1st 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

None.

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 Willis, Program Coordinator for KSTW, attended the Ascertainment meetings in January, February, and March of 2011 collecting information from public and non-profit organizations addressing the concerns of the public in our community.

Various In-kind Donations

On March 20th, 2011 KSTW sponsored a five man team in the annual Sleep Country Pajama Bowl charity function with a \$250 entry fee proceed going to "The Ticket to Dream Foundation".

Job Fairs

None.

1st Quarter 2011 Report: Issue-Responsive Programming: Public Affairs Programming

Title:

Northwest Indian News - #42

Broadcast Day/Date:

Sunday, January 2, 2011

Time:

8:30 AM 30:00

Duration: 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 - #86

Broadcast Day/Date:

Sunday, January 2, 2011

Time:

9:00 AM

Duration:

30:00

Type/Organization: Description:

Public Affairs/The Business Examiner Newspaper Group This episode of South Sound Business Report covers 2011

Economic Forecasts. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are joined in the studio by Professors Douglas Goodman and Bruce Mann from University of Puget Sound who have produced the Pierce County Economic Index for the past 23 years. They share their forecast for the new year. Later, Professor Riley Moore of St. Martin's University, the author of Thurston County Economic Vitality Index, joins the discussion as he outlines the year ahead for the greater Olympia region. Business leaders from both Tacoma-Pierce County and Olympia-Thurston County offer their own reports of 2010 successes and challenges, along with their specialized views of what lies ahead in 2011. Finally, the Business Examiner Editor Mike Boyd talks

about local business updates.

Title:

Northwest Indian News - #43 Sunday, January 9, 2011

Broadcast Day/Date:

8:30 AM 30:00

Time: Duration:

Public Affairs/Tulalip Tribes

Type/Organization:

Cerissa Ramsey, Tulalip Tribal member, hosts the program from

Description:

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:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

South Sound Business Report - #86 Sunday, January 9, 2011

9:00 AM 30:00

Public Affairs/The Business Examiner Newspaper Group This episode of South Sound Business Report covers 2011

Economic Forecasts. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are joined in the studio by Professors Douglas Goodman and Bruce Mann from University of Puget Sound who have produced the Pierce County Economic Index for the past 23 years. They share their forecast for the new year. Later, Professor Riley Moore of St. Martin's University, the author of Thurston County Economic Vitality Index, joins the discussion as he outlines the year ahead for the greater Olympia region. Business leaders from both Tacoma-Pierce County and Olympia-Thurston County offer their own reports of 2010 successes and challenges, along with their specialized views of what lies ahead in 2011. Finally, the Business Examiner Editor Mike Boyd talks

Title:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

Northwest Indian News - #19 Sunday, January 16, 2011

about local business updates.

8:30 AM 30:00

Public Affairs/Tulalip Tribes

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:

Broadcast Day/Date:

Time:

South Sound Business Report - #87

Sunday, January 16, 2011

9:00 AM

Duration:

Type/Organization:

Description:

30:00

Public Affairs/The Business Examiner Newspaper Group In this episode of South Sound Business Report co-hosts Emily Reiter and Jeff Rounce of the Business Examiner discuss Retail Merchants. In-studio quests include Jeanne Carras, owner of Bonaventure Shoes in Olympia and president of Olympia Downtown Association. Also included is Patricia Lecy-Davis, owner of Embellish salon and leader of Go-Local Tacoma downtown merchants promotion. And last, Mike Gowrylow. spokesman for state Department of Revenue, and Jan Teague. president of Washington Retail Association, participate in this program. In addition, the Business Examiner Editor Mike Boyd provides timely local Business Briefs news updates.

Title:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

Northwest Indian News - #20 Sunday, January 23, 2011

8:30 AM 30:00

Public Affairs/Tulalip Tribes

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 Puvallups 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," "Quinault 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:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

South Sound Business Report - #87

Sunday, January 23, 2011

9:00 AM 30:00

Public Affairs/The Business Examiner Newspaper Group In this episode of South Sound Business Report co-hosts Emily Reiter and Jeff Rounce of the Business Examiner discuss Retail Merchants. In-studio guests include Jeanne Carras, owner of Bonaventure Shoes in Olympia and president of Olympia Downtown Association. Also included is Patricia Lecy-Davis. owner of Embellish salon and leader of Go-Local Tacoma downtown merchants promotion. And last, Mike Gowrylow, spokesman for state Department of Revenue, and Jan Teague. president of Washington Retail Association, participate in this

program. In addition, the Business Examiner Editor Mike Boyd provides timely local Business Briefs news updates.

Title:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

Northwest Indian News - #21

Sunday, January 30, 2011 8:30 AM

30:00

Public Affairs/Tulalip Tribes

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:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

South Sound Business Report - #88

Sunday, January 30, 2011

9:00 AM 30:00

Public Affairs/The Business Examiner Newspaper Group

This episode covers the Economic Impacts of Tourism. In-studio

guests include Mike Goomi, general manager of Tacoma's

Courtyard by Marriott Hotel, and George Sharp, executive director of Olympia-Lacey-Tumwater Visitor & Convention Bureau. Travel-related spending in Washington rose to \$15.2 billion in 2010 and the industry generates almost \$1 billion in sales tax revenue for state and local governments. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner discuss the future of tourism given budget proposals to end state promotional activities. In addition, Dale Rush, Concierge at Hotel Murano in Tacoma, tells viewers what visitors to the South Sound want to see and do, and how residents can improve the experience for tourists. Following this discussion, the Business Examiner Editor Mike Boyd gives

updates on local businesses.

Title:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

Northwest Indian News - #23 Sunday, February 6, 2011

8:30 AM 30:00

Public Affairs/Tulalip Tribes

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:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

South Sound Business Report - #88

Sunday, February 6, 2011

9:00 AM 30:00

Public Affairs/The Business Examiner Newspaper Group

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guests include Mike Goomi, general manager of Tacoma's

Courtyard by Marriott Hotel, and George Sharp, executive director of Olympia-Lacey-Tumwater Visitor & Convention Bureau. Travelrelated spending in Washington rose to \$15.2 billion in 2010 and the industry generates almost \$1 billion in sales tax revenue for state and local governments. Co-hosts Emily Reiter and Jeff Rounce of the Business Examiner discuss the future of tourism given budget proposals to end state promotional activities. In addition, Dale Rush, Concierge at Hotel Murano in Tacoma, tells viewers what visitors to the South Sound want to see and do, and how residents can improve the experience for tourists. Following this discussion, the Business Examiner Editor Mike Boyd gives

updates on local businesses.

Title:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

Northwest Indian News - #25 Sunday, February 13, 2011

8:30 AM 30:00

Public Affairs/Tulalip Tribes

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:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

South Sound Business Report - #89

Sunday, February 13, 2011

9:00 AM 30:00

Public Affairs/The Business Examiner Newspaper Group

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:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

Northwest Indian News - #26

Sunday, February 20, 2011 8:30 AM

30:00

Public Affairs/Tulalip Tribes

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:

Broadcast Day/Date:

Time: Duration:

Type/Organization: Description:

Duration:

South Sound Business Report - #89

Sunday, February 20, 2011

9:00 AM 30:00

Public Affairs/The Business Examiner Newspaper Group

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:

Broadcast Day/Date:

Northwest Indian News - #27 Sunday, February 27, 2011

Time: Duration: 8:30 AM 30:00

Type/Organization:

Public Affairs/Tulalip Tribes

Description:

Lummi Tribal member Chenoa Egawa hosts the program from hosts the program from the Jamestown S'Klallam reservation near Sequim, WA. During the program's open and interwoven throughout the various segments, NWIN provides coverage of the 2008 Executive Council Winter Session of the National Congress of American Indians. NWIN partners with crews from Native American television out of Washington D.C. to ask the top Tribal leaders, "What is the most important issue facing Indian Country today?" Other stories include "Nuxalk Chieftan Potlatch," "Yakama 'Healthy Heart' Project," and "Do Tribal Members Pay Taxes?." The "Around Indian Country" segment includes stories about the Aboriginal Tourism B.C. Awards and Demetri Robinson, a Tulalip Heritage wrestler.

Title:

Broadcast Day/Date:

Time:

Duration:

Type/Organization:

Description:

South Sound Business Report - #90

Sunday, February 27, 2011

9:00 AM 30:00

Public Affairs/The Business Examiner Newspaper Group This episode covers Anniversaries: the 100th Anniversary of

Public Ports in Washington and the 50th Anniversary for School of Business at Pacific Lutheran University. Co-hosts Emily Reiter and Jeff Rounce from the Business Examiner are joined by several guests for their round table discussion. The first guest is Gundar J. King, PhD, dean emeritus of PLU School of Business, who described why the private liberal arts institution of higher education chose in 1960 to create an accredited program focused on business topics. PLU will hold 50th year observance with workshops and gala dinner on March 12, 2011. Next, Bill

McGregor, president of the Port of Olympia Commission, explained from his perspective of more than 30 years working in the maritime industry why the State of Washington gains much from its 75 public port districts, especially those with waterfront transportation elements. A centennial dinner to mark the anniversary of public port districts will be held March 14 in Olympia. And last, Jim Amador, marine terminal manager for Port of Olympia, talked about the importance of jobs being created by rapidly expanding waterfront activities there. Following this

discussion, the Business Examiner Editor Mike Boyd gives

updates on local businesses.

Title:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

Northwest Indian News - #28

Sunday, March 6, 2011

8:30 AM 30:00

Public Affairs/Tulalip Tribes

Squaxin Island Tribal member Jeremiah George hosts the program from the "Great Wolf Resorts Waterpark" in Grand Mound, WA, which is co-owned by the Chehalis Tribe. This

episodes stories include "Dalai Lama visits with NW tribes," "Columbia River sea lions," and "Perpetuating indigenous language through technology." The "Around Indian Country" segment includes stories about the WA State HB 2476 Tribal Police Authority and the Lummi Weavers.

Title:

South Sound Business Report - #90

Broadcast Day/Date:

Sunday, March 6, 2011

Time:

9:00 AM

Duration:

30:00

Type/Organization: Description:

Public Affairs/The Business Examiner Newspaper Group This episode covers Anniversaries: the 100th Anniversary of

Public Ports in Washington and the 50th Anniversary for School of Business at Pacific Lutheran University. Co-hosts Emily Reiter and Jeff Rounce from the Business Examiner are joined by several guests for their round table discussion. The first guest is Gundar J. King, PhD, dean emeritus of PLU School of Business, who described why the private liberal arts institution of higher education chose in 1960 to create an accredited program focused on business topics. PLU will hold 50th year observance with workshops and gala dinner on March 12, 2011. Next, Bill McGregor, president of the Port of Olympia Commission. explained from his perspective of more than 30 years working in the maritime industry why the State of Washington gains much from its 75 public port districts, especially those with waterfront transportation elements. A centennial dinner to mark the anniversary of public port districts will be held March 14 in Olympia. And last, Jim Amador, marine terminal manager for Port of Olympia, talked about the importance of jobs being created by rapidly expanding waterfront activities there. Following this discussion, the Business Examiner Editor Mike Boyd gives

updates on local businesses.

Title:

Northwest Indian News - #29

Broadcast Day/Date:

Sunday, March 13, 2011 8:30 AM

Time: Duration:

30:00

Type/Organization:

Public Affairs/Tulalip Tribes

Description:

Chenoa Egawa hosts the program from the Jamestown S'klallam tribal center. This is a special edition of NorthWest Indian News with guest Elaime Grinnell, renowned Jamestown S'Klallam storyteller, who has been honored as a recipient of the 2007 Washington State Governor's Heritage Award. In this episode Elaine Grinnell from Jamestown S'klallam tells the tale of "How Salmon got a hooked nose," Roger Fernandes from Lower Elwha tells the legend of "Slapu," and Ed Edmo from Celilo tells the story of "Snake."

Title:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

South Sound Business Report - #91

Sunday, March 13, 2011

9:00 AM 30:00

Public Affairs/The Business Examiner Newspaper Group

In this episode of South Sound Business Report co-hosts Emily Reiter and Jeff Rounce of the Business Examiner discuss Aviation and the pending shortage of professional and commercial pilots. Joining the discussion is Rod Wetherbee, CEO of Safety in Motion, a business at Pierce County Airport Thun Field near Puyallup that offers full-motion flight simulator training as well as pilot instruction, charter and rental aircraft. In addition, David Kilcup, president of Gig Harbor-based International Jets. Inc... spoke of the growing need for airline pilots, in particular, since Federal Aviation Administration rules include mandatory retirement at 66 years. From his 24 years of aviation experience. this former airline operator explains that the U.S. needs some

49,000 new trained commercial pilots per year and existing training programs do not generate that many. And last, Bill Coyner, chief instructor pilot for Clover Park Technical College's aviation training program, featured the pilot training and aircraft mechanics programs offered there. Their graduates face highdemand career opportunities, and that is only expected to

increase dramatically in the next five years.

Title:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

Northwest Indian News - #30 Sunday, March 20, 2011

8:30 AM 30:00

Public Affairs/Tulalip Tribes

Chenoa Egawa hosts the program from the National Congress of American Indians (NCAI) mid-year session in Reno, Nevada. Included in this episode, NWIN takes a close-up look at the life's work of Nisqually Tribal member Billy Frank, Jr., an internationally renowned and recognized leader in the battle for protecting our environmental resources. Other stories contained in this episode are "Columbia Basin Fish Accord," "Fort Nunez Gaona - Diah Veterans Park," and "The Emerging Force of Native Women in Politics". A couple of the segments in "Around Indian Country" are "University of British Columbia Art Heist" and "First Nations Golf

Association."

Title:

South Sound Business Report - #91

Broadcast Day/Date:

Sunday, March 20, 2011

Time: Duration: 9:00 AM 30:00

Type/Organization:

Public Affairs/The Business Examiner Newspaper Group In this episode of South Sound Business Report co-hosts Emily

Description:

Reiter and Jeff Rounce of the Business Examiner discuss Aviation

and the pending shortage of professional and commercial pilots. Joining the discussion is Rod Wetherbee, CEO of Safety in Motion, a business at Pierce County Airport Thun Field near Puyallup that offers full-motion flight simulator training as well as pilot instruction, charter and rental aircraft. In addition, David Kilcup, president of Gig Harbor-based International Jets, Inc., spoke of the growing need for airline pilots, in particular, since Federal Aviation Administration rules include mandatory retirement at 66 years. From his 24 years of aviation experience, this former airline operator explains that the U.S. needs some 49,000 new trained commercial pilots per year and existing training programs do not generate that many. And last, Bill Coyner, chief instructor pilot for Clover Park Technical College's aviation training program, featured the pilot training and aircraft mechanics programs offered there. Their graduates face highdemand career opportunities, and that is only expected to increase dramatically in the next five years.

Title:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

Northwest Indian News - #31

Sunday, March 27, 2011

8:30 AM 30:00

Public Affairs/Tulalip Tribes

In this edition of NorthWest Indian News, Lummi Tribal member Chenoa Egawa hosts the program during National Aboriginal Day in Vancouver, British Columbia. There the Canadian government formally apologizes to the First Nations, Metis, and Inuit survivors of the residential school system. Stories in this episode include "Northwest coast canoe naming at Smithsonian," "Native Vote," and "Native veterans." This week's "Around Indian Country" segment includes "Puyallup Wetland Regeneration," "Lummi Stommish Water Festival" and "Tulalip Tribes Salmon Ceremony."

Title:

Broadcast Day/Date:

Time: Duration:

Type/Organization:

Description:

South Sound Business Report - #83

Sunday, March 27, 2011

9:00 AM 30:00

Public Affairs/The Business Examiner Newspaper Group
This episode covers budget impacts on the courts and justice
system. Panel guests Hon. Bryan Chushcoff, presiding judge at
Pierce County Superior Court, and Maralise Hood Quan,
executive director of Pierce County Center for Dispute Resolution,
are interviewed by co-hosts Emily Reiter and Jeff Rounce of the
Business Examiner. Budgets for Superior Courts were reduced in

half of Washington's 39 counties in FY 2009 and one-third are expecting to face further cuts in FY 2010. Court administrators have reduced staff and/or salaries and adding furloughs to the court calendars. The panel guests discuss the impacts felt by judges, attorneys and citizens, as well as alternative forms of

resolving disputes without going to court. In addition, Business Examiner Editor Mike Boyd gives updates on local businesses.

1st 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: "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 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.

<u>1st Quarter 2011 Puget Sound Broadcaster's Ascertainment Meetings</u> Topics:

1/5/11

Hosted by KING 5 Television in Seattle, the following speakers addressed the Media regarding the topics noted:

Michael E. Howard, External Affairs Officer for FEMA Region 10, Department of Homeland Security Topics included FEMA's disaster recovery and response measures, disaster preparedness that should be done at home such as a survival kit, and how the media can create awareness about potential disasters such as earthquakes and floods.

Andrea Caupain, Executive Director for CAMP (Central Area Motivation Program) and Leon Garnett, Program Director for CAMP Explained how their Energy Assistance Program provides aid with heating bills and energy conservation for community members in poverty so they may have a warm home during the winter months.

<u>Janice Deguchi, Executive Director for the Denise Louie Education</u>
<u>Center</u> Topics included the various parenting classes, the preschool and family support services, the health assessments, and the English language lessons provided to Seattle's immigrant and refugee communities.

Ruby Love, Chief Development Officer for the College Success Foundation Discussed the assistance provided by the organization to middle and high school students who lack the resources to pursue college. Scholarships, aid with college applications, college preparation courses,

and personal mentors for freshman year of college are among the services available to the students.

Dr. Ben Danielson, Medical Director for the Odessa Brown Children's Clinic Explained how the clinic promotes pediatric care, family advocacy, mentoring, patient education, and health collaboration through their medical home approach to healthcare for local families.

Co-hosted by Daystar Television Network and Ion Media Networks in 2/2/11 SeaTac, the following speakers addressed the Media regarding the topics noted:

> Kat Albrecht, Author and Founder of Missing Pet Partnership Explained how the partnership trains dogs to search for missing pets and fills the community's need where the police and sheriff departments can not help.

> April VanGesen and Deb Kennedy, Co-Directors of Camp to Belong Topics included how the week long summer camp reunited siblings that were separated because of foster care, the prevalence of sibling separation in the foster care system, and the challenges of sibling preservation.

> Delaney Ruston, MD, Filmmaker for My Doc Productions Explained how the stigma mental illness has in society prevents the people affected from receiving services and aid. This documentary follows her father's schizophrenia and the impact on her family.

> Tricia Lazzar, Representative for Pushing Boundaries Discussed how intensive exercise therapy provided by this center can improve the movement range and lives of patients with spinal cord injuries and other forms of paralysis.

> Jim "Biker Vet" Dickson, Washington State Captain for the Patriot Guard Riders Explained how the Patriot Guard Riders work to respect and honor the families, veterans, and fallen heroes of the US Military through their participation in military funerals, aid projects for elderly veterans, and support for families of service men and women.

Hosted by KIRO 7 in Seattle, the following speakers addressed the Media 3/2/11 regarding the topics noted:

> Lauren Braden, Communications and Outreach Director for the Washington Trails Association Discussed how the end of state funding will affect Washington State parks, wild lands, and hiking trails. The solution of user-fees implemented through a state bill could enable these areas to remain open for the public's recreation.

> Tracy Flynn, Coordinator of the Pacific Northwest Region for Welcoming Schools Topics included the prevalence of bullying in schools, the various kinds of bullying seen today, and the resources the

organization provides to teachers, parents, and school administration to create a healthy and accepting learning environment.

Mary Prudden, President and CEO for the Pacific Northwest Chapter of the Lupus Foundation, and Dot Bell, Board Member for the Pacific Northwest Chapter of the Lupus Foundation Discussed the symptoms of Lupus and the affects it has on the lives of those diagnosed with it. Fundraising walks through out the year help support the search for the cause of this auto-immune system disease.

Nadia Kahwaja, Co-Founder and CEO for the Jolkona Foundation and Adnan Mahmud, Co-Founder and Director of Research and Development for the Jolkona Foundation Explained how donors can support global philanthropic opportunities and receive one-to-one feedback for every project donation so they can see the direct impact of their contribution.

M.J. Kelly, Director of Communications and Marketing for the Cascade Bicycle Club, and Serena Lehman, Outreach Coordinator for the Cascade Bicycle Club Topics included the education outreach programs for bicyclists on safety, the promotion for health and recreation through bicycling, and the benefits bicycling has on the community.

Katie Jackman, Director of Marketing and Communication for the Seattle Repertory Theatre, Scott Koh, Education Program Manager for the Seattle Repertory Theatre, and Ana Maria Campoy, Education Intern for the Seattle Repertory Theatre Explained how their classes can train teachers to use theatre activities to enhance the educational environment in their classrooms and engage students.