

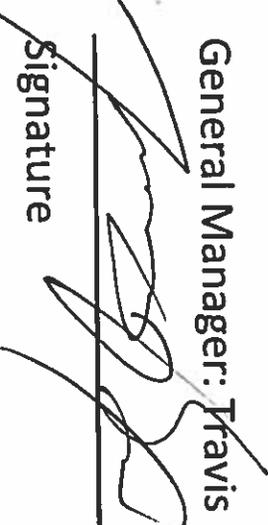
Ascertainment Report

KCWU-FM

October 2014-December 2014

Quarter 4

General Manager: Travis Box



Signature

1/6/2015

Date

KCWU-FM Ascertainment Report

ISSUE/ Topic	WEIGHT OF Program	Description	Date Aired	Time	Duration
Student Debt	News Central	<p>Living at Home. This article focused on the growing number of "Millennials" that are living at home with parents, either post-college or during their college education because of the rising cost of school.</p>	10/30/2014	12:30 PM	3:14
		<p>Student Debt Peaks. This article focused on the rise in average student debt and how it has now topped \$30,000 per student in several states. To counter this point, I also discussed how the 1 trillion dollar loan deficit actually seems to be easing and how students can hope to find themselves with significantly less debt.</p>	11/13/2014	12:25 PM	3:00
		<p>Loan Forgiveness. This article researched why over 24% of millennials, despite the crippling national debt numbers, believe their student loans will be forgiven because of their employment by a public service employer with potential loan forgiveness benefits.</p>	11/13/2014	12:22 PM	3:00
		<p>2016 National Debt. This article details the hot topic of student debt and how it is poised to become a huge issue in the 2016 political season, mainly because of the growing concern among national citizens</p>	12/3/2014	12:25 PM	2:45
		<p>Day After Debt. This article discusses the art exhibit located at MSU entitled "Day After Debt," an educational and fund raising opportunity about the striking statistics we have in this country when it comes to student debt, including the national average and the debt per student. Many of the art pieces were interactive and an opportunity for patrons to donate pennies or dimes to the cause.</p>	12/3/2014	12:22 PM	3:03

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September 1st, 2014 - December 31st, 2014

<p align="center">Public Health</p>	<p align="center">News Central</p>	<p>Think Pink Campaigns. This story covers how breast cancer organizations have been pushing "think pink" for everything imaginable, including lots of products that involve some of the same chemicals implicated in causing breast cancer. Included were companies and campaigns to watch for and how to really donate to the fight against breast cancer.</p>	<p align="center">10/30/2014</p>	<p align="center">12:44 PM</p>	<p align="center">2:33</p>
		<p>Kittitas Valley Hospital. KVH Hospital was recognized as one of the Top 20 critical access hospitals in the nation during the recent annual conference of the National Rural Healthcare Association.</p>	<p align="center">10/22/2014</p>	<p align="center">12:07 PM</p>	<p align="center">0:45</p>
		<p>Breast Cancer in different ethnicities. This article focuses on a recent study that found A genetic variant that is particularly common in some Hispanic women with indigenous American ancestry appears to drastically lower the risk of breast cancer.</p>	<p align="center">10/22/2014</p>	<p align="center">12:03 PM</p>	<p align="center">1:18</p>

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September 1st, 2014 - December 31st, 2014		11/18/2014	12:00 PM	1:00
<p>World AIDS day. This was a PSA in honor of World AIDS Day, the Kittitas County Public Health Department provided free HIV testing and counseling.</p>				
<p>Tuberculosis. This was a public service announcement that the first case of active tuberculosis has been identified in Kittitas County since 2004. Included was information about the patient and how to identify the early signs of tuberculosis to educate and prepare the community.</p>		12/3/2014	12:00 PM	1:02

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<p>Pitbull Discrimination. This piece focused on Petsmart and how they discriminate against pit bulls and other "bully breeds" for their training schools and socialization days, and specifically how this is counterproductive to the mission of their company.</p>	10/30/2014	12:40 PM	2:00
<p>Reviving species of Bees. The rusty-patched bumble bee, which has not been seen in the eastern United States in five years, has been found by a Smithsonian Conservation Biology Institute research team at Sky Meadows State Park in Delaplane, Va. I went on after the article to discuss the major impact on the wildlife of the surrounding native areas.</p>	11/18/2014	12:46 PM	3:01

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Animal Care and Control	News Central		11/13/2014	12:43 PM	2:15
		<p>Animal Shelters. In this article I covered the state of many animal shelters and how they are inadequate for the care of their animals, in particular a facility in Indiana that has little to no funding to run their large facility.</p>			
		<p>Pine Ridge Reservation. This article covered a family that, after inadequate care of rescue dogs that eventually caused the death of their daughter, started a gofundme to raise money for the Pine Ridge facility the dogs were located at for better care and management of the rescues they hold.</p>	12/3/2014	12:02 PM	1:50
		<p>Animal Control Fees. This article covered new fees set in place for the Lake County Animal Care and Control center for things such as surgeries and other services that would better raise money for the local shelters.</p>	12/3/2014	12:58 PM	4:28

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Issue/Topic/Genre of Program	Description	Date Aired	Time	Duration
Mental Health Awareness SS News Central	<p>"Media Health" Awareness. In this section I focused on the very close eye we as a society seem to be keeping on celebrities in terms of mental illness, specifically after the death of Robin Williams and the downfall of Amanda Bynes. Among the points of discussion was the impact being a celebrity could have on someone's mental health.</p>	11/12/2014	12:22 AM	1:40
	<p>Rosebud's Colour For Life Youth Project The article documents a group that is armed with information and advice to pass on to youths in a bid to raise awareness about the impact of mental health issues.</p>	11/12/2014	12:18 PM	1:13
	<p>Charles Manson. This article covered the potential marriage of Charles Manson to his frequent visitor Afton Elaine Burton. What followed was a discussion of mental illness and the downfall of those that go untreated.</p>	11/18/2014	12:53 PM	1:23

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<p>Depression Screenings. Here I discussed the difference between stress, sadness and overwhelming situations versus a transient episode and what may be the signs of chronic mental distress. I followed with exploring the benefits of depression screenings and how often they could save lives if put to better use.</p>	10/9/2014	12:16 PM	2:00
<p>Amanda Bynes. This segment focuses on the child star and specifically her mental downfall after the news came out that she is engaged to an alleged 19 year old boyfriend. Included was information about her journey through rehab and help hotline information for anyone who may need it.</p>	10/9/2014	12:53 PM	2:04
<p>Movember at CWU. This interview with members of the on campus magazing called HYPE, detailed the events coming for the month of november, or "Movember" in order to bring awareness to men's physical and mental health. Events included a face-shaving event and a "Man cave" where video games and educational tools were in place.</p>	11/3/2014	12:00	2:00

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<p>Public Outreach. This article focused on Dallas-based artist S. Van Lokey, a female who took a series of self portraits as a male with mustaches to raise awareness for Movember and the effect and outreach it had on the public. This photo series was particularly successful because of her androgynous appearance and talent for makeup.</p>	11/18/2014	12:45	4:00
<p>Cancer percentages. This segment's focus was the rise in colorectal cancer diagnosis in people ages 20-34, and the lack of men willing to get checked at a younger age being a factor. Another main factor was that prostate exams are only recommended in men ages 50+.</p>	11/19/2014	3:36	2:00

**Men's
Health**

**News
Central**

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<p>Wellness Center. This interview featured the director of the campus wellness center and a conversation about the effect 'Movember' has on men's health awareness, including increased percentages of men getting their health checked and lowering the stigma that men don't need to be checked for mental illness.</p>	11/19/2014	12:30	3:20
<p>International Movember. This article features how enthusiastic the people of New Zealand are about raising awareness for Men's health. During this year's Movember, More than 11,600 New Zealand moustaches have raised over \$1.1m for men's health. It also discussed next year's goals for fundraising and awareness campaigns.</p>	12/3/2014	12:55	1:30