

2nd 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 April, May, and June of 2011 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 May 4th, 2011.

Various In-kind Donations

KSTW sponsored an Emma Bowen intern during second quarter providing valuable experience in the broadcasting industry.

Job Fairs

KSTW's Assistant Controller, Colleen Carver, attended the University of Washington's Spring Career Fair on April 14th, 2011 in Seattle. Ms. Carver met with dozens of students and graduates interested in potential careers in the television industry, offering advice and insight.

2nd Quarter 2011 Report: Issue-Responsive Programming: Public Affairs Programming

Title: Northwest Indian News - #44
Broadcast Day/Date: Sunday, April 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 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 - #92
Broadcast Day/Date: Sunday, April 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 cover Philanthropy and Nonprofit Organizations in this episode of South Sound Business Report. In-studio guests include Rose Lincoln Hamilton, CEO of Greater Tacoma Community Foundation and former corporate giving officer, and John Masterson, CEO of Behavioral Health Resources in Olympia. More than 1.5 million organizations and groups are registered with the Internal Revenue Service as nonprofit and charitable units, whose activities comprise 5 percent of the national Gross Domestic Product each year. In the world of the Great Recession and ever diminishing government programs funding, their challenge is to continue efforts to serve clients and deliver services, even as revenues are squeezed. Experts say the successful ones are learning how to operate their nonprofit more like a business. In addition, Jay Thomas, vice president of Community Education & Resource Development for United Way of Pierce County, outlines changes taking place in community needs fund-raising, and how volunteer hours can substitute for donated dollars from persons with more time than money to give. Finally, the Business Examiner Editor Mike Boyd talks about local business updates.

Title: Northwest Indian News - #32
Broadcast Day/Date: Sunday, April 10, 2011
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Chenoa Egawa, Lummi Tribal member, hosts the program from Cowichan Tribal Journey 2008 Paddle to Cowichan from Duncan, British Columbia. The Canoe Journey has become one of the largest annual Native gatherings in North America. Canoe families from as far away as Alaska and Saskatchewan are taking part in the year's spiritual quest upon the coastal waters. The journey is a celebration of the living Native cultures of North America, which have endured and thrived here for hundreds of centuries. Other stories included in this episode are "The Longest Walk 2" Parts 1 and 2, "Hawai'ian Reunion of Ancestry Celebration," and "Squamish Lil'wat Cultural Centre."

Title: South Sound Business Report - #85
Broadcast Day/Date: Sunday, April 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 Hispanic Businesses. Persons of Hispanic or Latino origin comprise the largest and fastest growing sector in Washington's population at more than 10 percent. Increasingly, we are also seeing Hispanic-owned businesses emerge and extend their marketing focus to the whole community, beyond the ethnic origins. The guests interviewed on this episode are Rose Mednick, co-owner of Signs By Tomorrow and board member of Hispanic Chamber of Commerce, Julio Quan, editor of El Aguila bi-lingual newspaper, and Martha Cerna with Northwest Womens Business Center. In this program, we visit El Jalapino, a multi-faceted Tacoma business that also has outlets in Renton.

Title: Northwest Indian News - #33
Broadcast Day/Date: Sunday, April 17, 2011
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program during the "Native American Indian Honor Day" gathering in Bellingham, WA. August 23rd, 2008. Video excerpts from the "Honor Day" gathering in Seattle, WA, August 16th, 2008, are also included. Other news stories included in this episode are "North American Indigenous Games," "Camp Chapparal, A Healing Circle," and "Tulalip Resort Casino."

Title: South Sound Business Report - #93
Broadcast Day/Date: Sunday, April 17, 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 - #34
Broadcast Day/Date: Sunday, April 24, 2011
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: In this "Canoe Journey 2008 Special" Chenoa Egawa hosts the program from the Cowichan Reserve during the culmination of canoe journey. NWIN's Doreen Manuel gives a report about the importance of the annual canoe journey to the tribes and bands of the Pacific NorthWest Coast. NWIN's Frank Moxley takes a 'close up' look at the technical aspects of moving the canoes and canoe families from village to village as well as the time honored protocols that need to be observed while on the journey. A segment called "Children on the Journey" explains the unique opportunity the Canoe Journey provides for Indian children to learn about their culture.

Title: South Sound Business Report - #84
Broadcast Day/Date: Sunday, April 24, 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 this episode's topic of small business incubators. In-studio guests are Tim Strege, executive director of Tacoma's Wm. B. Factory Small Business Incubator, and D'Wayne Buckley, owner of Buckley Construction and tenant firm of the incubator. Recessionary times frequently see increased numbers of new start-up businesses as unemployed persons create their own next job as entrepreneurs. SSBR visits Federal Way where a recently opened South Sound Regional Small Business Incubator host new firms and they meet one of the new business leaders. Thurston County Chamber also hosts an incubator in downtown Olympia and this report presents three entrepreneurs based there. In addition, Business Examiner Editor Mike Boyd provides timely local Business Briefs news updates.

Title: Northwest Indian News - #35
Broadcast Day/Date: Sunday, May 1, 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 "Squaxin Island Museum, Library and Research Center" on the Squaxin Island Reservation. This beautiful center brings together the best features of libraries and museums while using a contemporary interpretation of Coast Salish plankhouse architecture to reflect the culture and heritage of the Squaxin Island and other area Tribes. Other stories in this installment include: "Nuxalk Carver", "Coach Robin Ross" and the "American Indian Film Festival". The "Around Indian Country" segment includes the following stories: "Native Comic Book Project" and the "Skagit River Estuary Habitat".

Title: South Sound Business Report - #94
Broadcast Day/Date: Sunday, May 1, 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 - #36
Broadcast Day/Date: Sunday, May 8, 2011
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Chenoa Egawa hosts the program from the Port Gamble S'Klallam Tribe's House of Knowledge. The topic of "Native Achievement Study," Native students learning better when they are surrounded by their own culture, is discussed in this episode. Other stories include "ATNI Winter Conference 2009" and "British Columbia Film Industry." The "Around Indian Country" segment includes stories about "Elizabeth Peratrovich" and "Alaska Forum on the Environment."

Title: South Sound Business Report - #81
Broadcast Day/Date: Sunday, May 8, 2011
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: This episode covers healthcare and technology in the South Sound. Co-hosts Emily (West) Reiter and Jeff Rounce of the Business Examiner interview Mark Adams, MD, of Franciscan Health System and Claire Spain-Remy, MD, of MultiCare Health System. The guests, each vice presidents of their respective health care networks, explain expanding capabilities for residents to reach appropriate treatments within their own communities and avoid disruptive trips to other metropolitan hospitals. The topic of robot-assisted surgery is also discussed as an example of technology bringing positive change to medical treatments in the South Sound. In addition, Business Examiner Editor Mike Boyd provides timely local Business Briefs updates.

Title: Northwest Indian News - #37
Broadcast Day/Date: Sunday, May 15, 2011
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Today's program, hosted by Lummi Tribal member, Chenoa Egawa, is from the Native American Youth and Family Center (NAYA), located in Portland, Oregon. The NAYA Family Center provides educational services, cultural arts and direct support to youth and families in Portland's American Indian and Alaska Native Community. Other stories include: "Midnite Mine", Suquamish Longhouse Opening and "Around Indian Country".

Title: South Sound Business Report - #95
Broadcast Day/Date: Sunday, May 15, 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 - #38
Broadcast Day/Date: Sunday, May 22, 2011
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 - #88
Broadcast Day/Date: Sunday, May 22, 2011
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: 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: Northwest Indian News - #39
Broadcast Day/Date: Sunday, May 29, 2011
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 - #96
Broadcast Day/Date: Sunday, May 29, 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 - #40
Broadcast Day/Date: Sunday, June 5, 2011
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. However, in a few days 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 news stories include "Yakama Nation Wild

Horses," "Kasaan Totem Raising," and "Hawaiian Reunion of Ancestry Celebration."

Title: South Sound Business Report - #87
Broadcast Day/Date: Sunday, June 5, 2011
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: 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: Northwest Indian News - #41
Broadcast Day/Date: Sunday, June 12, 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 shores of Tulalip Bay on the Tulalip reservation. The main topic is the 7th Annual American Indian Film Festival held at Bellevue Community College in Northwest Washington. Keynote Speaker Tracy Rector pays tribute to the festival's founder and one of Indian Country's great filmmakers, Phil Lucas. Next, interviews with master basket weavers and enthusiasts from all over the northwest are shown as they gather to tell stories, exchange techniques, and talk about how basket weaving has influenced their lives. Other news stories include "Louie Gong: Native Artist Profile" and "Tribal Leaders Conference on Education."

Title: South Sound Business Report - #97
Broadcast Day/Date: Sunday, June 12, 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 2011 Washington Legislature is discussed. Joining co-hosts Emily Reiter and Jeff Rounce of the Business Examiner are State Senator Derek Kilmer (D-26), Rep. Laurie Jenkins (D-27) and J.T. Wilcox (R-2). They reviewed what was accomplished by the 2011 regular and special sessions of the legislature. Jenkins and Wilcox

also shared their reflections as first-term members of the state House of Representatives. In addition, Don Brunnell, CEO of Association for Washington Business, discussed the implications for private sector business operations from decisions made by legislators.

Title: Northwest Indian News - #42
Broadcast Day/Date: Sunday, June 19, 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 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 - #91
Broadcast Day/Date: Sunday, June 19, 2011
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/The Business Examiner Newspaper Group
Description: 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 high-demand career opportunities, and that is only expected to increase dramatically in the next five years.

Title: Native Heartbeat - #2
Broadcast Day/Date: Sunday, June 26, 2011

Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: In this 'Native Heartbeat' special feature episode, Gene Tagaban, a noted Tlingit (Alaska Native) storyteller and actor, shares his wisdom and talent via dance, singing, drumming and storytelling. Gene performs the 'Raven Dance', tells the 'Story of Raven' and sings the 'Song of Gratitude'. Gene has performed his Raven Dance throughout the world, including for such distinguished audiences as His Holiness the Dalai Lama. Gene has worked with schools, universities, reservations, corporations, government and mainstream organizations.

Title: South Sound Business Report - #92
Broadcast Day/Date: Sunday, June 26, 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 Philanthropy and Nonprofit Organizations in this episode of South Sound Business Report. In-studio guests include Rose Lincoln Hamilton, CEO of Greater Tacoma Community Foundation and former corporate giving officer, and John Masterson, CEO of Behavioral Health Resources in Olympia. More than 1.5 million organizations and groups are registered with the Internal Revenue Service as nonprofit and charitable units, whose activities comprise 5 percent of the national Gross Domestic Product each year. In the world of the Great Recession and ever diminishing government programs funding, their challenge is to continue efforts to serve clients and deliver services, even as revenues are squeezed. Experts say the successful ones are learning how to operate their nonprofit more like a business. In addition, Jay Thomas, vice president of Community Education & Resource Development for United Way of Pierce County, outlines changes taking place in community needs fund-raising, and how volunteer hours can substitute for donated dollars from persons with more time than money to give. Finally, the Business Examiner Editor Mike Boyd talks about local business updates.

2nd 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 2nd 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.

2nd Quarter 2011 Puget Sound Broadcaster's Ascertainment Meetings

Topics:

4/6/11

Hosted by KOMO 4 Television in Seattle, the following speakers addressed the Media regarding the topics noted:

Patricia Gray, Community Relations Manager for Wellspring Family Services and Rebecca Snyders, Program/Marketing and Outreach Director for Wellspring Family Services Topics included the support services and resources provided to families, the Employee Assistance Program contracts with various companies across the country, and the positive results of individuals and families served by Wellspring Family Services.

Mark Smith, Executive Director for Power of Hope and Joey Ashenbrenner, Program Director for Power of Hope Explained how their summer camp and workshops use art to mentor youth to become productive citizens and provide them with a medium through which to speak their voice.

Michael Webb, Senior Public Affairs Specialist for the Social Security Administration Topics included the ease of visiting their website for Social Security resources, the difficulty of processing the huge number of claims for disability, and the projections for the Trust Fund.

James Haydu, CMU and Programs Director for the Pike Place Market Discussed the success of the 104 year old farmers market both in national recognition and in local economy measures as well as the renovations taking place due to the tax payer funded levy passed in 2008.

Keith Trowbridge, Sergeant in the Washington State Patrol Explained how the Washington State Patrol would like to team up with local media to highlight important traffic safety tips such as the "Move Over" campaign for the protection of police and other emergency vehicles parked on highway shoulders.

5/4/11

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

Madelaine Thompson, Director of Fund Development for Thrive By Five Washington Explained how the first eight years of a child's life are crucial to brain development and the impact early learning has on future success in school and society.

Senait Brown, Outreach Coordinator for the Statewide Poverty Action Network Discussed how the organization's goal to eliminate poverty by focusing on its root causes is accomplished through encouraging people to exercise their political voice and pursue public policy reform.

Estela Ortega, Executive Director for El Centro De La Raza Described the various programs for children, youth, and families that provide support and services to people of color in the Seattle community. Programs included employee assistance, educational aid, and housing support.

Roni Ayalla, Technology Instructor for the Puget Sound-Off for YMCA of Greater Seattle Topics included how the YMCA provides technology education classes to local youth to prepare them for school, the community service projects these youth work on that utilize their computer skills, and the availability of technology in homes in the Seattle area.

Chuck Aanenson, CEO of Peace Winds America Explained how Seattle can pair with Sister Cities around the world to learn from their experiences with natural disasters to better organize best practices for disaster relief, response service, and disaster preparedness.

6/1/11

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

Rhonda Manville, Director of Marketing for The Seattle Humane Society Discussed how The Seattle Humane Society uses fundraised money and volunteer assistance to give domestic pets shelter, basic medical care, and behavioral training until they can be placed in a home. The Seattle Humane Society has a 94% save rate, one of the highest save rates in the country.

Dan Johnson, Development Director for Fare Start Topics included the various programs Fare Start offers, how their training classes help to improve students' lives, and the success of the Fare Start restaurant and its chefs in downtown Seattle.

Katherine Boury, Media Relations Officer for the American Red Cross

Discussed how the organization helps to prepare for disasters, and respond to emergencies through their CPR classes, disaster preparedness seminars, and financial donations.

Phil Johnson, Public Communications Representative from the Washington State Emergency Alert System

Explained how the Emergency Alert System works and the various ways it can be triggered. In addition, the future of the EAS was discussed as internet access to the program is evolving.

KaDeena Yerkan and Ron Paananen, Public Communications Representatives for the WSDOT Bridge and Road Construction

Topics included the plans for safety measures for the Seattle Viaduct, the proposed tunnel construction to replace the Viaduct, and the replacement of the seawall. These construction projects are all meant to increase traffic safety in the event of an earthquake.