

3rd Quarter 2007 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:

PROJECT GREEN (Messages)

KSTW introduces an encompassing campaign that will help Western Washington become a better place to live through awareness, education and programs dedicated to the environment. Project Green messages will air on KSTW and KSTW.com. From tips to living green, articles and a calendar of green events in the region, KSTW.com will be a leader in green information in Western Washington.

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.

Ascertainment Issues 3rd Quarter 2007

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 2007 Puget Sound Broadcaster's Ascertainment Meetings Topics:

7/2007 On summer Hiatus

8/2007 On summer Hiatus

9/06/07 Hosted by KCPQ-TV, the following speakers participated in the meeting:
Pam Taylor, Developmental Director, Multi-Service Center. Multi-Service Center (MSC) serves South King County, an area that includes roughly 605,000 people. Most of their clientele fits into one of the following three groups: 1) Generational poverty 2) Crisis 3) Senior citizens. MSC programs include a food and clothing bank; educational opportunities; employment/job training and affordable housing.
Dian Ferguson, CEO, Operational Emergency Center. Promoting stability and fostering self-reliance, this agency is a United Way Community Safety Net founded in 1971 as a result of Boeing layoffs at that time. OEC serves over 200,000 families in crisis by providing food banks and a Mother Infant Child Support program.
Paul Payton, Director of Communications, American Lung Association. This association is the oldest voluntary health organization in Washington. The ALA has an active advocacy branch which drafted a law banning smoking in workplaces that passed several years ago,

making the state almost “smoke free”. The group has also battled to raise the price of the tobacco tax to deter youth smoking.

Kristine Williams, Chief Development Officer, Hearing, Speech and Deafness Center. The center is celebrating its 70th Anniversary in Seattle. They have five different programs within the center: Audiology/Hearing Aids; Deaf/Hard of Hearing; Assisted Technology; Early Child Development and Speech/Language.

Ayesha Williamson, Assistant Director, City of Hope. Started in 1913 near Pasadena, CA to treat TB patients, the organization has expanded to different regions. The Seattle office of the City of Hope is holding its marquee event to raise money, the “Walk for Hope” to cure breast cancer on October 7th. As a direct result of this ascertainment meeting, KSTW will post the “Walk for Hope” in the Events section on KSTW.com.

3rd Quarter 2007 Report: Issue-Responsive Programming: Public Affairs Programming

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 7/01/07
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Squamish First Nation Reserve in North Vancouver, British Columbia. In the program open, canoes from several Tribes and Bands arrive at the Squamish Reserve to partake in Canoe Journey, "Paddle To Elwha 2005". Segment two describes what efforts are being made to conserve the Yakama Nation Wild Horses. In Segment three, the Tall Ships sail into Commencement Bay and canoes from several area Tribes, led by the Puyallup Tribe, paddle out to meet them for an exchange of gifts. In the "Around Indian Country" segment, NWIN takes a look at The First Salmon Ceremony at The Tulalip Tribes, the transfer of the deed to Old Man House State Park to the Suguamish Tribe, and the Lummi Nation Stommish and Water Festival.

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 7/08/07
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Lower Elwha Klallam Reservation and the nearby city of Port Angeles. In the program open, Lower Elwha Klallam Chair, Frances Charles, discusses the importance of the canoe journey, "Paddle To Elwha 2005". More than 52 canoes, 35 canoe families and thousands of Tribal and First Nations members participated in this year's event including Aleuts from the Pribilof Islands, Alaska. In segment two, Washington State Representative and Tulalip Tribal Member, John McCoy, sponsored Washington State House Bill 1495 entitled "Encouraging Tribal history to be included in the common school curriculum, which was signed into law in April of 2005. In segment three, the participants of this year's canoe journey made a strong political statement that Native American culture is alive and well in our region.

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 7/15/07

Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Makah Reservation, Neah Bay. In the program open, Makah storyteller, Maria Pascua, tells a traditional Makah Whale story to Tribal Head Start students and Cape Flattery School District students inside the Makah Museum. In segment two, Ben Johnson, Jr., the Makah Tribe Chairman, discusses the Cultural importance of Whaling to the Makah Tribe. Segment three tells of the Lewis and Clark Corps of Discovery and their Fall of 1805 journey to the mouth of the Columbia River and meeting with the Chinook and Clatsop Tribes.

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 7/22/07
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program during National Aboriginal Day in Vancouver, British Columbia. NWIN reports from the Vancouver Art Gallery where the Art and Culture Celebration is taking place. Segment two takes place in Anchorage, Alaska, during the 59th annual meeting of the International Whaling Commission, which granted the Makah Nation a renewal to harvest up to 20 gray whales over the next five years for subsistence purposes. In segment three, the tradition of carving and raising of Totem Poles is featured. In the "Around Indian Country" segment, the following stories were featured: Tulalip Tribes First Salmon Ceremony; 37th Annual City of Roses Delta Park Powwow and Encampment; ATNI: In Honor of All Our native American Veterans; Lummi Nation Invites Nuxalk First Nation to join Canoe Journey and The Cedars at Dungeness Golf Course.

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 7/29/07
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Washington State Museum in Olympia. In the program open, museum educational curator, Susan Rohrer, explains the museum's dedication to cultural enrichment workshops, seminars and events that are open to the public. Segment two reported on how Powwows, once outlawed in the U.S. and Canada, has today grown well beyond the traditional boundaries of origin on the prairies and Great Plains and is now widespread throughout North America. Segment three focuses on the rapid disappearance of

Indigenous languages worldwide. NWIN travels to Alaska to report on the Tlingit's efforts to preserve and pass along their language to future generations.

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 8/05/07
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Yakama Nation in south central Washington. Spanning over 1.4 million acres and with nearly 10,000 tribal members, Yakama Nation has the largest reservation and is the most populous Tribe in the northwestern United State. In segment one, the tiny reservation of the Quileute Tribe located on the shores of Washington's Pacific coastline, is taking bold measures to protect Tribal members and the community of La Push against the threat of Tsunamis. Segment two features the Pendleton Woolen Mills which for more than 100 years has been making premium quality wool blankets with Native artwork and designs as well as wool clothing and other products. The "Around Indian Country" segment contained brief summary reports on the following topics: The Tulalip Hibulb Museum Groundbreaking; Cowlitz Casino Public Meeting; Squaxin Museum Exhibit: Wood, Paper, Glass and Sequim Elk Herds. The program close featured two Yakama Elders who talked about their youth in their native Yakama language.

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 8/12/07
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Muckleshoot Reservation near Auburn, where the Muckleshoot Tribe is preparing to host the 2006 canoe journey entitled "Past and Present, Pulling Together For Our Future". In segment one, NWIN reporters visit the Glacier Bay National Park in southeastern Alaska, which was once home to the Huna Tlingit Tribe. Today, the park service and the Tribe are working together to allow Tribal members access to their traditional ceremonial and hunting grounds. Segment two features two visionary women who had an idea to create what is now "Heritage University". Today, Heritage University is a four year, accredited, non-profit university located on the Yakama Indian Reservation. More than 1,300 students from many diverse cultures, primarily from south central Washington, are on their way to receiving degrees as a result of the vision and effort of the two women. Segment three covers the preparation for the Canoe Journey 2006 as a group of Native

youth are carving a seagoing canoe so that they will be able to participate in the event this year on nearby Lake Washington. The program close features the Muckleshoot Canoe Family as they practice their Tribal songs and dances in preparation for hosting the upcoming Canoe Journey 2006.

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 8/19/07
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program during the Lummi Stommish Water Festival and Pow Wow on the Lummi Reservation near Bellingham, WA. The word "Stommish" means: honoring our veterans. Segment two reports on The Affiliated Tribes of Northwest Indians, which is an organization representing nearly 60 Tribes from six northwestern states. In segment three, the Colville Tribe hosts a gathering of state and Tribal educators to sign a "memorandum of agreement" to implement a bill to include Tribal history in the common school curriculum. Segment four teaches Native youth the tricks of the movie business during the Super Fly Filmmaking Experience. Segment five reports on the Sealaska Heritage institute's "Celebration 2006" during which some 5,000 Alaska Natives gather in Juneau, Alaska to celebrate their culture with song, dance, artwork and competition. In the "Around Indian Country" segment, NWIN takes us to the Tulalip Tribe's First Salmon Ceremony, to the Spokane Tribe's "Airway Heights" development project, to the Council of B.C. Chiefs summit, to Native American Day at Dry Creek Elementary School in Port Angeles, WA and to the Colville Tribe's Sunflower Festival.

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 8/26/07
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program during the Omak Stampede and world famous Suicide Race in north central Washington near the Confederated Tribes of the Colville Reservation. The Colvilles have been racing horses up and down the hillsides and across the rivers of the region since time immemorial. The 'Suicide Race' held every August shows off the spectacular horsemanship of the Tribal members. The Omak Stampede event also includes a pow wow, stick game tournament, Colville Indian village encampment, a grand parade and rodeo, drawing altogether more than 100,000 visitors. Segment two presents a 3-part story following a number of canoe journey routes from reservation to reservation along the

waterways or 'highways of the ancestors', to the culmination of this year's journey on the shores of Lake Washington. In the Program Close, host Chenoa Egawa talks more about the history and culture of the Confederated Tribes of the Colville Reservation.

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 9/02/07
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa hosts the program during the "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.

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 9/09/07
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: In this special edition, NorthWest Indian News dedicates the entire program to one topic: derelict fishing net and crab pot removal from the sea bed of Puget Sound and the waters off the Pacific Coast.

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 9/16/07
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member, Chenoa Egawa, hosts the program from the Whatcom Museum of History and Art in Bellingham. 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. In segment two, NWIN covers the opening of the Washington State legislature including interviews with five Native legislators newly elected to office.

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 9/23/07
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: 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.

Title: NorthWest Indian News
Broadcast Day/Date: Sunday, 9/30/07
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.

3rd Quarter 2007 Report:

Issue-Responsive Programming: Station Outreach Activities

Internships & Job Shadows

KSTW is very supportive of local students who are interested in a career in broadcasting. To this end, KSTW is proactive with the participation in job shadow and internship programs in this region. Each quarter, local college and university students intern in various departments. In 3rd Quarter 2007, KSTW hosted four interns in our Marketing Department and our Director of Digital Media had a job shadow.

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 the following humanitarian and environmental specials:

The EcoZone Project on Saturday, 8/04/07, 9:00-10:00 PM

Events

KSTW's Executive Producer, Pamela Woon, participated in the following non-profit events:

Intiman Theatre's Core Audience Group

National Academy of Television Arts and Sciences board meetings.

Other

KSTW has produced and will air a series of vignettes titled "Project Green" that addresses ecological issues.

Various In-Kind donations:

KSTW donated free air time to promote the 2007 Sixth Annual Ronald McDonald House Benefit Auction.

Job Fairs

None attended