path that led to her nomination as a Woman of Influence. Babe Lehrer, the winner of the 2009 Lifetime Achievement Woman of Influence Award, is interviewed regarding her business success secrets. In the Business 101 segment Martha Cerna from the South Sound Woman's Business Center gives women advice for business.

Title: NorthWest Indian News - #9
Broadcast Day/Date: Sunday, October 25, 2009
Time: 8:30 AM
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, Washington. In the program open, NorthWest Indian News (NWIN) talks to Nooksack Chairman, Narcisco Cunanan about the economic future of the Nooksack Tribe. Other stories include "Cathlapotle Plankhouse," "The State of Washington joins the Colville Tribes in lawsuit against Teck Cominco," "The Treaty of Neah Bay; 150 year Anniversary," and "Seattle Premium Outlets, Grand Opening at Quil Ceda Village." The "Around Indian Country" segment discusses encouraging tribal history to be included in the common school curriculum as was recently signed into Washington State law.

Title: South Sound Business Report - #068D
Broadcast Day/Date: Sunday, October 25, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they interview some of the Washington State 2009 Women of Influence. Jan Teague, CEO of the Washington Retail Association, explains her success in business that led to her nomination. Carlene Joseph, the vice president of Harborstone Credit Union, is interviewed regarding her achievements in the industry. Julie Washburn, the

founder of Need A Break Services, reflects on her career path that led to her nomination as a Woman of Influence. Babe Lehrer, the winner of the 2009 Lifetime Achievement Woman of Influence Award, is interviewed regarding her business success secrets. In the Business 101 segment Martha Cerna from the South Sound Woman's Business Center gives women advice for business.

Title: NorthWest Indian News - #10
Broadcast Day/Date: Sunday, November 1, 2009
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Squamish First Nation Reserve in North Vancouver, British Columbia. In the program open, canoes from several Tribes and Bands arrive at the Squamish Reserve to partake in Canoe Journey, "Paddle to Elwha 2005." NorthWest Indian News talks to Squamish First Nation Co-chairman Byron Joseph about the importance of preserving Coast Salish culture through participation in the Canoe Journeys. Other stories include "Yakama Nation Wild Horses," "The Tall Ships," and "Governor Gregoire visits Marysville/Tulalip Chamber of Commerce." The "Around Indian Country" segment looks at The First Salmon Ceremony at The Tulalip Tribes, the transfer of the deed to Old Man House State Park to the Suquamish Tribe, The Lummi Nation Stommish and Water Festival and the 150th Anniversary of the Treaty of Yakama.

Title: South Sound Business Report - #068E
Broadcast Day/Date: Sunday, November 1, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they interview some of the Washington State 2009 Women of Influence. Deanna Cleaveland, founder and COO of Cornerstone Financial Strategies, explains her success in business that led to her nomination. Connie Lovelady from Graphic Concepts Inc. Ad Agency is interviewed regarding her achievements in the industry. Angelique Wilson from Professional Temporary Staffing Agency reflects on her career path that led to her nomination as a Woman of Influence. Babe Lehrer, the winner of the 2009 Lifetime Achievement Woman of Influence Award, is interviewed regarding her business success secrets. In the Business 101 segment Martha Cerna from the South Sound Woman's Business Center gives women advice for business.

Title: NorthWest Indian News - #11
Broadcast Day/Date: Sunday, November 8, 2009
Time: 8:30 AM
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, Washington. 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. Stories in this episode include "Paddle to Elwha 2005. Reflections of Our Past: Honoring Our Ancestors," "Native Education," and "Reflections of Our Past: Honoring Our Ancestors."

Title: South Sound Business Report - #069A
Broadcast Day/Date: Sunday, November 8, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they interview some family owned businesses in Washington State. Sarah Bonds, Area Director of Marketing for Simon Properties, is interviewed regarding how retail businesses are doing in the holidays. In Business 101 Jim Brock, a Dean of a School of Business and Marketing at Pacific Lutheran University, discusses entrepreneurship tips. Paul Ellingson, CEO of Bargreen Ellingson Restaurant Supply Company, explains his business' success. Dave Harkness and his son Kellen Harkness discuss the preparations made for the succession of ownership of their furniture and mattress store from father to son. Kevin Stormans, vice president of Stormans, Inc., is interviewed regarding his business strategies for his grocery store chain. And finally, Brain Haines, CEO of Rainer Connect, discusses how his technology company keeps its competitive edge.

Title: NorthWest Indian News - #12
Broadcast Day/Date: Sunday, November 15, 2009
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Makah Reservation, Neah Bay, Washington. In the program open, Makah storyteller, Maria Pascua, is telling a traditional Makah Whale story to Tribal Head Start students and Cape Flattery School District students inside the Makah Museum. Ben Johnson,

Jr., Chairman, Makah Tribe, discusses the Cultural importance of Whaling to the Makah Tribe. Stories in this episode include "Makah Whaling," "Lewis and Clark Commemoration," and "Native Education." The "Around Indian Country" segment reports on the National Network of Grantmakers 25th Anniversary Conference at Semiamoo Resort, The March To The Peace Arch event hosted by the American Indian Movement, and the 10th Anniversary of the Evergreen State College Longhouse near Olympia, Washington.

Title: South Sound Business Report - #069B
Broadcast Day/Date: Sunday, November 15, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they interview some family owned businesses in Washington State. Sarah Bonds, Area Director of Marketing for Simon Properties, is interviewed regarding how retail businesses are doing in the holidays. In Business 101 Jim Brock, a Dean of a School of Business and Marketing at Pacific Lutheran University, discusses entrepreneurship tips. Paul Ellingson, CEO of Bargreen Ellingson Restaurant Supply Company, explains his business' success. Dave Harkness and his son Kellen Harkness discuss the preparations made for the succession of ownership of their furniture and mattress store from father to son. Kevin Stormans, vice president of Stormans, Inc., is interviewed regarding his business strategies for his grocery store chain. And finally, Brain Haines, CEO of Rainer Connect, discusses how his technology company keeps its competitive edge.

Title: NorthWest Indian News - #13
Broadcast Day/Date: Sunday, November 22, 2009
Time: 8:30 AM
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. A large part of the museum's focus is on history of the indigenous people and cultures of the region. Other stories in this episode include "Pow Wows" and "Disappearing Languages." The "Around Indian Country" segment discusses the Martin Luther King Community Celebration, the Yakama Nation professional basketball team, and the announcement by the Stillaguamish Tribe to expand The Angel of the Winds casino.

Title: South Sound Business Report - #069C
Broadcast Day/Date: Sunday, November 22, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they interview some family owned businesses in Washington State. Sarah Bonds, Area Director of Marketing for Simon Properties, is interviewed regarding how retail businesses are doing in the holidays. In Business 101 Jim Brock, a Dean of a School of Business and Marketing at Pacific Lutheran University, discusses entrepreneurship tips. Paul Ellingson, CEO of Bargreen Ellingson Restaurant Supply Company, explains his business' success. Dave Harkness and his son Kellen Harkness discuss the preparations made for the succession of ownership of their furniture and mattress store from father to son. Kevin Stormans, vice president of Stormans, Inc., is interviewed regarding his business strategies for his grocery store chain. And finally, Brain Haines, CEO of Rainer Connect, discusses how his technology company keeps its competitive edge.

Title: NorthWest Indian News - #14
Broadcast Day/Date: Sunday, November 29, 2009
Time: 8:30 AM
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 States. Stories included in this episode are "Tsunami Fears Spur Quileute Boundary Dispute" and "Pendleton Woolen Mills." The "Around Indian Country" segments are "The Tulalip Hilibulb Museum Groundbreaking," "Cowlitz Casino Public Meeting," "Squaxin Museum exhibit: Wood, Paper, Glass," "Sequim Elk Herds," and "Inside Passage."

Title: South Sound Business Report - #069D
Broadcast Day/Date: Sunday, November 29, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they interview some family owned businesses in Washington State. Sarah Bonds, Area Director of Marketing for Simon Properties, is

interviewed regarding how retail businesses are doing in the holidays. In Business 101 Jim Brock, a Dean of a School of Business and Marketing at Pacific Lutheran University, discusses entrepreneurship tips. Paul Ellingson, CEO of Bargreen Ellingson Restaurant Supply Company, explains his business' success. Dave Harkness and his son Kellen Harkness discuss the preparations made for the succession of ownership of their furniture and mattress store from father to son. Kevin Stormans, vice president of Stormans, Inc., is interviewed regarding his business strategies for his grocery store chain. And finally, Brain Haines, CEO of Rainer Connect, discusses how his technology company keeps its competitive edge.

Title: NorthWest Indian News - #15
Broadcast Day/Date: Sunday, December 6, 2009
Time: 8:30 AM
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." NWIN visits with the Canoe Family during culture night, to talk with Captain Walter Pacheco and Cultural Coordinator Dawnda Nahanee. Other stories in this episode include "Tlingit Ancestral Lands in Glacier Bay National Park," "Heritage University," and "Canoe Carving."

Title: South Sound Business Report - #070A
Broadcast Day/Date: Sunday, December 6, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they interview some of the fastest growing businesses in Washington State, despite the economic difficulties. Jeffery Brown, co-founder and president of BCRA, explains how BCRA earned the 2009 Longevity Award and the keys to his design firm's success. In Business 101 Bob Hinton from Moss Adams gives tax tips for local businesses. Brian Forth, CEO and owner of Site Crafting, discusses his web development company's business strategies for the tough economy. A panel of experts, Lynette Claire, Ph.D. from the UPS School of Business and Leadership and Jim Hessler from Path Forward Leadership Development, converse regarding the keys of business success. In the Around the Sound segment Dave Wallace, an economic analyst, forecasts trends in the 2010 local job market. Warren Willoughby, CEO of Sound Glass Sales, Inc., explains his company's survival in the difficult economy.

Scott and Kelly Wichert from Wichert Electric, Inc. give their business' success strategies.

Title: NorthWest Indian News - #16
Broadcast Day/Date: Sunday, December 13, 2009
Time: 8:30 AM
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, Washington. The word 'Stommish' means: honoring our veterans. This episodes stories are "Ernest Stensgar, President, ATNI," "Tribal Leaders Congress on Education," "Super Fly Filmmaking Experience," and "Celebration 2006." The "Around Indian Country" segment discusses the Tulalip Tribe's First Salmon Ceremony, the Spokane Tribe's 'Airway Heights' development project, the Council of B.C. Chiefs summit, Native American Day at Dry Creek Elementary School in Port Angeles, Washington, and the Colville Tribe's Sunflower Festival.

Title: South Sound Business Report - #070B
Broadcast Day/Date: Sunday, December 13, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they interview some of the fastest growing businesses in Washington State, despite the economic difficulties. Jeffery Brown, co-founder and president of BCRA, explains how BCRA earned the 2009 Longevity Award and the keys to his design firm's success. A panel of experts, Lynette Claire, Ph.D. from the UPS School of Business and Leadership and Jim Hessler from Path Forward Leadership Development, converse regarding the keys of business success. In Business 101 Bob Hinton from Moss Adams gives tax tips for local businesses. Brian Forth, CEO and owner of Site Crafting, discusses his web development company's business strategies for the tough economy. In the Around the Sound segment Dave Wallace, an economic analyst, forecasts trends in the 2010 local job market. Warren Willoughby, CEO of Sound Glass Sales, Inc., explains his company's survival in the difficult economy. Scott and Kelly Wichert from Wichert Electric, Inc. give their business' success strategies.

Title: NorthWest Indian News - #17
Broadcast Day/Date: Sunday, December 20, 2009

Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program during the Omak Stampede and world famous Suicide Race in north central Washington State, near the Confederated Tribes of the Colville Reservation. The Colvilles have been racing horses up and down the hillsides and across the rivers of the region since time immemorial. The 'Suicide Race' held every August shows off the spectacular horsemanship of the Tribal members. The Omak Stampede event also includes a pow wow, stick game tournament, Colville Indian village encampment, a grand parade and rodeo; drawing altogether more than 100,000 visitors and millions of tourist dollars to the area each summer. The story "Canoe Journey 2006, Past and Present: Pulling Together For Our Future" is also presented.

Title: South Sound Business Report - #070C
Broadcast Day/Date: Sunday, December 20, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they interview some of the fastest growing businesses in Washington State, despite the economic difficulties. Jeffery Brown, co-founder and president of BCRA, explains how BCRA earned the 2009 Longevity Award and the keys to his design firm's success. A panel of experts, Lynette Claire, Ph.D. from the UPS School of Business and Leadership and Jim Hessler from Path Forward Leadership Development, converse regarding the keys of business success. In Business 101 Bob Hinton from Moss Adams gives tax tips for local businesses. Brian Forth, CEO and owner of Site Crafting, discusses his web development company's business strategies for the tough economy. In the Around the Sound segment Dave Wallace, an economic analyst, forecasts trends in the 2010 local job market. Warren Willoughby, CEO of Sound Glass Sales, Inc., explains his company's survival in the difficult economy. Scott and Kelly Wichert from Wichert Electric, Inc. give their business' success strategies.

Title: NorthWest Indian News - #18
Broadcast Day/Date: Sunday, December 27, 2009
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: In this special edition, NorthWest Indian News dedicates the entire program to one topic: derelict fishing net and crab pot removal from the sea bed of Puget Sound and the waters of the Pacific

Coast. Lummi Tribal member Chenoa Egawa and Tlingit Tribal member Gene Tagaban co-host the program from the "Bet Sea", a former purse seine fishing boat modified for the purpose of removing lost or abandoned fishing nets and crab pots from the sea floor. NWIN discusses the scope of the problem and what we can all do to help clean our waterways of this particularly destructive kind of pollution.

Title:	South Sound Business Report - #070C
Broadcast Day/Date:	Sunday, December 27, 2009
Time:	9:00 AM
Duration:	30:00
Type/Organization:	Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description:	Emily West and Jeff Rounce host this episode as they interview some of the fastest growing businesses in Washington State, despite the economic difficulties. Jeffery Brown, co-founder and president of BCRA, explains how BCRA earned the 2009 Longevity Award and the keys to his design firm's success. A panel of experts, Lynette Claire, Ph.D. from the UPS School of Business and Leadership and Jim Hessler from Path Forward Leadership Development, converse regarding the keys of business success. In Business 101 Bob Hinton from Moss Adams gives tax tips for local businesses. Brian Forth, CEO and owner of Site Crafting, discusses his web development company's business strategies for the tough economy. In the Around the Sound segment Dave Wallace, an economic analyst, forecasts trends in the 2010 local job market. Warren Willoughby, CEO of Sound Glass Sales, Inc., explains his company's survival in the difficult economy. Scott and Kelly Wichert from Wichert Electric, Inc. give their business' success strategies.

4th Quarter 2009 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:

PROJECT GREEN (Messages)

KSTW presents an encompassing campaign that will help Western Washington become a better place to live through awareness, education and programs dedicated to the environment. Project Green messages will air on KSTW and KSTW.com. From tips to living green, articles and a calendar of green events in the region, KSTW.com will be a leader in green information in Western Washington.

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: "South Sound Business Report"

South Sound Business Report is a partnership between the Business Examiner Newspaper Group and Clover Park Technical College in Tacoma to highlight business activity in South Puget Sound. Topics include environment, agriculture, business growth, transportation, education, finance, real estate and economic development.

Ascertainment Issues 4th Quarter 2009

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.

4th Quarter 2009 Puget Sound Broadcaster's Ascertainment Meetings

Topics:

- 10/7/09 Hosted by Sandusky Radio in Bellevue, the following speakers addressed the Media regarding the topics noted:
- Gena Palm, Executive Director for Seattle Children's Home, and Lisa Hay, Director of Business Development and Marketing for Seattle Children's Home** Explained the history and purpose of Seattle Children's Home as well as the various therapies, in-house living, and out-patient programs available from the organization.
- Reverend John-Otto Liljenstolpe and Rabbi Anson Laytner from Investing for Peace in the Holy Land** Discussed the conflict in Israel/Palestine and how the local community can become involved in various projects in the West Bank to work toward the goal of peace.
- Sue Eastgard, Executive Director for the Youth Suicide Prevention Program** Topics included building community awareness of the frequency of this problem and creating education programs in schools to reduce the occurrence of at-school triggers such as bullying.
- CJ Taylor, Board Member of Science and Management of Addictions Foundation, and Frank Couch, Program Manager of Science and Management of Addictions Foundation** Explained the science of addictions as a disease of the brain and how to provide treatments for adolescents' addictions.

Rachael Taber, Shin Shin Hsia, and Stacie Ford-Bonnelle, Coordinators for Seattle Fair Trade Cities Campaign Topics included explaining the benefits of Fair Trade and how to find Fair Trade items sold in Washington State.

11/4/09

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

Gloria Hatcher-Mays, Executive Director for Pike Market Senior Center and Downtown Food Bank Explained the history and purpose of Pike Market Senior Center and Downtown Food Bank as well as the various recreational activities and job placement programs available for its over 3,000 participants.

Lawrence Stone, Founder of the Big Homie Program Discussed how providing a mentor for a current young gang member can provide that youth with the strength to leave the gang and live a better life free from violence and crime.

Sluggo Rigor, Executive Director for the International Drop-In Center Topics included the history of the Philippines as an American ally in World War II, the promises of soldier benefits made to Filipino soldiers fighting under American command, and the conspiracy of those unfulfilled promises after so many decades.

Roberto A. Juarez Garza, Community Outreach for the Mexican Consulate Explained the purpose of the Mexican Consulate for Mexican nationals living in the United States and the various services available to them.

Maiko Winkler Chin, Executive Director for the Seattle Chinatown International District Preservation and Development Authority Discussed how the organization promotes, preserves, and develops the international district's buildings and businesses as well as the many services provided to its residents.

12/2/09

Hosted by KTBW TV Trinity Broadcasting in Federal Way, the following speakers addressed the Media regarding the topics noted:

Dan Schmidt, Director of Donor Resources for Cascade Regional Blood Services, and Cari Dixon, Marketing Director for Cascade Regional Blood Services Explained the need for blood, platelet, plasma, and other blood parts donations and the importance of community participation to meet the medical demand.

Sarah Sweeney, Washington State Director for the Not for Sale Campaign, Philip Martin, Co-Ambassador for Stop Child Trafficking Now, and Shawn Ramsay, Director of the film Victory Day Discussed the prevalence of human trafficking in Washington State, the efforts made to prosecute the organizers of this illegal business, and the need for health care, education, and other services for the rescued children.

Jack Dovey, Mayor of the City of Federal Way Explained how the City of Federal Way is balancing expenses with decreased revenue due to the poor economy and its efforts to maintain essential human services despite their cost.

Major Jan Plummer, Co-Director of the Salvation Army Seattle Social Services Topics included the struggle to help the homeless due to conflicting government regulations, the high cost of providing services to the needy, and the importance of food and clothing donations to support the organization.