

3rd Quarter 2011 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 employees helped to hand out CFL bulbs to Puget Sound Energy customers that traded in their incandescent bulbs as part of the Rock the Bulb campaign. Customers learned ways to reduce their home energy use. KSTW handed out CFL bulbs at the Renton Farmers' Market, the Burien Farmers' Market, the Kirkland Farmers' Market, the Kent Summer Concert Series, the Bellevue 6th Street Fair, and Renton River Days.

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 meeting in September of 2011 collecting information from public and non-profit organizations addressing the concerns of the public in our community.

Various In-kind Donations

KSTW sponsored an Emma Bowen intern during third quarter providing valuable experience in the broadcasting industry. In addition, KSTW provided \$3,085 as a contribution for a matching scholarship fund.

Job Fairs

None.

3rd Quarter 2011 Report: Issue-Responsive Programming: Public Affairs Programming

Title: Northwest Indian News - #43
Broadcast Day/Date: Sunday, July 3, 2011
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 - #98
Broadcast Day/Date: Sunday, July 3, 2011
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 industrial land and jobs. In-studio guest Monte Decker, vice president of CB Richard Ellis commercial and industrial real estate, joins the panel and explains the impact on jobs creation from development of property for industrial uses. In addition, Roger Fish of TransAlta Centralia shows work being done at the mammoth coal mining land reclamation project in Lewis County. Bill Lotto, representing Industrial Park at TransAlta, explains plans for turning 1,000 acres into a planned industrial park over the next 20 years. Business Examiner Editor Mike Boyd interviews Business Examiner reporter Holly Smith Peterson about her series outlining the project under development near the TransAlta coal-fired power generation plant that is phasing out of production within the decade.

Title: Northwest Indian News - #44
Broadcast Day/Date: Sunday, July 10, 2011
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 - #89
Broadcast Day/Date: Sunday, July 10, 2011
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 - #19
Broadcast Day/Date: Sunday, July 17, 2011
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 program from the Whatcom Museum of History and Art in Bellingham, Washington. A blessing of the "Heritage of Design" exhibit by the Tom family singers of Lummi Nation opens the show. The "Heritage of Design" exhibit features American Indian and First Nations basketry and beading which are considered to be fine art. Other news stories include "Native Legislators," "Celilo Wy am pum Homecoming and Healing Encampment," "First Nations Snowboard Team," and "Lummi Blackhawks."

Title: South Sound Business Report - #99
Broadcast Day/Date: Sunday, July 17, 2011
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode covers the Health Care Champions of 2011. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are joined by Dr. Cole Mason, president of Thurston-Mason County Medical Society, and Brad Berger, co-owner and managing partner of Cornerstone Financial Strategies. They discuss the people chosen as 2011 Health Care Champions along with current issues in the medical sector. In addition, video vignettes of the following 2011 Health Care Champions honorees are included: Dr. Jon Peterson, Dr. Patrick Hogan, Dr. Gary Gowin, Vantage Physicians, Bridges Center for Grieving Children, Kevin Anderson of Wesley Homes, Dr. Frank Senecal.

Title: Northwest Indian News - #20
Broadcast Day/Date: Sunday, July 24, 2011
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 Summit at Snoqualmie, where the Puyallup Tribe has partnered with the ski area to form the 'Puyallup Future Olympians Ski and Snowboard Program'. The Tulalip Tribes joined with the Puyallups for a blessing after being invited to give the Puyallups permission to begin the program in the Tulalip's traditional territories of the Snoqualmie. Additional segments include "Puyallup Future Olympians Ski and Snowboard Program," "Quinalt Seafood," "Star Nayea," and "Tulalip Heritage Hawks." The "Around Indian Country" section includes stories covering the Confluence Project in Celilo, Oregon, the Whistler Cultural Centre, the Hoh River flooding and Hoh Reservation, and the Yakama Warriors Association.

Title: South Sound Business Report - #93
Broadcast Day/Date: Sunday, July 24, 2011
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode covers fast growing companies in the South Sound area. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are joined by in-studio guests Bob Hinton, managing partner for Tacoma office of Moss Adams, and Michael Cade, executive director for Economic Development Council for Thurston

County. Each of the past six years, the Business Examiner has recognized South Sound-based businesses that recorded the largest expansion as measured in growth of gross revenues and size of their workforce. The certified public accountants and business advisors at Moss Adams identify the honorees from data submitted by the nominees. For 2011, Coldwell Banker Danforth real estate of Federal Way, NoteWorld in downtown Tacoma, and Vital Mechanical Service were named and are featured in this episode, along with #1 CodeSmart Inc. of Lacey. In addition, Earth Friendly Products, The Rants Group, and Harbor Wholesale Grocery are highlighted for being named businesses of the year by the Thurston EDC. Concluding this episode are the Business Examiner Editor Mike Boyd's local business updates.

Title: Northwest Indian News - #21
Broadcast Day/Date: Sunday, July 31, 2011
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 Washington State History Museum in Tacoma. The museum and historical society hosts the second annual "In the Spirit: Contemporary Northwest Native Art" exhibit with more than 30 different Native artists displaying their artwork.

Title: South Sound Business Report - #100
Broadcast Day/Date: Sunday, July 31, 2011
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 - #22
Broadcast Day/Date: Sunday, August 7, 2011
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes

Description: Lummi Tribal member Chenoa Egawa hosts the program during National Aboriginal Day in Vancouver, British Columbia. NWIN reports from the Vancouver Art Gallery where the Art and Culture Celebration is taking place. Segment two takes place in Anchorage, Alaska, during the 59th annual meeting of the International Whaling Commission, which granted the Makah Nation a renewal to harvest up to 20 gray whales over the next five years for subsistence purposes. In segment three, the tradition of carving and raising of Totem Poles is featured. In the "Around Indian Country" segment, the following stories were featured: Tulalip Tribes First Salmon Ceremony; 37th Annual City of Roses Delta Park Powwow and Encampment; ATNI: In Honor of All Our native American Veterans; Lummi Nation Invites Nuxalk First Nation to join Canoe Journey and The Cedars at Dungeness Golf Course.

Title: South Sound Business Report - #94
Broadcast Day/Date: Sunday, August 7, 2011
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: In this episode of the South Sound Business Report the topic of law as a business is discussed. Joining co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are Salvador Mungia, immediate past president of the Washington State Bar Association, and Brett Purtzer, current president of the Tacoma-Pierce County Bar Association. The business of law has suffered much the same kind of contraction during the Great Recession as most other industries and that has brought change to the profession as America celebrates Law Day. Reductions in levels of work from clients have caused many law firms to reduce their numbers of attorneys and graduation from law school is no longer an easy guarantee of a lucrative position. In addition, Jeff Hall, the state's administrator of courts, shares the outlook for funding of justice efforts throughout Washington as the governor and legislature work to reduce a \$5 billion budget deficit.

Title: Northwest Indian News - #23
Broadcast Day/Date: Sunday, August 14, 2011
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 during "Paddle to Lummi 2007" at Lummi Nation near Bellingham. The annual canoe journeys are often the largest Native gatherings in North America each year, with tens of thousands of Tribal and Band members in attendance during some point along the journey routes. The theme of this

year's canoe journey is titled: "Traveling the Traditional Highways of Our Ancestors".

Title: South Sound Business Report - #95
Broadcast Day/Date: Sunday, August 14, 2011
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 communications and technology leaders in this episode of South Sound Business Report. Darrell Bowman, CEO of My Network Company in Tacoma and national Small Business Veterans Champion of the Year, and Brian Haynes, CEO of Rainier Connect and UWT Small Business Leader of the Year are interviewed. Both are recognized as leaders of South Sound businesses engaged in the technology and communications sectors. Each has also recently been honored for their commitment to community service as a smart business strategy. Finally, the Business Examiner Editor Mike Boyd talks about local business updates.

Title: Northwest Indian News - #45
Broadcast Day/Date: Sunday, August 21, 2011
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 - #102
Broadcast Day/Date: Sunday, August 21, 2011
Time: 9:00 AM

Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode highlights the 2011 40 Under Forty recognition program. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are joined by Andrew Barkis, CEO of Olympia's Hometown Properties Management and judge for this program. Also included on this episode are Candy Hall, Mathias Eichler, Jason Beck and Dr. Chad Krilich, all members of this group of young community leaders. The 40 Under Forty program has honored outstanding leaders in each of the past eight years, recognizing their occupational and community accomplishments.

Title: Northwest Indian News - #46
Broadcast Day/Date: Sunday, August 28, 2011
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 - #101
Broadcast Day/Date: Sunday, August 28, 2011
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: Native Heartbeat - #3
Broadcast Day/Date: Sunday, September 4, 2011
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Mystique Hurtado hosts this episode from the American Indian Student Commission 2010 Winter Pow Wow on the University of Washington campus. The Winter Pow Wow is a way for all university students to share and appreciate cultural diversity. Other stories include how the B.R.I.D.G.E. Foundation is creating new ways to strengthen the important ties between tribal elders and tribal youth, the U'mista Cultural Centre's collection of carved masks depicting the 'Potlatch Ceremony' of the Kwakwaka'wak, and the Tacoma Art Museum's celebration honoring art, music and culture from the diverse Native community of the Pacific Northwest. The "Throughout Our Native Nations" segment includes short video vignettes of 'Tribal Journeys' Skipper meeting', 'Lummi Football' and 'Native American Celebration Day'.

Title: South Sound Business Report - #96
Broadcast Day/Date: Sunday, September 4, 2011
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode covers the top places to work in the South Sound. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are joined by in-studio guests Lee Fenton, senior partner HR at BLRB Architects, Miriam Barnett, CEO of YWCA Pierce County, and Duke York, CEO of York Enterprises. Each company represented on the panel was honored as a 2011 Top Place to Work in the South Sound and guests discuss the elements of their success that make for satisfied and productive employees, which bring success to the employer. Concluding this episode are the Business Examiner Editor Mike Boyd's local business updates.

Title: Northwest Indian News - #24
Broadcast Day/Date: Sunday, September 11, 2011
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 during the Third Gathering of Northwest Native Woodcarvers at the Longhouse Education and Cultural Center on The Evergreen State College campus near Olympia. Wood carvers share in a cultural exchange with invited guests from throughout the Pacific Rim including Hawaii, New Zealand and northern Canada.

Title: South Sound Business Report - #103
Broadcast Day/Date: Sunday, September 11, 2011
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 Globe Awards. They are joined by Anthony Hemstad, World Trade Center Tacoma; Pierson Clair, CEO of Brown & Haley candy named Exporter of Year; and Skip Smith, president of Smith-Western Co., Importer of the Year. The World Trade Center named five companies as winners of the Globe Awards recognizing accomplishments in International Trade by firms based in Washington State.

Title: Northwest Indian News - #25
Broadcast Day/Date: Sunday, September 18, 2011
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 - #98
Broadcast Day/Date: Sunday, September 18, 2011
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 industrial land and jobs. In-studio guest Monte Decker, vice president of CB Richard Ellis commercial and industrial real

estate, joins the panel and explains the impact on jobs creation from development of property for industrial uses. In addition, Roger Fish of TransAlta Centralia shows work being done at the mammoth coal mining land reclamation project in Lewis County. Bill Lotto, representing Industrial Park at TransAlta, explains plans for turning 1,000 acres into a planned industrial park over the next 20 years. Business Examiner Editor Mike Boyd interviews Business Examiner reporter Holly Smith Peterson about her series outlining the project under development near the TransAlta coal-fired power generation plant that is phasing out of production within the decade.

Title: Northwest Indian News - #26
Broadcast Day/Date: Sunday, September 25, 2011
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 - #104
Broadcast Day/Date: Sunday, September 25, 2011
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.

3rd Quarter 2011 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 3rd Quarter 2011

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.

3rd Quarter 2011 Puget Sound Broadcaster's Ascertainment Meetings Topics:

9/1/11

Hosted by KCPQ Q13 FOX Television and KZJO Joe TV in Seattle, the following speakers addressed the Media regarding the topics noted:

Doug Howell, Senior Representative for the Sierra Club Washington State Chapter Discussed why the Sierra Club is working to close coal plants and prevent new ones from opening. Mining and burning coal causes water pollution, disruption of land, air pollution, mercury in the environment, and climate change.

Daniel Johnson, President and CEO for the Boys and Girls Clubs of King County, and Patrick Carter, Interim Director for the Boys and Girls Clubs of King County Explained how the Boys and Girls Clubs create a safe place for kids and help to influence them to continue their education, adopt a healthy lifestyle, build character, and learn citizenship skills.

Tirza Sanchez-Shaw, Executive Vice President of Development for the National Multiple Sclerosis Society Northwest Chapter Topics included the symptoms of multiple sclerosis, the resources for people affected by the autoimmune disorder and their families or caregivers, and the organization's various fundraising activities.

Cherylyn McRae, Development Director for the Hearing, Speech, and Deafness Center Discussed the various programs the center has for educating and collaborating with clients, their families, and the community. One such project is the building of a multi-sensory park outside the center

that will have sound art, tactile art, wheelchair access, flowers, and other stimuli for their clients.

Barry McConnell, CEO of the Make-A-Wish Foundation Alaska and Washington Chapter, and Jeannette Tarcha, Director of Communication and Marketing for the Make-A-Wish Foundation Alaska and Washington Chapter Explained the criteria for selecting a child for a wish, the various kinds of wishes that are granted, and the significant number of children the foundation serves each year.