

4th Quarter 2020 Report: Issue-Responsive Programming: Station Outreach Activities

Viewer Responses

KSTW regularly responds to viewer letters, e-mails, and voice messages regarding programming. We strive to answer questions and concerns in a timely fashion in order to demonstrate our commitment to our viewers.

Program Specials

In honor of Veteran's Day, KSTW aired the program special, *American Valor*, on Saturday, November 7th, 2020 from 4-5pm. A Salute to Our Heroes spotlights the men and women from all backgrounds, all ages, all eras who share a common bond: when their country needed them, they stepped up to the challenge. From the surviving legends who defended Pearl Harbor & stormed the beaches of Normandy, to the young wounded warriors of today's military, it's a reminder of what we're capable of when we all come together.

Events

None.

Other

None.

Various In-kind Donations

KSTW gave the following in-kind air time:

Andrew Womack Ministries – 66x \$0 :30 promos

WA Health Benefit Exchange – 46x \$0 :15 promos & 40x \$0 :30 promos

Job Fairs

None.

**4th Quarter 2020 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) air throughout the broadcast day and night, and 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. PSAs run include:

Length	Title	Material Description
0:00:20	PSA: Meryl Streep Control / Colorectal Cancer	Cancer
0:01:00	PSA: American Nurse Heroes	Coronavirus
0:00:30	PSA: American Nurse Heroes	Coronavirus
0:00:30	PSA: Coronavirus Response_You Have My Respect	Coronavirus
0:00:30	PSA: CoronavirusResponse_MyMaskIsMyCheatCode	Coronavirus
0:00:30	PSA: CoronavirusResponse_Coping-19	Coronavirus
0:00:15	PSA: CoronavirusResponse_Coping19_Exercise	Coronavirus
0:00:15	PSA: Wildfire Prevention_Smokey 75 Stephen Colbert	Fire Prevention
0:00:15	PSA: No One Should Face Breast Cancer Alone	Cancer
0:00:15	PSA-NEFE Smart About Money-Aging and Money	Financial Education

0:00:15	PSA: Five Gynecologic Cancers	Cancer
0:00:15	PSA-Nat Assoc Boards Pharmacy-Happen To You /No Ex	Addiction
0:00:15	PSA: Wounded Warrior -John Krasinski	Veterans
0:00:15	PSA: RampathonMay16_2020_15_ Revised	Disabled
0:00:15	PSA: The Takedown-Stand Up To Cancer	Cancer
0:00:15	PSA:Voice For Children / Emma Stone	Mental Health
0:00:15	PSA: Buzzed Warning Sign: BBQ	Drunk Driving
0:00:15	PSA: XQ Super Schools Project	Education
0:00:15	PSA-End Sickle Cell	Sickle Cell
0:00:15	PSA: Social Security-Estimate Benefits Online	Social Security
0:00:15	PSA: Americorps-This is Your Moment	Service
0:00:15	PSA: AI-Anon-Samantha (No Exp)	Addiction
0:00:15	PSA: Keep America Beautiful-Lets Talk Ab (No Exp)	Environment
0:00:15	PSA: Alcoholics Anonymous-Changes (no exp)	Addiction
0:00:15	PSA: Project Roadblock-Selfies	Drunk Driving
0:00:15	PSA: Project Roadblock-Emojis	Drunk Driving
0:00:15	PSA: Project Roadblock-Dating Ap	Drunk Driving
0:00:20	PSA: CSAH-Bet On A Vet-Trace Adkins	Veterans
0:00:20	PSA: Arbor Day Foundaiton	Nature
0:00:20	PSA: Coalition to Salute America's Heroes-PTSD	Veterans
0:00:30	PSA-Nat Assoc Boards Pharmacy-Happen To You (No Ex	Addiction
0:00:30	PSA: No One Should Face Breast Cancer Alone	Cancer
0:00:30	PSA:Voice For Children / Emma Stone	Mental Health
0:00:30	PSA:Giraffe / San Diego Wildlife Conservancy	Nature
0:00:30	PSA: AI-Anon-Smantha (No Exp)	Addiction
0:00:30	PSA: APTA-Opiod Awareness-You Have A Choi (No Exp)	Addiction

0:00:30	PSA: Boystown Nat Hotline-Emma's Story (No Exp)	Teen Bullying
0:00:30	PSA: Pests Without Borders / National Pest Manage	Health
0:00:30	PSA: HHS/SAMHSA-Underage Drinking-Talk (no exp)	Teen Drinking
0:00:30	PSA: Center for Natural Lands Management (no exp)	Environment
0:00:30	PSA-Special Olympics-Inclusive World (no exp)	Special Olympics
0:00:30	PSA: Meryl Streep: Control / Colorectal Cancer	Cancer
0:00:30	PSA: US Dept HHS/All of Us Research Prog (No Exp)	Health
0:00:30	PSA: Rhinoceros / San Diego Wildlife Conservancy	Nature
0:00:30	PSA: Child Mind Institute (no exp)	Mental Health
0:00:30	PSA-Mission Blue Hope Spots / Website (no exp)	Nature
0:00:30	PSA: Terrance Howard: This is Personal/Colorectal	Cancer
0:00:30	PSA: The Takedown-Stand Up To Cancer	Cancer
0:00:30	PSA: Prevent Blindness-Children's Eye Health	Vision
0:00:30	PSA: Wounded Warrior -Jim Mylott	Veterans
0:00:30	PSA: RampathonMay16_2020_30 Revised	Disabled
0:00:30	PSA: Not Just Words / Gynecologic Cancer	Cancer
0:00:30	PSA-Rebuilding Veterans Lives / Home For Our Troop	Veterans
0:00:30	PSA: Ending Hunger- I am Hunger-Community Support	Hunger
0:00:30	PSA-Alzheimer's Awareness Julie and Les	Alzheimer's
0:00:30	PSA-Alzheimer's Awareness Cynthia and Ed	Alzheimer's
0:00:30	PSA-Alzheimer's Awareness Shon and Theresa	Alzheimer's
0:00:30	PSA: Project Roadblock-Selfies	Drunk Driving

0:00:30	PSA: Buzzed Warning Sign: BBQ	Drunk Driving
0:00:30	PSA: Project Roadblock-Viral Consequence	Drunk Driving
0:00:30	PSA: Play Catch With Her	Parenting
0:00:30	PSA: Project Roadblock-Holiday Party	Drunk Driving
0:00:30	PSA: Alcoholics Anonymous-Changes (no exp)	Addiction
0:00:30	PSA-Drugfree World-Alcohol (No Exp)	Teen Drinking
0:00:30	PSA-Drugfree World-They Said (No Exp)	Teen Drug Abuse
0:00:30	PSA: Buzzed Warning Sign: Playoffs	Drunk Driving
0:00:30	PSA-Obesity Action Coalition-Your Weight Matters	Health
0:00:30	PSA: Social Security-See What You Can Do Online	Social Security
0:00:30	PSA-Committee for Children-Captain Compassion	Bullying
0:00:30	PSA: Americorps-This is Your Moment	Service
0:00:30	PSA-NEFE Smart About Money-Aging and Money	Financial Education
0:00:30	PSA-US Air Force-What Matters	Parenting
0:00:30	PSA-FDA: Unused Opioid Medicines-Remove the Risk	Addiction
0:00:30	PSA: Wildfire Prevention Smokey 75 Jeff Foxworthy	Fire Prevention
0:00:30	PSA: Wildfire Prevention Smokey 75 Stephen Colbert	Fire Prevention
0:00:30	PSA: Lets Stop HIV Together	HIV
0:00:30	PSA: Keep America Beautiful-Let's Talk Ab (No Exp)	Environment
0:00:30	PSA: Buzzed Warning Sign: Holiday Party	Drunk Driving
0:00:30	PSA-Hard at Work - Disaster Relief.org	Disaster Relief
0:00:30	PSA-Amer College Emergency Physicians- Scooter Safety	Scooter Safety
0:00:30	PSA-SAMHSA-Underage Drinking-Mom's Thoughts	Addiction

0:00:30	PSA-SAMHSA-Underage Drinking-Talk. They Hear You.	Addiction
0:00:30	PSA-End Sickle Cell	Sickle Cell
0:01:00	PSA: Not Just Words / Gynecologic Cancer	Cancer
0:01:00	PSA: Mental Health First Aid	Mental Health
0:01:00	PSA: Play Catch With Her	Parenting
0:01:00	PSA: Americorps-This is Your Moment	Service
0:01:00	PSA:Voice For Children / Emma Stone	Mental Health
0:01:00	PSA: Caregivers Assistance You've Got This	Caregivers
0:01:00	PSA: Alcoholics Anonymous-Changes (no exp)	Addiction
0:01:00	PSA-Type 2 Diabetes Prevention - Prediabetes Test	Diabetes
0:01:00	PSA-Rebuilding Veterans Lives / Home For Our Troop	Veterans
0:01:00	PSA: Wounded Warrior - Dan Smee	Veterans
0:01:00	PSA: Meryl Streep Control / Colorectal Cancer	Cancer
0:01:00	PSA-Justin-Brady Campaign and Center to Prevent	Gun Safety
0:01:00	PSA: The Takedown-Stand Up To Cancer	Cancer
0:00:30	PSA: COVID19- Save the Children_Emergency_Stories	Coronavirus
0:00:30	PSA: Worldwide Headquarters of Play	Parenting
0:01:00	PSA: Worldwide Headquarters of Play	Parenting
0:00:15	PSA: Worldwide Headquarters of Play	Parenting
0:00:15	PSA-Take Back Your Meds- King County	Health
0:00:30	PSA: COVID19- YMCA-Stay With Us	Coronavirus
0:00:30	PSA: Safe Use of Acetaminophen	Health
0:01:00	PSA: COVID19- WhateverItTakesBoysAndGirlsClubsOfAm	Coronavirus
0:00:30	PSA: COVID19- MealService_BoysAndGirlsClubsOfAmeri	Coronavirus
0:00:15	PSA: COVID19- ReliefFund_BoysAndGirlsClubsOfAmeric	Coronavirus

0:00:30	PSA: Disaster Checklist	Disaster
0:01:00	PSA: Disaster Checklist	Disaster
0:00:30	PSA: CovenantHouse_ AmazingGrace	Housing
0:01:00	PSA: CovenantHouse_ AmazingGrace	Housing
0:00:15	PSA: CovenantHouse_ AmazingGrace	Coronavirus
0:01:00	PSA: COVID19-Save the Children Response	Child Welfare
0:00:30	PSA: COVID19-Save the Children Response	Child Welfare
0:00:15	PSA: COVID19-Save the Children Response	Child Welfare
0:00:30	PSA: COVID19-United Way Worldwide	United Way
0:00:30	PSA: Southeaster Guide Dogs - One Lucky Puppy	Guide Dogs
0:00:30	PSA: Southeaster Guide Dogs - Anatomy of Superhero	Guide Dogs
0:00:30	PSA: Army National Guard - I Will	Military Service
0:00:30	PSA: Army National Guard - Live Here Serve Here	Military Service
0:00:30	PSA: Army National Guard - Guard Family	Military Service
0:00:15	PSA: Army National Guard - I Will	Military Service
0:00:15	PSA: Army National Guard - Live Here Serve Here	Military Service
0:00:15	PSA: Army National Guard - Guard Family	Army National Guard
0:01:00	PSA: BFAS_ Anthem_ Save_ Broadcast	Animal Welfare
0:00:15	PSA: BFAS_ Anthem_ Save_ Broadcast	Animal Welfare
0:01:00	PSA: A Safe Home for Every Person	Housing
0:00:30	PSA: A Safe Home for Every Person- A	Housing
0:00:30	PSA: A Safe Home for Every Person- B	Housing
0:00:15	PSA: A Safe Home for Every Person	Housing
0:00:30	PSA: Suicide Prevention_ Whatever Gets You Talkin	Suicide Prevention

0:01:00	PSA: Suicide Prevention_ Whatever Gets You Talkin	Suicide Prevention
0:00:15	PSA: Suicide Prevention_ Whatever Gets You Talkin	Suicide Prevention
0:01:00	PSA: Make A Wish-Lasso Poem	Make A Wish
0:00:30	PSA: Make A Wish-Lasso Poem	Make A Wish
0:00:15	PSA: Make A Wish-Lasso Poem	Make A Wish
0:01:00	PSA: Choose VA Sizzle Reel_ 60	Veterans
0:00:30	PSA: Choose VA Sizzle Reel_ 30.1	Veterans
0:00:30	PSA: Choose VA Sizzle Reel_ 30.2	Veterans
0:01:00	PSA: COVID Emergency Muscular Dystrophy	Coronavirus
0:00:30	PSA: COVID Emergency Muscular Dystrophy	Coronavirus
0:00:15	PSA: COVID Emergency Muscular Dystrophy	Coronavirus
0:00:30	PSA:Gun Safety-Safe Storage Saves Lives	Gun Safety
0:00:30	PSA:Gun Safety-Kids Find Everything	Gun Safety
0:00:15	PSA:Gun Safety-Safe Storage Saves Lives	Gun Safety
0:01:00	PSA:RAINN Anthem / Sexual Abuse	Abuse
0:00:30	PSA:RAINN Julianna Master / Sexual Abuse	Abuse
0:00:30	PSA:RAINN Wont Stay Quiet / Sexual Abuse	Abuse
0:00:15	PSA:RAINN Wont Stay Quiet / Sexual Abuse	Abuse
0:00:30	PSA: COVID19-PHSKC Duchin Phase2	Coronavirus
0:00:30	PSA: WSAB PHSKC- Marcos Phase 2	Coronavirus
0:00:30	PSA: WSAB PHSKC- Shelley Phase 2	Coronavirus
0:01:00	PSA: CoronavirusResponse_YouWillSeeMe_Anthem	Coronavirus
0:00:30	PSA: CoronavirusResponse_YouWillSeeMe_Viola Davis	Coronavirus
0:00:15	PSA: CoronavirusResponse_ Forward	Coronavirus
0:00:30	PSA: CoronavirusResponse_YouWillSeeMe_Anthem	Coronavirus

0:00:30	PSA: CoronavirusResponse_YouWillSeeMe_Entertainers	Coronavirus
0:00:30	PSA: CoronavirusResponse_Partying	Coronavirus
0:00:30	PSA: CoronavirusResponse_Forward	Coronavirus
0:00:15	PSA: CoronavirusResponse_DoltForEveryone	Coronavirus
0:00:30	PSA: CoronavirusResponse_YouWillSeeMe_Musicians	Coronavirus
0:00:30	PSA: CoronavirusResponse_ShowSomeLove	Coronavirus
0:00:30	PSA: CoronavirusResponse_FamousLastWords	Coronavirus
0:00:30	PSA: CoronavirusResponse_LongHaulers	Coronavirus
0:00:30	PSA: bfas_anthem_save_broadcast_30	Animal Welfare
0:00:30	PSA: High Blood Pressure Control_Release Pressure	Blood Pressure
0:00:30	PSA: Coronavirus Response_Lucha	Coronavirus
0:00:15	PSA: Coronavirus Response_Lucha	Coronavirus
0:01:00	PSA: Inclusion Manifesto - Special Olympics	Special Olympics
0:00:15	PSA: Buzz Driving - Bathroomboy	Drunk Driving
0:00:15	PSA: Buzz Driving -Waterboy	Drunk Driving
0:00:30	PSA: Drug Impaired Driving-You Can Run Can't High	Drug Impaired Driving
0:00:30	PSA:Text and Driving-Phone Down	Distracted Drivers
0:00:30	PSA: Eating Healthy	Cancer
0:01:00	PSA: Eating Healthy	Cancer
0:00:30	PSA: Making Communities Stronger	Veterans
0:00:15	PSA: Gun Safety-No Extra Life	Gun Safety
0:01:00	PSA: Helping a Friend	Substance Abuse
0:00:30	PSA: Pancreatic Cancer- 100 percent Research	Cancer

0:01:00	PSA: Empowering Girls in STEM Dare to STEM	Education
0:00:15	PSA: EmergencyPreparedness_DisasteAtDoorstep_Flood	Disaster
0:00:30	PSA: EmergencyPreparedness_DisasteAtDoorstep_West	Disaster
0:01:00	PSA: Questions_60 - Challenger	Addiction
0:00:30	PSA: Questions_30 - Challenger	Addiction
0:00:30	PSA: Samantha_30	Addiction
0:01:00	PSA: VFW-Our Service Doesn't Stop	Service
0:00:30	PSA: VFW-Our Service Doesn't Stop	Service
0:00:30	PSA: Red Cross Typography	Red Cross
0:00:30	PSA: Disasters - Red Cross is There	Red Cross
0:00:15	PSA: TVB Bathroom Boy	Drunk Driving
0:00:15	PSA: TVB Warning Sign: Over the Top	Drunk Driving
0:00:30	PSA: TVB The Legend	Drunk Driving
0:00:15	PSA: TVB That Wont Work	Drunk Driving
0:00:30	PSA: Children International Good Finds A Way	Child Welfare

PROGRAMMING: “CW11 Weather Watch”

Hosted by meteorologist Darren Peck, this 30-second weather update includes the evening’s daily forecast for Seattle, Washington. This brief news update runs 7 days a week at 11:00pm on CW11 Seattle as well as the station website.

PUBLIC AFFAIRS PROGRAMMING: “The Impact”

Hosted by Mike McClanahan, this show explores the issues, people, and events impacting the citizens of Washington State by highlighting the goings-on at the State’s capital in Olympia, WA.

4th Quarter 2020 Report: Issue-Responsive Programming: Public Affairs Programming

Title: The Impact - #1204
Broadcast Day/Date: Sunday, October 4, 2020
Time: 11:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: The Impact featuring host Mike McClanahan interviews with policy experts who make decisions in Olympia and people who are impacted back home.

Title: The Impact - #1205
Broadcast Day/Date: Sunday, October 11, 2020
Time: 11:30 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: An in-depth look at Washington's affordable child care shortage, what's driving the cost and how the pandemic could make it worse. Features interviews with leaders on the Child Care Collaborative Task Force looking for solutions.

Title: The Impact - #1206
Broadcast Day/Date: Sunday, October 18, 2020
Time: 11:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Why Facebook campaign ads are more partisan, but less negative than TV ads and what that means for polarization, attitudes toward policing in urban vs suburban King County, how polling has changed since the 2016 election. Guests: Prof. Travis Ridout, WSU and Stuart Elway, Elway Research/Crosscut-Elway Poll.

Title: The Impact - #1207
Broadcast Day/Date: Sunday, October 25, 2020
Time: 11:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Doctor answers COVID-19 vaccine questions as the FDA reviews Phase 3 clinical trials, implications for local health departments, and local government reaction to I-976 ruling. Guests: Dr. Nathan Schlicher, WSMA President and Eric Johnson WSAC Executive Director.

Title: The Impact - #1208
Broadcast Day/Date: Sunday, November 1, 2020
Time: 11:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Housing trends in Washington: low interest rates and limited inventory. Perspective on the red hot real estate market and the implications for home buyers and sellers.

Title: The Impact - #1209
Broadcast Day/Date: Sunday, November 8, 2020
Time: 11:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Post election review and legislative implications. Guests: Jerry Cornfield of The Everett Herald and Jim Camden of The Spokesman-Review.

Title: The Impact - #1210
Broadcast Day/Date: Sunday, November 15, 2020
Time: 11:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Discussing the decision to take gray wolves off of the endangered species list; Guests include Donny Martorello, Wolf Policy Lead, WDFW and Chris Bachman, Wildlife Director, The Lands Council.

Title: The Impact - #1211
Broadcast Day/Date: Sunday, November 22, 2020
Time: 11:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Financial impact of new COVID-19 restrictions on restaurant sector; wildfire prevention plans. Guests include Anthony Anton, President & CEO, Washington Hospitality Association, and Hilary Franz, Commissioner of Public Lands.

Title: The Impact - #1212
Broadcast Day/Date: Sunday, November 29, 2020
Time: 11:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: COVID, Economy and Everything else. Joint interview with Senate Majority Leader Andy Billig (D-Spokane) and House Minority Leader J.T. Wilcox (R-Yelm).

Title: The Impact - #1213
Broadcast Day/Date: Sunday, December 6, 2020
Time: 11:00 AM
Duration: 30:00

Type/Organization: Public Affairs/TVW
Description: ICU beds & hospital readiness for a 3rd wave of COVID-19 during flu season; Independent business organization on current business climate and 2021 legislative priorities.

Title: The Impact - #1214
Broadcast Day/Date: Sunday, December 13, 2020
Time: 11:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Rapid response teams for staffing crisis situations at long-term care facilities; WA Nurses Association on PPE, staffing, & vaccine.

Title: The Impact - #1215
Broadcast Day/Date: Sunday, December 20, 2020
Time: 11:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Debating the eviction moratorium and its impact on both renters and landlords. Guests include Brett Waller, Washington Multifamily Housing Association, and Michele Thomas, Washington Low Income Housing Alliance.

Title: The Impact - #1216
Broadcast Day/Date: Sunday, December 27, 2020
Time: 11:00 AM
Duration: 30:00
Type/Organization: Public Affairs/TVW
Description: Traces the arrival of the first Asian Giant Hornets ever found in North America. An inside look at the battle to keep them from spreading.

