

## **2nd Quarter 2006 Report: Issue/Program List: Issue-Responsive Programming**

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

### **PUBLIC SERVICE ANNOUNCEMENTS (PSAs)**

(Various)

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

### **PUBLIC AFFAIRS PROGRAMMING: "Inside Out Northwest"**

Hosted by KSTW UPN 11's on-air personality Erin Mayovsky, this show explores the issues, people and events that make the Northwest a unique place to live. This half-hour show tackles the issues, talks to interesting people and takes you to special places around our region.

### **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 2nd Quarter 2006**

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.

## **2nd Quarter 2006 Puget Sound Broadcaster's Ascertainment Meetings**

### **Topics:**

4/05      Representatives for YouthCare provided information on the services available for youth and their families who are experiencing alienation, conflict and homelessness. By developing resiliency, YouthCare creates opportunity for success. Some of the services available include a drop-in center for meals, clothing and hygiene products; a Street Outreach Team travels by foot or van to provide youth currently living on the streets with food, medical attention, information and connections to community services; emergency, short and long-term housing for over 200 youth each year; a center for youth to obtain their high school diploma, GED or simply become reengaged in school; employment training through the YWCA Working Zone and Barista Training and Education Program; and TREC .. an adventure-based therapy program offering activities and community service projects ranging from rock climbing to stream restoration.

Representatives for the King County Housing Authority revealed their plans to revitalize the White Center Boys & Girls Club; the opening of housing for homeless families in Enumclaw and the opening of Springwood Youth Center in Kent featuring a 10,800 square foot recreational and educational facility.

A representative for the Seattle Center revealed their plans for a "Discover Seattle – Newcomers Fair", a free community resource event for Seattle's new residents featuring information, demonstrations and workshops on how to access

the broad array of city services, programs and resources available to our growing multi-cultural community. Another event will be the Safeco Insurance Festival which showcases events that promote the cultural and ethnic traditions of our heritages.

Representatives for MADD (Mothers Against Drunk Driving) informed the group of their success in passing legislation in its constant, vigilant and powerful grassroots efforts towards making it a felony for drivers to be under the influence of intoxicating liquor or any drug.

A representative for the Woodland Park Zoo revealed how the zoo has helped animals and habitats thrive and provides an educational outlet for children and adults alike to respect and preserve our world's animal kingdom.

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The Kirkland Jaycees hosted an exhibition basketball game featuring Harlem Globetrotter legend, Curly Neal, and his Harlem Comedy All-stars vs. a celebrity team of former Seattle Seahawks and local heroes to benefit the leadership training organization that offers personal growth opportunities while enhancing the community.

A celebrity golf tournament was held to benefit Gilda's Club Seattle, a non-profit cancer support community serving the Puget Sound area which provides a meeting place where men, women and children living with cancer, along with their families and friends, join with others to build social, emotional and educational support.

Grammy nominated/award winning super producer "Kashif", who grew up as a foster child, came in from Los Angeles specifically to present at the ascertainment meeting on behalf of the Casey Family Programs to promote National Foster Care Month at the Space Needle.

A representative from the Langston Hughes Performing Arts Center which supports community building by providing opportunities for artists and audiences to connect using the medium of film as a catalyst for dialog that leads to social change, provided information regarding the 3<sup>rd</sup> Annual African American 2006 Film Festival.

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A representative from KSTW was unable to attend this ascertainment meeting which was devoted entirely to the involvement of the South Sound Arts Commission.

## **2nd Quarter 2006 Report: Issue-Responsive Programming: Public Affairs Programming**

Title: NorthWest Indian News  
Broadcast Day/Date: Sunday, 5/14/06  
Time: 4:30 -5:00 PM  
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 state. 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 state'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, 6/11/06  
Time: 4:30 – 5:00 PM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Muckleshoot Reservation near Auburn, Washington, 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 state, are on their way to receiving degress 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, 6/18/06  
Time: 4:30 – 5:00 PM  
Duration: 30:00  
Type/Organization: Public Affairs/Tulalip Tribes  
Description: Lummi Tribal member Chenoa Egawa hosts the program from the Nooksack Reservation in Whatcom County. In the program open, NWIN talks to Nooksack Chairman, Narcisco Cunanan about the economic future of the Nooksack Tribe. Segment one covers the Chinook Tribe as they build and dedicate a replica of a traditional Plankhouse near the original Chinook Village of Cathlapotle on the Columbia River. The Lewis and Clark Corp of Discovery records making contact with the Chinooks 200 years ago at the site. Segment two covers two Colville Tribal leaders who have filed a lawsuit against Teck Cominco of Trail, British Columbia for dumping millions of tons of slag and heavy metals into the Columbia River. In segment three, the 150<sup>th</sup> Anniversary of the Treaty of Neah Bay is celebrated. Segment four covers the Seattle Premium Outlets Grand Opening at Quil Ceda Village which features a collection of 100 designer and name-brand outlet stores. In the “Around Indian Country” segment, NWIN takes a look at Representative John McCoy’s House Bill 1495 entitled “Encouraging Tribal History to be included in the Common School Curriculum” which was recently signed into Washington State law.

Title: NorthWest Indian News  
Broadcast Day/Date: Sunday, 6/25/06  
Time: 4:30 – 5:00 PM  
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 one follows the efforts of the Yakama Nation to capture and place a certain number of wild horses into private homesteads. Segment two features the Tall Ships that sail into Commencement Bay in Tacoma, Led by the Puyallup Tribe, several area Tribes canoe 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 Squamish Tribe; the Lummi Nation Stommish and Water

Festival and the 150<sup>th</sup> Anniversary of the Treaty of Yakama. In the program close, Chenoa Egawa discusses the Canoe Journey with Squamish First Nation Canoe Skipper, Larry Nahanee and is there when the canoes depart on their way to Tsawwassen First Nation and beyond.

## **2nd Quarter 2006 Report: Issue-Responsive Programming: Station Outreach Activities**

### **Internships & Job Shadows**

UPN 11 is very supportive of local students who are interested in a career in broadcasting. To this end, UPN 11 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 2<sup>nd</sup> Quarter 2006, KSTW hosted two interns in the Production Department; on-air personality, Chris Cashman, had a high school job shadow in April and was a mentor for her Senior project and on-air personality, Erin Mayovsky, had two Issaquah High School students shadow her at Safeco Field to watch us produce our local Mariners baseball pre-game show.

### **Viewer Responses**

UPN 11 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 Saturday, 4/22/06, on-air personality, Chris Cashman, hosted the 73<sup>rd</sup> Annual Puyallup Valley Grand Floral Street Parade and on Sunday, 6/25/06, on-air personalities, Chris Cashman and Erin Mayovsky, hosted the Seattle Pride Parade.

### **Events**

On April 1<sup>st</sup>, on-air personality, Chris Cashman, hosted the Boys and Girls Club of South King County "Youth of the Year" ceremony. On May 17<sup>th</sup>, on-air personality, Erin Mayovsky, participated in the 2007 fire fighter calendar judging contest for local burn victims. Erin also served as a table captain at the Salvation Army's Soupline Luncheon on May 23<sup>rd</sup>.

### **Other**

On April 10<sup>th</sup> and 11<sup>th</sup>, KSTW's Program Director, Ryan Craig, attended a regional Emergency Response meeting.

### **Various In-Kind donations:**

None

### **Job Fair**

None attended