

2nd Quarter 2013 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

KSTW aired 'Real Change: Artists for Education' on April 23, 2013. This one-hour special documented celebrities raising awareness about helping schools and giving back to communities. Each celebrity adopted a classroom from their hometown and encouraged viewers to do the same.

Events

None.

Other

Elise Cantini, Program Coordinator for KSTW, attended the Ascertainment meeting in April, May and June of 2013. All in attendance collected information from public and non-profit organizations addressing the concerns of the public in our community.

Various In-kind Donations

KSTW donated \$250 to Ticket To Dream Foundation for the Sleep Country Pajama Bowl. In addition, the station donated \$50 to Washington DECA, an international association that prepares leaders and entrepreneurs for careers and education in marketing, finance, hospitality, management, and other business areas.

Job Fairs

KSTW's Controller, Carl Larson, attended Western Washington University's Career Fair on April 18, 2013 in Bellingham. Mr. Larson gave advice to students wanting to pursue broadcasting as a career. Colleen Carver, KSTW's Assistant Controller, attended the University of Washington's Career Fair on April 16, 2013. She represented the station and spoke with students looking for guidance in beginning a career in television.

2nd Quarter 2013 Report: Issue/Program List: Issue-Responsive Programming

KSTW-TV regularly broadcasts programs and informational messages dealing with issues that affect its viewers and the communities in which they live. A format description of the programming follows:

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

(Various)

Informational messages in lengths of (:60), (:30), (:20), (:15) and (:10) that air throughout the broadcast day and night which serve the community's needs and interests by promoting messages and services of not-for-profit organizations and charitable causes. Many of these public service announcements have local impact.

PUBLIC AFFAIRS PROGRAMMING: "The Impact"

Hosted by Anita Kissée, this show explores the issues, people, and events impacting the citizens of Washington State.

2nd Quarter 2013 Report: Issue-Responsive Programming: Public Affairs Programming

Title: The Impact - #429
Broadcast Day/Date: Sunday, April 7, 2013
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: It's budget time. This week on the Impact, a look at the proposals so far and how it could impact what you have to pay. Plus, teaching elementary students engineering through an innovative new program.

Title: The Impact - #430
Broadcast Day/Date: Sunday, April 14, 2013
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: A look at House Democrats' version of the budget. Plus, a look at possible cuts to a program that keeps low-income families working by providing child care. And, get up close with "Bertha," the world's largest tunnel-boring machine.

Title: The Impact - #431
Broadcast Day/Date: Sunday, April 21, 2013
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Out-of-state shoppers may not get to skip out on WA sales tax anymore. The concern from border businesses and how much could be raised by ending the tax break.

Title: The Impact - #432
Broadcast Day/Date: Sunday, April 28, 2013
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Washington lawmakers get tough with drunk driving, proposing one of the most strict new set of bills to keep repeat offenders off the road and from drinking any alcohol at all. But is it realistic?

Title: The Impact - #433
Broadcast Day/Date: Sunday, May 5, 2013
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: "The Impact" takes a look at what's ahead for budget negotiations and what it will take for Republicans and Democrats to reach a compromise before the Special Session begins.

Title: The Impact - #434
Broadcast Day/Date: Sunday, May 12, 2013
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: This week on "The Impact": protecting foster youth even after they turn 18. A soon-to-be law that helps to keep them off the street. Plus, the State Supreme Court cases that could decide if text messages are really private.

Title: The Impact - #435
Broadcast Day/Date: Sunday, May 19, 2013

Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: The toxic chemicals still lurking in kids products in Washington, and the law that alerts parents. Plus, a look at the controversy over banning certain flame retardants. And, the plan to ensure Washington remains the center of the aerospace world.

Title: The Impact - #436
Broadcast Day/Date: Sunday, May 26, 2013
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: This week on "The Impact" we're sorting through the 46 pages of rules for how marijuana will be grown and sold in Washington. Plus, see the tiny town that's banking on this budding business of pot to restore their depressed economy.

Title: The Impact - #437
Broadcast Day/Date: Sunday, June 2, 2013
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: This week on "The Impact," how local small businesses say the B&O tax extension will impact their bottom line. And, we'll learn more about the I-5 Skagit River bridge collapse.

Title: The Impact - #438
Broadcast Day/Date: Sunday, June 9, 2013
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW

Description: A look at the severe cuts some bus lines face in Washington if lawmakers don't approve a transportation funding package, and why some believe the state should not be funding public transportation.

Title: The Impact - #439
Broadcast Day/Date: Sunday, June 16, 2013
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Legislative leaders react to what did or did not get accomplished during the first special session, and what it means for Washington. Plus, which lobbyists spent the most dining with lawmakers, and whether it has any impact on the work done.

Title: The Impact - #440
Broadcast Day/Date: Sunday, June 23, 2013
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: A look ahead at the issues you'll be voting on this year, including labels for GMOs. Plus, hydropower is Washington's main power source, but it's not considered renewable energy. The effort to change that.

Title: The Impact - #441
Broadcast Day/Date: Sunday, June 30, 2013
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: The problem of derelict and abandoned vessels in Washington's waterways, and the hassle and expense of cleaning them up. Plus, a preview to fire season. And the treasures hidden this summer in State Parks for you to find.

Ascertainment Issues 2nd Quarter 2013

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 on 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.

2nd Quarter 2013 Puget Sound Broadcaster's Ascertainment Meetings Topics:

04/03/2013 Hosted by KOMO TV in Seattle, the following speakers addressed the Media regarding the topics noted:

Betsy Smith, Board President of Rainbow City Band shared about the audition-free community performing arts organization consisting of gay, lesbian, bisexual, transgender and straight members from all around the Puget Sound area. Their goals are to develop and sustain musical talent, long-lasting friendships and to promote visibility and acceptance of the LGBT communities at large. They engage in the Kirkland 4th of July parade as well as perform at a number of concerts for the public throughout the year.

Deidre McCormack Martin, Executive Director of Summer Search Seattle discussed how the organization's chapter offers the opportunity for low income youth in the Seattle area to participate in a program centered on developing confidence, character and skills needed to complete college and achieve their full potential. The program includes an academic immersion trip, an international service trip, and a well-developed and consistent mentor/student relationship.

Bethany Rentz, Public Relations Director for Snohomish County Volunteer Search & Rescue K9 Unit spoke how the unit's goal is to locate lost persons in an efficient and timely manner. This volunteer-based organization prides itself in weekly intensive training, which results in the ability to find lost persons in a variety of conditions. They also hold recruiting events to expand their ability to provide better service.

Timm Lovitt, Traumatic Brain Injury Project Coordinator of Veterans Empowerment Team (V.E.T) shared the organization's purpose and dedication to research ways to aid veterans living with traumatic brain injuries post-service. The research points to the ever increasing higher education dropout rate among veterans. In turn, the organization aims to raise awareness and understanding on issues specific to veterans and encourage agency and institution staff to establish promising best practices that will empower this population in their post-combat reintegration.

John Idstrom, Director of Philanthropy for Washington Business Week presented their yearly summer program for high school students intended for the development of business leadership skills applicable to a variety of careers. The week-long camp provides students with real world experience, the opportunity to test run college life, explore careers, earn college credit and a chance to win a scholarship.

05/01/2013 Hosted by Clear Channel Media in Seattle, the following speakers addressed the Media regarding the topics noted:

David Bley, Director, Pacific Northwest Initiative, Diane Scott, Senior Communications Officer, and Ann Holstrom, Senior Program Assistant for the Bill & Melinda Gates Foundation discussed the foundation's fundamental core belief that every life has equal value. Through this belief, the foundation provides extensive research and aid in improving people's health, giving them the chance to lift themselves out of hunger and extreme poverty. The speakers also discussed the foundation's involvement with Road Map Project and College Bound.

Mark Allen, President and CEO of Washington State Association of Broadcasters addressed the history of broadcasting companies holding ascertainment meetings. He also noted the importance of reaching out to the community in order to understand their needs and lend service through the resources of media.

Heidi Willis, Executive Director, and Bill Yeend, Board Member, of First Tee of Greater Seattle spoke on the organization's mission to positively impact the lives of young people from all backgrounds by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf. Serving at various golf courses around the Greater Seattle area, these 8-week programs instill valuable learning skills in their students.

Laurie Ward, Executive Director of the Washington National Park Fund, and Chip Jenkins, Regional Deputy Director for the National Park Service encouraged broadcasters to join their effort in developing new stewards to sustain Washington national parks for future generations. As the official non-profit partner supporting Mount Rainier, the North Cascades, and Olympic National Parks, the organization works to ensure the preservation of the natural beauty, cultural heritage and continued enjoyment for all. Their license plate program and Guest Donation Programs especially help raise funds to support their efforts.

Janis Avery, Executive Director of Treehouse shared how their organization strives to create a world where every child that has experienced a crisis of parenting has the opportunity and support they need to pursue their dreams and become productive members of our community. They believe in quality education for all students and work towards the goal that all foster youth in King County will graduate high school with a plan for the future at the same rate as their peers.

06/05/2013 Hosted by CBS Radio in Seattle, the following speakers addressed the Media regarding the topics noted:

Jennifer Gess, Co-founder and Facilitator of POW, and Aaron Walsh, Facilitator of POW (Proud Out Wonderful) announced the program's goal to provide a safe space for LGBTQ and allied youth ages 13-21 to build community and promote social justice through empowerment, leadership and advocacy in South King County. They meet every Wednesday to provide support and to discuss focus topics like violence, staying clean and sober, etc. Events include community dances and completing art projects (e.g. painting bus murals).

Levi Ware, President, and Stephanie Ware, Director of Melodic Caring Project shared their excitement for bringing genuine love and compassion together with the medically proven healing properties of music by streaming live personalized concerts to kids and teens battling serious illness. Their organization provides a no-cost, no-hassle service for both the patients and the artists in order to provide music to those who are quarantined in the care of a hospital room/home.

Bill Lemke, Executive Director of Northwest Furniture Bank of Tacoma, and Jeremy Simler, Project Manager of Spring Back Mattress Recycling discussed their mission to restore hope and stability to families in transition and in need by providing entire sets of household furniture at an extremely low price. Their goal is to get people off their floors and also to provide employment to ex-felons, who re-purpose and assemble the furniture.

Mark Coleman, Communications Manager of PAWS (Progressive Animal Welfare Society) spoke about the organization's intent to be a champion for animals by rehabilitating injured and orphaned wildlife, sheltering and adopting homeless cats and dogs, and educating people to make a better world for animals and people. Their largest annual event is PAWSWalk, where families, friends and canines are invited to walk in the park in support of the organization.

Kim Bogucki, Co-Founder and Producer, of the If Project shared how she founded the organization by asking the question, "if there was something someone could have said or done that would have changed the path that led you here, what would it have been?" The organization functions by two components: it conducts writing workshops inside prisons and jails and also conducts truancy workshops with high school and middle school youth. A full-length feature documentary is also in the works to provide testament to the lives and paths of incarcerated women in hopes that it will trigger youth to avoid taking similar destructive paths.