

3rd Quarter 2009 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

KSTW's The CreW participated in the following local community events:

Freemont Solstice Parade
Seafair Hydro Plane Races
West Seattle Summer Fest
Renton River Days
Evergreen State Fair

Other

KSTW produces and airs a series of vignettes titled "Project Green" that addresses ecological issues. These vignettes are also linked on KSTW's Web site.

Jenna Willis of KSTW attended the Ascertainment meeting in September of 2009 collecting information from public and non-profit organizations addressing the concerns of the public in our community.

Various In-kind Donations

KSTW provided a contribution of \$2,790 toward the Emma Bowen matching scholarship fund.

Job Fairs

None.

3rd Quarter 2009 Report: Issue-Responsive Programming: Public Affairs Programming

Title: NorthWest Indian News - #26
Broadcast Day/Date: Sunday, July 5, 2009
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 - #054
Broadcast Day/Date: Sunday, July 5, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Jeff Rounce and Emily West host this installment of SSBR titled "Business Impacts from Military". Big business isn't always found in the private sector. In fact, one of the largest employers in our region comes from government and the Military. Guest Brigadier General Doug Richardson and Mayor of the City of Lakewood discusses how the Military impacts local businesses. Serving military customers is big business to some local companies and Guest Gary Brackett with the Tacoma Pierce County Chamber of Commerce will describe those impacts on the local economy. And final guest, Dr. John Walstrum, president of Clover Park Technical College will provide details of how local community and technical colleges serve the many service members and their families who have goals to get a higher education.

Title: NorthWest Indian News - #27
Broadcast Day/Date: Sunday, July 12, 2009
Time: 8:30 AM
Duration: 30:00
Type/Organization: Public Affairs/Tulalip Tribes
Description: Lummi Tribal member Chenoa Egawa 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 - #065
Broadcast Day/Date: Sunday, July 12, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: On this episode of South Sound Business Report the topic of Financial Literacy is discussed and how learning more might improve the public's standing during tough economical times. Also covered is Goodwill Industries and how their training program can teach people how to manage money earned from jobs. Lyn Peters, director of Communications, Consumer Education and Outreach for the State Department of Financial Institutions, Dani Small, the Program Manager for "Key to Change," a financial education program at Tacoma Goodwill, and LaTasha Smith, a proud graduate of this money-learning effort, are interviewed.

Title: NorthWest Indian News - #28
Broadcast Day/Date: Sunday, July 19, 2009
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 - #056
Broadcast Day/Date: Sunday, July 19, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.

Description: In "Soft Economy" higher fuel prices, declining real estate values and rising food costs give rise as to how businesses are responding to today's economy. Guest Paul Turek, a South Sound-based Economist with the state Employment Security Department will help us understand what is happening and why. With large companies like Starbucks and Weyerhaeuser trimming their workforce and cutting costs, are smaller companies following suit? A representative from Print NW will be in the studio to talk about what his company is doing. Then Eric Cedarstrand with Colliers International is in the studio to talk about the real estate market relating to home values, commercial offices and the industrial sector.

Title: NorthWest Indian News - #29
Broadcast Day/Date: Sunday, July 26, 2009
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 - #065
Broadcast Day/Date: Sunday, July 26, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: On this episode of South Sound Business Report the topic of Financial Literacy is discussed and how learning more might improve the public's standing during tough economical times. Also covered is Goodwill Industries and how their training program can teach people how to manage money earned from jobs. Lyn Peters, director of Communications, Consumer Education and Outreach for the State Department of Financial Institutions, Dani Small, the Program Manager for "Key to Change," a financial education program at Tacoma Goodwill, and LaTasha Smith, a proud graduate of this money-learning effort, are interviewed.

Title: NorthWest Indian News - #30
Broadcast Day/Date: Sunday, August 2, 2009
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 - #060
Broadcast Day/Date: Sunday, August 2, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: On today's program, we feature two companies in the South Sound engaged in one of the region's original industries ... timber and wood products. These two companies include Simpson Tacoma Kraft, a paper manufacturing operation on the waterfront in downtown Tacoma. Very soon, it will also be producing electrical power, possibly to light your home. The 2nd company is Rainier Veneer, an independent mill in Spanaway and Graham that turns raw logs into component elements of plywood.

Title: NorthWest Indian News - #31
Broadcast Day/Date: Sunday, August 9, 2009
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 National Aboriginal Day in Vancouver, British Columbia. There the Canadian government formally apologizes to the First Nations, Metis, and Inuit survivors of the residential school system. Stories in this episode include "Northwest coast canoe naming at Smithsonian," "Native Vote," and "Native veterans." This week's "Around Indian Country" segment includes "Puyallup Wetland Regeneration," "Lummi Stommish Water Festival" and "Tulalip Tribes Salmon Ceremony."

Title: South Sound Business Report - #066A
Broadcast Day/Date: Sunday, August 9, 2009

Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they discuss the Business Examiner's 40 Under 40, a group of 40 South Sound business and community leaders under the age of 40 who have made significant contributions. Personal interviews with four of these individuals portray the diversity of the South Sound business professionals elected for the award. Interviewed for this special segment are Jemima McCullum, a real estate lawyer; Jennifer Robbins, a florist; Miguel Stansberry, a crime prevention officer; and Ryan Bertz, a Boys and Girls Club fundraiser. The Around the Sound segment interviews Fast Transact, a local business, regarding their recent acquisition.

Title: NorthWest Indian News - #40
Broadcast Day/Date: Sunday, August 16, 2009
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 "Hawai'ian Reunion of Ancestry Celebration."

Title: South Sound Business Report - #066B
Broadcast Day/Date: Sunday, August 16, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they discuss the Business Examiner's 40 Under 40, a group of 40 South Sound business and community leaders under the age of 40 who have made significant contributions. Personal interviews with four of these individuals portray the diversity of the South Sound business professionals elected for the award. Interviewed for this special segment are Jemima McCullum, a real estate lawyer;

Jennifer Robbins, a florist; Miguel Stansberry, a crime prevention officer; and Ryan Bertz, a Boys and Girls Club fundraiser. The Around the Sound segment interviews Fast Transact, a local business, regarding their recent acquisition.

Title: NorthWest Indian News - #32
Broadcast Day/Date: Sunday, August 23, 2009
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," "Hawai'ian Reunion of Ancestry Celebration," and "Squamish Lil'wat Cultural Centre."

Title: South Sound Business Report - #066C
Broadcast Day/Date: Sunday, August 23, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they discuss the Business Examiner's 40 Under 40, a group of 40 South Sound business and community leaders under the age of 40 who have made significant contributions. Personal interviews with four of these individuals portray the diversity of the South Sound business professionals elected for the award. Interviewed for this special segment are Jemima McCullum, a real estate lawyer; Jennifer Robbins, a florist; Miguel Stansberry, a crime prevention officer; and Ryan Bertz, a Boys and Girls Club fundraiser. The Around the Sound segment interviews Fast Transact, a local business, regarding their recent acquisition.

Title: NorthWest Indian News - #33
Broadcast Day/Date: Sunday, August 30, 2009
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 - #066C
Broadcast Day/Date: Sunday, August 30, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they discuss the Business Examiner's 40 Under 40, a group of 40 South Sound business and community leaders under the age of 40 who have made significant contributions. Personal interviews with four of these individuals portray the diversity of the South Sound business professionals elected for the award. Interviewed for this special segment are Jemima McCullum, a real estate lawyer; Jennifer Robbins, a florist; Miguel Stansberry, a crime prevention officer; and Ryan Bertz, a Boys and Girls Club fundraiser. The Around the Sound segment interviews Fast Transact, a local business, regarding their recent acquisition.

Title: NorthWest Indian News - #34
Broadcast Day/Date: Sunday, September 6, 2009
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 - #067A
Broadcast Day/Date: Sunday, September 6, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.

Description: Emily West and Jeff Rounce host this episode as they discuss a variety of South Sound Businesses. Reid Bates from Express Employment Professionals is interviewed regarding how to find a job in the South Sound despite the rate of unemployment due to the current economy. JT Wilcox and Linda Thomas from Wilcox Family Farms are interviewed about their successful fourth generation business in eggs and milk production and distribution. Last, General Plastics Manufacturing Company is interviewed about their untraditional foam material's success in local business. The Around the Sound segment discusses the Olympia/Thurston County's Transit System receiving the America's Best Public Transportation System Award 2009 for the best mid-sized system in the country.

Title: NorthWest Indian News - #35
Broadcast Day/Date: Sunday, September 13, 2009
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 - #067B
Broadcast Day/Date: Sunday, September 13, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they discuss a variety of South Sound Businesses. Reid Bates from Express Employment Professionals is interviewed regarding how to find a job in the South Sound despite the rate of unemployment due to the current economy. Local business, Tahoma Imports, received the Marco Polo Award for its entry into international trade and its owner is interviewed regarding its success. JT Wilcox and Linda Thomas from Wilcox Family Farms are interviewed about their successful fourth generation business in eggs and milk production and distribution. Last, Emerald Home Furnishings is interviewed regarding their creative imported furniture selections and how the

economy is affecting their inventory. The Around the Sound segment discusses the Olympia/Thurston County's Transit System receiving the America's Best Public Transportation System Award 2009 for the best mid-sized system in the country.

Title: NorthWest Indian News - #36
Broadcast Day/Date: Sunday, September 20, 2009
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 - #067C
Broadcast Day/Date: Sunday, September 20, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they discuss a variety of South Sound Businesses. Reid Bates from Express Employment Professionals is interviewed regarding how to find a job in the South Sound despite the rate of unemployment due to the current economy. Local business, Tahoma Imports, received the Marco Polo Award for its entry into international trade and its owner is interviewed regarding its success. JT Wilcox and Linda Thomas from Wilcox Family Farms are interviewed about their successful fourth generation business in eggs and milk production and distribution. Last, Emerald Home Furnishings is interviewed regarding their creative imported furniture selections and how the economy is affecting their inventory. The Around the Sound segment discusses the Olympia/Thurston County's Transit System receiving the America's Best Public Transportation System Award 2009 for the best mid-sized system in the country.

Title: NorthWest Indian News - #37
Broadcast Day/Date: Sunday, September 27, 2009
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 - #067D
Broadcast Day/Date: Sunday, September 27, 2009
Time: 9:00 AM
Duration: 30:00
Type/Organization: Public Affairs/Clover Park Technical College in partnership with the Business Examiner Newspaper Group.
Description: Emily West and Jeff Rounce host this episode as they discuss a variety of South Sound Businesses. Reid Bates from Express Employment Professionals is interviewed regarding how to find a job in the South Sound despite the rate of unemployment due to the current economy. JT Wilcox and Linda Thomas from Wilcox Family Farms are interviewed about their successful fourth generation business in eggs and milk production and distribution. Last, General Plastics Manufacturing Company is interviewed about their untraditional foam material's success in local business. The Around the Sound segment discusses the Olympia/Thurston County's Transit System receiving the America's Best Public Transportation System Award 2009 for the best mid-sized system in the country.

3rd Quarter 2009 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 presents 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.

PUBLIC AFFAIRS PROGRAMMING: "South Sound Business Report"

South Sound Business Report is a partnership between the Business Examiner Newspaper Group and Clover Park Technical College in Tacoma to highlight business activity in South Puget Sound. Topics include environment, agriculture, business growth, transportation, education, finance, real estate and economic development.

Ascertainment Issues 3rd Quarter 2009

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 2009 Puget Sound Broadcaster's Ascertainment Meetings Topics:

9/3/09

Hosted by KCPQ FOX Q13 in Seattle, the following speakers addressed the Media regarding the topics noted:

Elizabeth Lamb-Ferro, Regional Communications Manager for the American Cancer Society Explained the research, service, fundraising, and advocacy goals for the American Cancer Society organization.

Kathleen Shannon Dorcy, Director of Research Development for Seattle Cancer Care Alliance and Research Coordinator for Fred Hutchinson Cancer Research Center Discussed cancer research and trials, the approval process for research results, and application of approved findings.

Mark Edmiaston, Chief Development and Community Engagement Officer for the Great West Division of the American Cancer Society Topics included building community awareness and education programs, the availability of information regarding cancer to the public, and targeting at risk groups for instruction of prevention factors and screening procedures for cancer.

Mike O'Sullivan, Media Advocacy Director for the American Cancer Society Cancer Action Network Explained lobby efforts and the effects of legislation on cancer awareness and the American Cancer Society's goals.

Stephanie Wichmann, American Cancer Society Patient Navigator

Topics included the support services and availability of care outside of medical treatments for patients diagnosed with cancer.

Christi Hill, ACSM Certified Personal Trainer for Christi's Life Fitness, LLC

Described her personal story of survival from breast cancer and the positive affects of exercise on her treatment and lifestyle as well as the importance of helping other cancer patients enter an exercise program.