

## **3rd Quarter 2010 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**

On July 17, 2010 KSTW aired the special "A Stand for Hope: Alex Scott". This documentary tells the story of the 10th anniversary of Alex Scott's idea to host a lemonade stand in order to help kids with cancer. It was a simple idea that has had tremendous impact. The charity that carries her name has funded cancer research across the country and helped families who need assistance get treatment.

On August 27, 2010 KSTW aired the program "The Gulf is Back". This special is a tribute to the people of Mississippi and how resilient they are bouncing back from one of the worst oil spill disasters in history. The hard work to restore their communities and their lives is highlighted through live music and inspiring stories.

### **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 meeting in September of 2010 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 \$3,572 as a contribution for a matching scholarship fund.

### **Job Fairs**

None.

### **3rd Quarter 2010 Report: Issue-Responsive Programming: Public Affairs Programming**

Title: Native Heartbeat - #1  
Broadcast Day/Date: Sunday, July 4, 2010  
Time: 8:30 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: Host Chenoa Egawa opens the program from the United Indians of All Tribe's Daybreak Star Indian Cultural Center, during the benefit concert titled 'Looking Back Toward The Future'. The benefit concert raises funding and awareness of the 40<sup>th</sup> anniversary of the successful occupation and takeover of Fort Lawton by the Seattle Area Native Community. Other stories include "Squamish First Nation Totem Raising," "House of Respect," and "John Barnett Inter Tribal Canoe Races."

Title: South Sound Business Report - #73  
Broadcast Day/Date: Sunday, July 4, 2010  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: Co-hosts Emily West and Jeff Rounce of the Business Examiner discuss the topic of small business as a pillar of the U.S. economy. In addition, the Business Examiner Editor Mike Boyd provides timely local Business Briefs updates. Interviewed in this episode is panel guest Calvin Goings, regional director of U.S. Small Business Administration. Also on this episode is Patrick Connor, state director for the National Federation of Independent Business. They discuss the large role played by small businesses, which account for 99.7 percent of all employers in the nation and provide just over half of all jobs. The mid-May celebration of Small Business Week in Washington, D.C., is also highlighted.

Title: Northwest Indian News - #19  
Broadcast Day/Date: Sunday, July 11, 2010  
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 - #74  
Broadcast Day/Date: Sunday, July 11, 2010  
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 West and Jeff Rounce of the Business Examiner discuss the theme of Not-for-Profit businesses. Interviewed for this topic is panel guest Mark Starnes, CEO of Boys & Girls Clubs of South Puget Sound. Also interviewed is Carolyn McDougal, CEO of Lindquist Dental Clinic for Children in Tacoma. They discuss how non-profit organizations organize to accomplish their self-defined missions, yet operate under strong business principles that allow them to have sound financial footings. In addition, the Business Examiner Editor Mike Boyd provides timely local Business Briefs news updates.

Title: Northwest Indian News - #20  
Broadcast Day/Date: Sunday, July 18, 2010  
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 - #76  
Broadcast Day/Date: Sunday, July 18, 2010  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: Emily West and Jeff Rounce of the Business Examiner cohost this episode of South Sound Business Report covers Economic

Impact of Soldiers Returning Home. Panel guests include Carlene Joseph, president of the local Military and Business Alliance, and Gary Brackett, business and trade manager for Tacoma-Pierce County Chamber of Commerce. They discuss the effects on the South Sound from the redeployment home to Joint Base Lewis McChord of some 18,000 soldiers this summer and fall. They have spent the past year in the war zones of Afghanistan and Iraq, and return now to their families and communities, with an urge to spend, in many cases. The Business Examiner Editor Mike Boyd provides timely local Business Briefs news updates.

Title: Northwest Indian News - #21  
Broadcast Day/Date: Sunday, July 25, 2010  
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.

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Broadcast Day/Date: Sunday, July 25, 2010  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: Emily West and Jeff Rounce of the Business Examiner cohost this episode of South Sound Business Report covers Economic Impact of Soldiers Returning Home. Panel guests include Carlene Joseph, president of the local Military and Business Alliance, and Gary Brackett, business and trade manager for Tacoma-Pierce County Chamber of Commerce. They discuss the effects on the South Sound from the redeployment home to Joint Base Lewis McChord of some 18,000 soldiers this summer and fall. They have spent the past year in the war zones of Afghanistan and Iraq, and return now to their families and communities, with an urge to spend, in many cases. The Business Examiner Editor Mike Boyd provides timely local Business Briefs news updates.

Title: Northwest Indian News - #23  
Broadcast Day/Date: Sunday, August 1, 2010  
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 - #77  
Broadcast Day/Date: Sunday, August 1, 2010  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: The subject of this South Sound Business Report is the 2010 Class of 40 Under Forty, young leaders recognition. Co-hosts Emily West and Jeff Rounce of the Business Examiner interview honorees attorney Lisa Voso and entrepreneur Aaron Jacobs. Also interviewed on this episode are government agency spokesperson Janelle Guthrie and entrepreneur Travis Hull. The program 40 Under Forty has honored South Sound individuals in business, the professions, nonprofit and government leadership positions, each linked in separate accomplishments by their relative youth – younger than 40 years of age. In addition, the Business Examiner Editor Mike Boyd discusses local business news.

Title: Native Heartbeat - #2  
Broadcast Day/Date: Sunday, August 8, 2010  
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 - #77  
Broadcast Day/Date: Sunday, August 8, 2010  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: The subject of this South Sound Business Report is the 2010 Class of 40 Under Forty, young leaders recognition. Co-hosts Emily West and Jeff Rounce of the Business Examiner interview

honorees attorney Lisa Voso and entrepreneur Aaron Jacobs. Also interviewed on this episode are government agency spokesperson Janelle Guthrie and entrepreneur Travis Hull. The program 40 Under Forty has honored South Sound individuals in business, the professions, nonprofit and government leadership positions, each linked in separate accomplishments by their relative youth – younger than 40 years of age. In addition, the Business Examiner Editor Mike Boyd discusses local business news.

Title: Northwest Indian News - # 25  
Broadcast Day/Date: Sunday, August 15, 2010  
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 - #77  
Broadcast Day/Date: Sunday, August 15, 2010  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: The subject of this South Sound Business Report is the 2010 Class of 40 Under Forty, young leaders recognition. Co-hosts Emily West and Jeff Rounce of the Business Examiner interview honorees attorney Lisa Voso and entrepreneur Aaron Jacobs. Also interviewed on this episode are government agency spokesperson Janelle Guthrie and entrepreneur Travis Hull. The program 40 Under Forty has honored South Sound individuals in business, the professions, nonprofit and government leadership positions, each linked in separate accomplishments by their relative youth – younger than 40 years of age. In addition, the Business Examiner Editor Mike Boyd discusses local business news.

Title: Northwest Indian News - #26  
Broadcast Day/Date: Sunday, August 22, 2010

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 - #78  
Broadcast Day/Date: Sunday, August 22, 2010  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: This episode, co-hosts Emily West and Jeff Rounce of the Business Examiner discuss the brewing history of the South Sound and an emerging trend toward successful micro-breweries. Industry data from 2008 found 113 brewing establishments in Washington state with a total economic impact of \$2.995 billion. Several others have joined Olympia's Fish Brewing and Harmon since then, including start-up 7 Seas Brewing of Gig Harbor, to account for at least 17 South Sound breweries today. Guest Pat Nagle, founder of Harmon Brewing Company in Tacoma in 1977, is interviewed for this segment. Pat also started The Hub restaurant and, early this summer, a second brewing facility in The Tap Room. Finally, the Business Examiner Editor Mike Boyd talks about local business updates.

Title: Northwest Indian News - #27  
Broadcast Day/Date: Sunday, August 29, 2010  
Time: 8:30 AM  
Duration: 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: South Sound Business Report - #78  
Broadcast Day/Date: Sunday, August 29, 2010  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: This episode, co-hosts Emily West and Jeff Rounce of the Business Examiner discuss the brewing history of the South Sound and an emerging trend toward successful micro-breweries. Industry data from 2008 found 113 brewing establishments in Washington state with a total economic impact of \$2.995 billion. Several others have joined Olympia's Fish Brewing and Harmon since then, including start-up 7 Seas Brewing of Gig Harbor, to account for at least 17 South Sound breweries today. Guest Pat Nagle, founder of Harmon Brewing Company in Tacoma in 1977, is interviewed for this segment. Pat also started The Hub restaurant and, early this summer, a second brewing facility in The Tap Room. Finally, the Business Examiner Editor Mike Boyd talks about local business updates.

Title: Northwest Indian News - #28  
Broadcast Day/Date: Sunday, September 5, 2010  
Time: 8:30 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: 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 - #79  
Broadcast Day/Date: Sunday, September 5, 2010  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: This episode features the presidents of two independent private universities discussing higher education in view of economic challenges and state budget cutbacks. Co-hosts Emily West and Jeff Rounce of the Business Examiner interview panel guest Ronald Thomas, Ph.D., the 13th president of University of Puget Sound. They then interview Roy Heynderickx, Ph.D., president of Saint Martin's University in Lacey. With taxpayer-funded colleges facing fiscal challenges, the several independent institutions in the South Sound find their enrollment requests are expanding, despite the somewhat misinformed public impression that their costs are



prohibitive for the typical student. In actuality, the SSBR guests explained, a greater proportion of student support and financial aid may result in the student/family investment in a degree being somewhat lower in a private school. Following the panel, the Business Examiner Editor Mike Boyd provides timely local Business Briefs updates.

Title: Native Heartbeat - #3  
Broadcast Day/Date: Sunday, September 12, 2010  
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 - #79  
Broadcast Day/Date: Sunday, September 12, 2010  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: This episode features the presidents of two independent private universities discussing higher education in view of economic challenges and state budget cutbacks. Co-hosts Emily West and Jeff Rounce of the Business Examiner interview panel guest Ronald Thomas, Ph.D., the 13th president of University of Puget Sound. They then interview Roy Heynderickx, Ph.D., president of Saint Martin's University in Lacey. With taxpayer-funded colleges facing fiscal challenges, the several independent institutions in the South Sound find their enrollment requests are expanding, despite the somewhat misinformed public impression that their costs are prohibitive for the typical student. In actuality, the SSBR guests explained, a greater proportion of student support and financial aid may result in the student/family investment in a degree being somewhat lower in a private school. Following the panel, the Business Examiner Editor Mike Boyd provides timely local Business Briefs updates.

Title: Northwest Indian News - #29  
Broadcast Day/Date: Sunday, September 19, 2010  
Time: 8:30 AM  
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 Elaine 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: South Sound Business Report - #80  
Broadcast Day/Date: Sunday, September 19, 2010  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: Co-hosts Emily West and Jeff Rounce of the Business Examiner discuss this episode's subject of networking, both social media and in-person. Panel guests Jay Gallinatti, CEO of Konnects Inc., and Thomas Pierson, CEO of Federal Way Chamber of Commerce join Emily and Jeff for this topic. In recent years, "social media" has become a heavily-used buzz word in the business world as tools like Facebook, YouTube, Flickr, LinkedIn and Twitter empower individuals and companies to make connections. Most agree that these virtual networking forms must supplement, not replace face-to-face interactions to have the most impact. Following this discussion, the Business Examiner Editor Mike Boyd gives updates on local businesses.

Title: Northwest Indian News - #30  
Broadcast Day/Date: Sunday, September 26, 2010  
Time: 8:30 AM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: 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 - #80  
Broadcast Day/Date: Sunday, September 26, 2010  
Time: 9:00 AM  
Duration: 30:00  
Type/Organization: Public Affairs/The Business Examiner Newspaper Group  
Description: Co-hosts Emily West and Jeff Rounce of the Business Examiner discuss this episode's subject of networking, both social media and in-person. Panel guests Jay Gallinatti, CEO of Konnects Inc., and Thomas Pierson, CEO of Federal Way Chamber of Commerce join Emily and Jeff for this topic. In recent years, "social media" has become a heavily-used buzz word in the business world as tools like Facebook, YouTube, Flickr, LinkedIn and Twitter empower individuals and companies to make connections. Most agree that these virtual networking forms must supplement, not replace face-to-face interactions to have the most impact. Following this discussion, the Business Examiner Editor Mike Boyd gives updates on local businesses.

## **3rd Quarter 2010 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 2010**

The following is a description of what KSTW Television has determined to be the most significant issues facing our local communities. This list reflects ongoing topics, as well as a brief list of other issues presented by citizens and community leaders:

### **Violence and Crime**

Teen violence, gun violence, juvenile crime and domestic violence are areas of increasing concern. There is a need to establish safer communities through education, advocacy and youth leadership programs. Policy makers need to identify a long-term, dedicated funding source for human services programs. Communities need to improve access to information and services for teens and provide safe places for children and youth during out-of-school hours. Media needs to promote programs designed to train children how to handle violence.

### **Child Abuse and Neglect**

Child abuse and child neglect are areas of increasing concern. Social isolation is the number one factor of child abuse. Parental support and group parent interaction are key issues. Communities need to provide programs that enable parents of infants and young children to meet the challenges of parenting through mutual support and shared information. New moms need access to parenting resources and tools. Teen pregnancy is a growing concern. 66% of teen parents in Washington have been sexually abused and 60% of homeless youth have experienced physical or sexual abuse. Programs that help abused, neglected or poverty-stricken children attain self-esteem and confidence (i.e. Treehouse) need media attention and awareness.

### **Homelessness and Housing**

There is a critical need for emergency, transitional and low-income housing in our community. Every family needs a safe, stable home base to achieve success; it is especially important for children. Homeless and runaway youth need tools for self-sufficiency, access to basic survival skills, HIV education, referrals to shelters and access to public transportation and health clinics. Programs helping families move from temporary housing to permanent housing need media attention. Due to illness, aging, inflation, or any number of uncontrollable causes, many older homeowners are not able to provide repair work, resulting in unsafe living conditions. Volunteers and media sponsors are needed to staff housing project campaigns such as Habitat for Humanity.

### **Education**

Quality education, early education and after-school tutoring programs are areas of growing concerns. There is a need for parent involvement in schools. Media needs to promote the academic success of children and youth through mentoring and tutoring programs. Media needs to promote the academic success of at-risk and low-achieving students, particularly in the area of literacy. After-school community programs that help

kids succeed in school and prepare for life need community awareness. There is a critical need for one-to-one mentors for students in elementary and middle schools. Schools need to develop new resources and community leadership programs to help children achieve at a higher level and assure the achievement of every child.

### **Health Care**

Issues surrounding quality and affordable health care are an increasing concern. Seniors (over 65 years of age) need reasonable, reliable and affordable health care services. Persons with disabilities need assistance with medical limitations, restrictions and boundaries. Funding long-term health care problems need media attention. Non-profit agencies providing basic health care need fundraising and community support. Long-term care resources need to be made accessible to persons with limitations and disabilities.

### **Traffic**

There is a need for better traffic flow, timed lights in the city and improved general efficiency on highways. Ongoing construction projects need media support. Traffic is the number one delay factor in emergency response times. Media need to educate drivers to move to the right for emergency vehicles, sirens and lights. Cell phone laws and regulations need to be enacted.

## **3rd Quarter 2010 Puget Sound Broadcaster's Ascertainment Meetings**

### **Topics:**

9/2/10 Hosted by Q13 FOX in Seattle, the following speakers addressed the Media regarding the topics noted:

**Adam Drewnowski, Ph D, Director for the University of Washington Center for Obesity Research** Discussed the roles of economic influence and social disparities on childhood obesity in the Seattle area. This included the relation of supermarket brands to obesity.

**Molly Grow, MDMDH, Member of the Obesity Action Team for Seattle's Children's Hospital** Explained the relation of family income and education to childhood obesity as well as the success of YMCA programs to educate children on nutrition and exercise.

**Michael W. Schwartz, MD, Director of the Diabetes and Obesity Center of Excellence at the University of Washington, and Linda Henderson, Executive Director for the American Diabetes Association** Topics included the various causes of diabetes, the prevalence of obesity accompanying diabetes, and the growing trend of childhood diabetes.

**Wendy Weyer, RD, Assistant Director of Nutrition Services for Seattle Public Schools** Explained the efforts made by the Seattle Public Schools to be thoughtful about the foods available in school cafeterias, vending machines, and DECA or ASB club stores in order to provide healthy and nutritious food to students.

**Linna Dossett, Activate America Project Manager for the YMCA of Greater Seattle, and Lindsey Gregerson, Disease Prevention Director for the YMCA of Greater Seattle** Discussed the ACT program sponsored by the YMCA which provides exercise and nutrition workshops for children and their families. This includes fitness classes, lifestyle counseling, and cooking workshops.