



WSAB

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June 2006

**A FURTHER REPORT ON SERVICE
TO OUR COMMUNITIES FROM
WASHINGTON'S LOCAL RADIO
AND TELEVISION STATIONS**



Washington

broadcasters

Bringing Community Service Home

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Table of Contents

I. Executive Summary

II. Quantitative Research Findings ***“How Much Washington Broadcasters Do For Their Communities”***

III. Qualitative Research Findings ***“Stories of the Extraordinary Service Washington Broadcasters Give to Their Communities”***

IV. Thank You! ***“The Voices of Our Neighbors”***

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I. Executive Summary

“...in the public interest.” Those words, added to the Communications Act by Washington’s own United States Senator C. C. Dill, form the common commitment of community service among Washington’s local broadcasters, whether they are radio or television stations, large or small, commercial or public, serving communities in Eastern or Western Washington. Washington’s broadcasters play a vital and active role in the lives of every Washington community, every day. And we are proud of the good work we do for our neighbors.

The Washington State Association of Broadcasters and the National Association of Broadcasters have just completed a survey of, and interviews with, television and radio stations throughout Washington to determine the extent of station engagement in public service and community activities during calendar year 2005.

74% of Washington’s commercial TV stations participated in the survey; and, 116 of the 203 commercial radio stations (60%) replied. The overall response rate (radio and TV combined) was 59%. Here’s a snapshot of what we found:

- Washington radio and television stations contributed approximately \$157 Million worth of service to their communities during 2005.
- Radio and television stations across Washington raised more than \$22 Million during 2005 for charities, charitable causes or needy individuals. And that’s just the cash. It does not include donations of clothing, blankets, food, and other goods and services raised by the stations in their donation drives.
- An average of 50% of TV PSA time is devoted to local issues; for radio, 65% of PSA time is locally oriented.
- Almost 9 in 10 (86%) Washington television stations and virtually all responding radio stations (97%) helped charities, charitable causes or needy individuals through fund-raising and other types of support.
- TV stations in Washington typically broadcast approximately 85 Public Service Announcements; radio stations 208 PSAs, in a typical week.
- The cumulative statewide totals based on the reported rate charged for commercial spots of similar length based on these data show the total PSA value for Washington stations during 2005 was more than \$19.6 Million for TV stations and nearly \$109 Million for radio stations.
- 94% of Washington radio stations and 92% of TV stations broadcast campaigns to aid the victims of disasters. Washington stations recognized that they serve communities that are vulnerable to a variety of natural disasters and feel obligated to help when others have been

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struck by Nature’ fury. As a result of these efforts, nearly \$8 Million was raised by Washington’s local radio and TV stations for disaster relief in 2005.

- The leading topics of Public Service Campaigns conducted by Washington broadcasters included: Health/disease; poverty/hunger/homelessness; and, drug abuse issues.
- Hundreds of local community organizations benefited from Washington broadcasters’ community service efforts, including the United Way, the American Cancer Society, the American Red Cross, the Children’s Miracle Network, Vanessa Behan Crisis Nursery, Northwest Harvest, Boys & Girls Clubs, Salvation Army, Easters Seals, Children’s Hospital and Medical Center, the Alzheimer’s Association, Children’s Home Society of Washington, Second Harvest, YWCA, Ronald McDonald House, Goodwill, Junior Achievement, and many, many more.
- 88% of TV stations and 90% of radio stations ran PSAs addressing children’s issues;
88% of TV stations and 97% of radio stations ran PSAs addressing drunk driving;
88% of TV stations and 91% of radio stations ran PSAs addressing violence;
82% of TV stations and 93% of radio stations ran PSAs addressing drug abuse; and,
82% of TV stations and 84% of radio stations ran PSAs addressing homeless/hunger issues.

Statistics alone cannot tell the whole story of how Washington broadcasters contribute to the quality of life in their communities. The second part of WSAB’s research program was a series of interviews with the General Managers and Community Relations Directors of television and radio stations across the state. The creativity and imagination stations show in responding to the needs of their communities is astonishing:

- ❖ We discovered that nearly every station has made tremendous efforts to assist victims of the Gulf Coast hurricanes and the Southeast Asian tsunami.
- ❖ We found a station the rescued its town’s Fourth of July celebration; and, one that took its community’s fledgling, foundering First Night celebration and turned it into a major annual event.
- ❖ We encountered a market in which the television stations alternate producing a non-broadcast fundraising presentation video for the United Way.

The stations have also heard from their viewers and listeners. We found dozens of compelling, heart-warming accounts of how radio and television stations touch the lives of individuals every day. Collecting these stories made it clearer than ever that those who live and work in the community truly know best how to serve their communities.

It is those stories, and the voices of the communities we serve, that follow.

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II. Quantitative Research Findings ***“How Much Washington Broadcasters Do for Their Communities”***

Introduction

Broadcasters have a mandate to serve the public interest of the communities in which they operate. Given the diversity of communities in the United States, there is a multitude of needs which could be and are addressed over the public airwaves by broadcasters. Indeed, broadcasters are recognizably in a very unique position – every station in the country is a local station and very much a part of the community it is licensed to serve.

Public affairs activities are an integral part of broadcast stations' community involvement. Through public affairs activities, stations help increase awareness of issues that affect their audiences. Radio and television broadcasters invest both programming and non-programming time and efforts to educate and involve their communities. Programming activities include, but are not limited to, public service announcements wherein stations donate valuable commercial time for messages alerting the public about health threats and other issues. Stations also produce public affairs programs featuring in-depth discussions of problems and remedies. In addition to these programming efforts, broadcasters initiate or are involved in many activities and community groups aimed at educating and involving their communities.

While the ways in which broadcasters are involved in their communities may seem similar, every local broadcaster's efforts are different. Public service campaigns undertaken by stations nationwide integrate on-air and off-air efforts. Additionally, since each station cannot address every need of its given community as its top priority, stations each focus on different needs, thus addressing overall the diversity of issues within a community. In any given community, the local broadcasters' unique responses and approaches to the diversity of issues is also supplemented by major national efforts.

Our state association, in partnership with the National Association of Broadcasters, conducted a survey of television and radio stations in Washington to determine the extent of station participation in public affairs activities. A variety of methodologies were employed to reach stations – with mail, fax, and Internet surveys sent out between January and April 2006. The response rate of Washington broadcasters was 59%, as 17 of the 23 commercial television stations licensed to the state (74%) are represented in the data, as are 116 of the 203 radio stations (57%).

The census revealed that Washington radio and television stations contributed approximately 157 million dollars worth of service to their communities during 2005. The data were collected, tabulated and analyzed by Public Opinion Strategies, an Alexandria, Virginia-based opinion research firm.

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Donating Time, Raising Money, and Responding to Community Needs

Y Using mean figures to derive a per-station total, responding Washington TV stations report running approximately 85 PSAs per week, with radio stations running 208. These figures combine all PSA spot times – from ten seconds or less up to 60 second PSAs. Using the reported rate charged for each of these spot lengths, these PSAs translate into a mean cumulative amount of \$852,586 a year per TV station responding, and \$531,934 per radio station responding.

The cumulative statewide totals based on these data show the total PSA value for Washington TV stations as \$19,609,480 and \$107,982,632 for radio stations.

Y Almost nine-in-ten responding TV stations (86%) and almost all responding radio stations (97%) say they help charities, charitable causes or needy individuals by fundraising or offering some other support. The mean amount raised by these TV stations was \$499,611, with responding radio stations reporting a mean of \$62,393. The projected cumulative amounts for this charitable giving is \$9,882,306 for TV stations and \$12,285,806 for radio stations who conducted some fundraising during the time period examined.

Y Fully 94% of responding Washington radio stations and more than nine-in-ten of responding Washington TV stations (92%) were involved in either on-air campaigns – either through local news broadcasts, PSAs, or public affairs programming – or off-air activities to aid the victims of disasters. This is a sharp increase from the last survey, with considerable focus on this area by stations in light of the recent hurricanes in the southern United States and the tsunami relief efforts in Asia.

As one of the results of these efforts, TV broadcasters in the state reported raising \$3,984,301 in direct contributions or pledges related to disaster relief during 2005, while radio broadcasters reported raising \$3,828,803, for a projected cumulative amount of \$7,813,104.

Y PSAs also focus largely on local issues. Among responding TV stations, respondents say that an average of 50% of PSA time is devoted to local issues; the percentage of PSAs devoted to local issues among responding radio stations was 65%.

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Broadcasters Addressing Important Topics

Y The following table examines some specific issues and the response by responding stations. As in previous years, broadcasters continue to devote time and resources to addressing important and relevant topics. Each respondent was asked to respond whether their station aired PSAs, locally produced public affairs programs/segments (not including news broadcasts), or news segments on each of the following topic areas. The numbers here are the percentages of all state TV and radio stations who say they have addressed a particular topic through one of those methods:

Issue	TV			Radio		
	PSA	PA Program	News Segment	PSA	PA Program	News Segment
AIDS	35%	--	53%	53%	22%	49%
Alcohol abuse	88%	12%	65%	89%	49%	61%
Adult educ./literacy	53%	29%	59%	79%	64%	49%
Anti-crime	88%	12%	65%	83%	75%	68%
Anti-smoking	82%	--	65%	73%	47%	57%
Anti-violence	88%	6%	65%	91%	70%	67%
Breast cancer/other women's health	82%	41%	65%	91%	58%	68%
Children's issues	88%	47%	65%	90%	78%	84%
Drinking during pregnancy	12%	6%	47%	43%	32%	42%
Drunk driving	88%	18%	53%	97%	66%	78%
Drug use/abuse	82%	18%	65%	93%	61%	84%
Homeland security issues	59%	24%	65%	72%	41%	73%
Hunger/poverty/homelessness	82%	18%	65%	84%	59%	78%
Fund raising drives	88%	47%	65%	92%	89%	86%

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Promoting Participation

- Y Nearly half of responding TV (47%) stations and over half of responding radio stations (63%) report airing public affairs programs of at least 30 minutes in length.

- Y The leading topics of public service campaigns by Washington broadcasters in 2005 included national charities (such as Easter Seals, Goodwill, etc.), children’s charities (such as Boys & Girls Clubs, Ronald McDonald House, etc.), disaster relief, poverty/hunger/ homelessness issues, health and disease issues (such as cancer), drug abuse, and supporting local charities.

Methodology Notes

Continuing our participation on this project with the National Association of Broadcasters, a number of continued refinements were made from 2003, including questions asking specifically about disaster relief efforts related to the events of the past year. Market size and revenue data for stations was linked to survey data, allowing for more precise weighting and sample procedures.

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III. Qualitative Research Findings **“Stories of the Extraordinary Service Washington Broadcasters Give to Their Communities”**

“Once you stop being a part of the community, stop doing public service and being involved at the grassroots level, you lose sight of who you are and you become just another place to hear rock or country music, news or talk on the radio.” – Larry Miner, Market Manager, Clear Channel Radio, Yakima

Hurricane Relief

Spokane

All of the Spokane radio stations, just two or three days after the major impact of Hurricane Katrina, joined forces to send relief to the Gulf Coast. Not just one station or group of stations, but a collective effort by everyone. They got together with the “Big Easy” concert hall in Spokane and put on an all-day concert with a wide range of music from classical to jazz, rock and a full-day a fundraiser for the whole day, raising about \$10,000 on that one day.

KREM-TV did a one-day fundraiser with Red Cross volunteers and station employees going to each of a local grocery chain’s six locations to raise money. The station’s weather anchor does the Tom Sherry Barbeque Forecast on Fridays, and KREM-TV took the Barbeque Forecast on the road. Tom cooked barbeque for everyone who attended and the station broadcast his weather forecast from the barbeque. Combining that day and the efforts of the stations grocery store and bank partners during the campaign, KREM-TV raised over \$100,000.

KXLY Broadcast Group – Broadcast Unity Day. The KXLY Broadcast Group mobilized all 7 of its radio stations on Broadcast Unity Day. Four of the stations did live remote broadcasts from Coeur d’Alene, the Valley Mall, Northtown Mall and downtown at Riverpark Square continuously all day long. The news stations did live remote broadcast cut-ins throughout day. In all, the KXLY Broadcast Group raised more than \$48,000 for the Red Cross for Hurricane Katrina.

Citadel Radio’s Classic Rock Station “The Buzzard” produced “Rock for Relief.” in late January. The station organized several local bands to perform from 8 until midnight at a local club, Trick Shot Dixies’. People could get in for free and make donations, which raised several thousand dollars for hurricane relief in a very short time

KHQ-TV’s “Help Center” was dedicated on three separate occasions to hurricane relief. KHQ-TV’s Help Center is used for focusing the viewers on a specific issue and providing answers to questions about those issues. In the evening newscasts, Help Center is an information source.

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The newscast contains stories about the issue that is the subject of Help Center and then refers viewers to the phone bank that is set up in the studio if they have questions; or, in the case of fundraising, in order to make a donation. The three Help Center programs that KHQ-TV did for the Red Cross focused both on fundraising and information, with people answering the phones who could also answer questions about the needs of the victims of the hurricane, as well, as take donations.

KAYU-TV urged its viewers not to “Keep the Change.” The station raised \$15,000 for hurricane relief working with one of the local supermarkets that was also looking for a way to contribute to the hurricane relief efforts. KAYU-TV came up with the idea that people could round up their purchase to the next whole dollar and donate the change. The response was beyond the station’s expectations because the campaign lasted only for a couple of weeks, with 8 to 10 public service announcements on average each day. Yet, the stations viewers donated \$15,000; and when you think about it coming in literally in nickels, dimes and quarters, that represents a lot of people making contributions.

Seattle

Newsradio 710 KIRO's Dave Ross and Dori Monson hosted a four-hour radiothon Friday, September 2nd and raised more than \$126,000 for Northwest Medical Teams. KIRO worked with the Seattle Seahawks to collect money for NW Medical Teams at the home pre-season game on Friday, September 2nd collecting over \$70,000. Also with media partners the Seattle Times and KING-TV, the Seahawks offered free tickets to the September 25th game for every \$50 donation to NW Medical Teams, raising \$125,000.

KOMO-TV and KCTS-TV joined in a unique partnership. KCTS-TV, the PBS station in Seattle, asked KOMO-TV, the ABC affiliate, to join with them to do a telethon in their studios, but they needed to have some of KOMO-TV’s air personalities as hosts for the show. Within 24 hours, two of news anchors and the station’s commentator, the station’s general manager and others were ready to go over to KCTS-TV and serve in various capacities, both on air and off air. The show ran two hours and ended up generating \$185,000 in donations.

CBS Radio’s stations KBKS-FM, KMPS-FM, KZOK-FM, JACK-FM and KPTK-AM collected nearly \$470,000 worth of new clothing, classroom supplies and cash for displaced students in an all day collection drive for World Vision. The stations conducted live broadcasts from 5am to 7pm at five area malls and collected enough goods to fill three semi-trucks full of school supplies, children’s clothing and diapers as well as collecting over \$30,000 in cash.

KVI and KOMO Radio collected over \$30,000 donations at various remotes during the month including Mariner games and the Sunbreak Café.

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Spirit 105.3 and KCIS held a World Concern “radio-thon” fund-raiser September 7th raising \$90,000 in pledges for Katrina Hurricane victims. The response from the listeners was absolutely overwhelming. Several parents called in to donate because their children wanted to make sure the kids in New Orleans had school supplies and school clothes. The money raised went to various relief organizations in New Orleans so the funds could be distributed to meet many different needs.

KING-TV has a sister station in New Orleans that was devastated by Hurricane Katrina, so the station’s efforts were doubly focused. KING-TV raised more than \$800,000 for the Red Cross through on-air appeals for donations. “We’ve kept the account open and I’m still getting donations. Another \$11,000 dollars was donated recently. That shows you that the viewers are remembering our campaign requesting donations and are continuing to want to help as they get a little extra money, even now,” said Lisa Thompson, KING-TV’s Director of Community Relations & Station Communications.

KNDD conducted an on-line auction - "DJ No Name's Alternative Garage Sale." Each week different items went up for bid with 100% of the proceeds going to the American Red Cross. The station also offered an exclusive version of Death Cab for Cutie's "Crooked Teeth" available at MSN Music for \$.99 with all proceeds benefiting the Red Cross. It was recorded live on the “Morning Alternative”, KNDD’s morning show. They also raised over \$6,000 with donation jars at Bumbershoot and a Pearl Jam concert.

KLSY’s morning show heard about a local family’s plans to relocate 25 relatives to Washington. Morning man Mitch Elliott immediately put listeners into action collecting a moving van full of household items, furniture, clothing, school supplies, bikes, car seats and toys to make the transition a little easier for the new Washington residents.

KISW produced a concert on Sept 11th called "Rock for Relief" and held an online auction raising \$35,000.

KIRO-TV set up its KIRO-7 Hurricane Relief Fund and promoted it on the air during station newscasts. With every news story on the hurricane situation, the reporters would include a reminder about donating to the KIRO-7 Hurricane Relief Fund. KIRO-TV promoted the donations and collected funds for 40 days and all of the funds, nearly \$11,000 (as well as a donation by the station itself), were donated to the Red Cross. The station also produced a thirty-minute program, “Hurricane Katrina – The Northwest Responds,” showing first-hand the devastation on the Gulf Coast with several of its local news reporters on location. “Hurricane Katrina – The Northwest Responds” aired in prime time on a Thursday night about 5 days after the Hurricane, and focused on ways to help the victims and brought home their needs very vividly.

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KMTT and KBSG held “Play for Pay” days with proceeds donated to the Red Cross. When listeners pledged a minimum of \$50 to the Red Cross, they called in with their confirmation number and could request a song. The Mountain listeners donated over \$62,250 and KBSG listeners \$10,000.

KUBE sponsored Club Night at Club Atlantis on September 19th raising over \$7,000 from a silent auction and CD sales. They also promoted a Jason Terry party on September 25th where all proceeds from the door were matched by NBA Dallas Mavericks star Jason Terry.

KZOK-FM held a "Give 'Em Shelter" weekend September 2nd-4th, where listeners could fax or email their proof of donation of \$50 or more to Red Cross and were entered in a drawing for Rolling Stones tickets. KZOK received over \$20,000 in Red Cross receipts.

KING-FM teamed with the Seattle Symphony heavily promoting the Symphony's free Red Cross benefit concert at McCaw Hall, where \$45,000 was raised in the effort.

KCPQ-TV and KTWB-TV are owned by the Tribune Company and have the backing of the multi-million dollar McCormick-Tribune Foundation at their disposal for disaster relief efforts. Right after Katrina, the McCormick Foundation started a Hurricane Katrina Relief Campaign. It was a specialized, time-limited campaign that went through the end of the year. The company's media outlets raised more than \$9 Million nationwide, with a match of the first \$1 Million, so the total was over \$10 Million. With that funding, the Foundation made dozens, if not hundreds, of grants. The list fills several computer screens. KCPQ-TV and KTWB-TV broadcast fundraising public service announcements that were customized to our area with airtime valued at \$6,500 and also promoted the fundraising effort in KCPQ's newscasts. The Seattle Tribune stations raised more than \$137,000 for the Hurricane Katrina Relief Fund.

KRKO-AM broadcast 10-second Red Cross announcements every 20 minutes (72x/day). They promoted a relief effort with the Everett Aquasox that raised approximately \$6,000.

KNBQ-FM collected “Change for a Change” at the Puyallup Fair. Listeners donated hundreds of dollars in spare change. KNBQ also had several large banners at the fair on which listeners wrote thoughts and good wishes which was sent down South at the conclusion of the Fair.

KGNW had all of its announcers asking listeners to call in financial support for Feed the Children, the organization that was mobilizing food and water to the hard hit hurricane disaster area. KGNW also featured on its afternoon talk show the director of Feed the Children and their truck driver who were delivering the supplies, actually describing what they were seeing on the ground, and the station raised over \$17,000 dollars. In addition, KGNW ran a commercial schedule asking for donations to Mercy Corps get food and medical aid to the people in the affected region that raised an additional \$800.

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Fisher Radio Seattle placed donation boxes at every one of their dozens of promotional events beginning right after the hurricanes struck. At all of the Mariner games, at any station event Fisher Radio collected money for the Red Cross. The station broadcast announcements promoting the fact that they would be at each event collecting donations and placed links to relief organizations on all of the stations' web sites so that listeners could donate directly. “We got all kinds of donations; we sat down once and counted out hundreds of dollars in coins, which we then had to turn into currency at a bank because the Red Cross wouldn't take coins,” said Allison House, of the Fisher Radio Promotions Department. The stations also had web links to the Humane Society for location or adoption of stranded pets and the Star 101.5 afternoon hosts asked listeners to donate to the Humane Society to send the money to New Orleans.

Yakima/Tri-Cities

The Clear Channel Radio Stations in Yakima held a benefit concert and donated a portion of the proceeds of that event to hurricane relief. It was the weekend after Hurricane Katrina. Originally, it was just going to be a community fun event, so the stations decided to donate a portion of the proceeds to Katrina victims.

All 5 Clear Channel Radio Stations in Tri-Cities participated in the nationwide Clear Channel drive. In all, the stations ran hundreds and hundreds of public service announcements promoting the links on their web sites for donations. In addition, the stations created “Storm Aid” rubber wristbands and sold several thousand of those from on-air solicitations. The stations worked with the local Red Cross to develop an emergency preparedness awareness campaign that ran right after the Hurricane and they gave away emergency preparedness backpacks.

KAPP-TV Shortly after the hurricanes happened, the stations supported several relief efforts for the Red Cross with coverage in the 5 and 6 o'clock newscasts. In addition, KAPP-TV also promoted fundraising relief that week, primarily for the Red Cross, encouraging folks to go down to the local Red Cross locations to make donations. About two weeks after the hurricanes there was a Red Cross “go to dinner” fundraiser that the station did a lot of news coverage of to promote ticket sales. KAPP-TV news reporters participated in a Katrina benefit on Sept. 9th at Maggie Moos, scooping ice cream and taking donations all day.

New Northwest Broadcasters' Yakima stations did a blood donation promotion with the Red Cross publicizing the need for blood and encouraged listeners to go to the Red Cross and donate blood at the height of the crisis. In addition, the stations did a food and clothing drive for the Red Cross at one of the malls to help the victims of the hurricanes get back on their feet.

KIMA-TV did a fundraiser with a local retirement home. The senior center contacted the station and wanted a media partner to do a clothing drive. KIMA-TV's news anchors helped them with their clothing drive by promoting it on the air and the station covered it in news stories several

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times, in addition to producing and broadcasting a public service promotional announcement promoting the event.

KEPR-TV wanted to raise the attention level about how Katrina was affecting local, Tri-Cities charitable organizations. The station's newscasts featured stories pointing out that the local Red Cross is not a huge operation, but is staffed by a few volunteers. As a result, the station had phone calls from people who wanted to help. For instance, one of the hospitals ramped up their efforts to attract additional volunteers to replace some of the hospital staff that had gone to help the Red Cross in the Gulf Coast. Several organizations donated people to help with local non-profits. KEPR-TV also partnered with a local financial institution for "Project Help Now." The beneficiary organizations were the Yakima and Benton/Franklin County Chapters of the American Red Cross. KEPR-TV did an on-air campaign asking for contributions on a Friday in Yakima and Saturday in the Tri-Cities, with the news staff on-the-air asking for donations and raised a two-day total of \$47,000.

Moon Broadcasting's Yakima Valley Hispanic stations participated in Moon Broadcasting's companywide fundraising event. During the three-day period when donations were solicited, the stations raised \$3,500 on their two Spanish language stations.

Northwest Washington

KWPZ-FM, Lynden broadcast Public Service Announcements asking its listeners to go to the station's web page, which listed responsible ministries in the hurricane stricken areas that were prepared to accept and distribute donations, and offered links to their web sites. The ministries were KWPZ's sister ministry World Concern, Samaritan's Purse and World Vision.

KBCB World Television, Bellingham broadcasts international programming aimed at a wide variety minority communities. KBCB-TV made every effort to make its viewers aware of the various organizations that needed help due to the devastation of Hurricane Katrina. Immediately after the hurricane struck, the station began broadcasting public service announcements from the Red Cross and added graphics to assist their viewers who speak many different languages to understand the needs posed by Hurricane Katrina. The station also broadcast the public service announcements provided by the Ad Council, the USA Freedom Corps, Department of Education, and the United Way. During Broadcaster Unity Day the station broadcast at least one minute of PSA material relating to the hurricane every hour.

KLKI Radio, Anacortes got involved in multiple projects with the local Red Cross, and the Salvation Army, including remote broadcasts from garage sales, car washes, even lemonade sales. The local Rotary Clubs did a clothing drive for two weekends, and KLKI broadcast live for all four days. The station held car washes in its parking lot and supported a back pack and school supply drive at the local schools with promotional announcements.

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The Cascade Radio Group, Bellingham partnered with The Whatcom County Building Industry Association to staff nine Cruisin' Coffee locations throughout Whatcom and Skagit counties to raise money for the American Red Cross Hurricane Katrina Relief effort on Wednesday Sept 7th. The stations did their morning shows live on location, with call-ins throughout the day, and the afternoon shows on location, too. KAFE took the effort up a notch by having its morning hosts broadcast for 28 hours straight both on location and from the studio. Through the collective efforts of the 5 Cascade Radio Group stations \$85,000 was donated to hurricane relief in a 28 hour period.

North Central Washington

KOZI Radio, Chelan raised over \$11,000 in cash and checks for the Apple Valley Chapter of the American Red Cross' Hurricane and Disaster Relief Funds. The station also teamed up with the local United Methodist Church to collect good, clean clothing, non-perishable food, and new toys and school supplies. Then KOZI loaded a 28-foot trailer (full-up) and a local trucking company donated costs to deliver the goods to Jackson, Mississippi. KOZI adopted a family of five to relocate to Chelan from Waveland, MS. “We are very proud and humbled by the generosity of our listeners, friends, and neighbors,” said Jennifer Martin, KOZI News Director.

The Columbia River Media Group in Wenatchee and Moses Lake teamed with Alpine Coffee Roaster in Leavenworth to promote coffee sales contributions to the Red Cross and challenged to other coffee companies to do the same. KKRV broadcast a public service announcement by Aaron Tippin that directed listeners to the station's web site to make contribution to the Red Cross and Salvation Army. KWIQ broadcast a public service announcement by Diamond Rio that directed Moses Lake listeners to the KWIQ web site to make a contribution to the Red Cross and Salvation Army. In the first month of the campaign, each station broadcast approximately 150 of these public service announcements. Many stations have a “loyal listener club” and KKRV used its club's database to contact the station's most dedicated listeners directly to ask them to contribute to the Stand Back Up organization.

Wheeler Broadcasting, Grand Coulee/Cle Elum broadcast more than 500 public service fundraising announcements in the first few weeks after Hurricane Katrina.

Victims of Hurricane Katrina are attempting to recover from the massive storm that made its way across the Mid-Atlantic States. American Red Cross volunteers have been deployed to the hardest hit areas of Katrina's destruction, supplying hundreds of thousands of victims left homeless with critical necessities. By making a donation, the Red Cross can provide shelter, food, clothing and other assistance to those in need. In response to this disaster, we encourage you to support the Red Cross' relief operations.

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Southwest Washington

Jodesha Broadcasting's and the Grays Harbor Radio Group stations in Aberdeen and Hoquiam, usually determined competitors, joined forces for Broadcast Unity Day, with each promoting the other's fundraising efforts. On Broadcast Unity Day-KSWW, KJET and KBKW went into full fundraising mode, preceded by a full week of promotion. KSWW's morning personality did a marathon broadcast from 6 am to 6 pm, until the station's goal was reached. While he was broadcasting from the studio, Red Cross volunteers and the station's afternoon host were outside the station on the corner of an extremely busy street in Aberdeen gathering money and doing live reports. When all was said and done, Jodesha Broadcasting's stations had surpassed their goal of \$10,000 and raised over \$16,000. In addition, the day before Broadcast Unity Day, the station did a live fundraising remote from a sub shop and raised an additional \$4,000.

KELA and KMNT, Centralia/Chehalis held "Katrina Relief Truck Stop Remotes." The stations had three, one-hour remote broadcasts at different locations over a two day period. The stations' entire sales crew, plus programming people worked at each one and solicited cash, clothing, sundries and food, both on air and on site. KELA and KMNT partnered with the Chehalis Tribe who took care of the packaging and delivery to the New Orleans area. In just a 3 hour time period the stations raised over \$2,000 in cash and an estimated \$10,000 in clothing, food, medical supplies and personal items and they were on their way to the disaster area just hours afterward.

KMAS, Shelton broadcast a 12-hour Radiothon on Olympic Highway North in Shelton, live from 6 am to 6 pm on Friday Sept. 9th, soliciting donations for the American Red Cross and raising \$5,238. The station also broadcast approximately 100 public service announcements for Red Cross hurricane relief during the first three weeks after Hurricane Katrina.

Broadcasters Helping Broadcasters. The Washington State Association of Broadcasters joined with other state broadcasters associations across the country to establish a fund for small market broadcasters hardest hit by the Gulf Coast hurricanes, in order to facilitate the coming together of the broadcast industry to help affected stations get back on the air as quickly as possible. "Absent such assistance," said WSAB President & CEO Mark Allen, "these small stations could cease to exist permanently." The WSAB Board of Directors immediately and unanimously agreed to donate \$1,000 to the Louisiana Association of Broadcasters Relief Fund and \$1,000 to the Mississippi Broadcasters Katrina Relief Fund. In addition, WSAB provided information to all Washington radio and television stations about Internet bulletin boards where they could list surplus equipment that could be donated to a Gulf Coast station in need, and urged WSAB Members to make donations to the Louisiana and Mississippi broadcaster relief funds.

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For the Children, Our Legacy to the Future of Our Communities

KONP, Port Angeles held its fourth annual Holiday Happiness telethon in 2005 asking listeners to do a little extra shopping for kids in the area that might not get any Christmas presents. KONP stressed that there has been a big jump in the number of foster kids and arranged several celebrity phone takers to match foster children's needs with “shoppers.”

Clear Channel Radio, Spokane is the Children's Miracle Network radio partner in Spokane. Their country station, KIX 96, has really taken that event as its pet project. The station does a 3-day live broadcast, a big radiothon. The station's morning personality puts in 13 hours a day, broadcasting live from the children's ward at Sacred Heart Medical Center. There are lots of interviews and a lot of the recordings artists record promotional announcements including their own testimonials and stories. The station dedicates all of its commercial time for those three days to the radiothon, asking for donations. In 2005, Clear Channel Radio Spokane raised \$56,000.

Seattle's Star 101.5 realized that when child is lost, parents need updated ID and all the current information. The station matched up with the King County Police Union to promote its My ID project and Star 101.5 adopted it's own. As a community service the station provides the opportunity for parents to get ID for their kids for free. Star 101.5 takes the setup out to dozens of events throughout the year. In 2005, Star 101.5 created ID cars for 4,510 kids in the Puget Sound area.

KAPP-TV, Yakima, goes to MDA Summer Camp. Each year KAPP-TV sends a news crew to the Muscular Dystrophy Association Summer Camp in North Idaho. With the video of the kids enjoying themselves that the station shoots at the Camp, it produces segments that will be used both in newscasts and during KAPP-TV's broadcast of the MDA Telethon. The station wants to keep the MDA theme going throughout the year. In addition, the video is also made into a composite video that's given to the kids so that they can remember their good times at the camp.

KHQ-TV, Spokane initiated its “Success by Six” program ten years ago. Success by Six is about preparing children to go to school, physically, emotionally and mentally; all about anything that relates to families, especially reading. The station hears from many teachers, especially kindergarten teachers, and they say that there is a definite impact, especially with reading; holding books and knowing about books, and talking about reading with their parents. “Most community outreach programs have about a three-year life span, so 10 years is a real milestone,” said Louise Hansen, Director of Community Affairs.

Clear Channel Radio, Tri-Cities tries to provide Christmas two gifts for every one of the approximately 400 children in foster care in the community with its “Christmas for Children” project. All of Clear Channel's Tri-Cities stations participate in promoting Christmas for Children by soliciting toys and clothing. They start promoting it in late October and run it

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through November, so the toys can be delivered in time for Christmas. The stations all broadcast live from the drop off point, usually one of the malls, on the last day of the drive. The community's response is so generous that the stations usually are able to provide a lot more than two toys for each foster child.

KIRO-TV, Seattle's biggest event of the year is the huge March of Dimes Walk America. In 2005 the station broadcast 211 promotional announcements supporting the Walk America. The campaign starts at the end of January and runs all the way through the Walk Day, which is usually in the end of April or beginning of May. For all of the walks that KIRO-TV does, the station fields a walking team and encourages its viewers to join the team. Most of the station's news anchors and reporters recruit their friends to walk, as well. KIRO also has two booths at the Walk, one at the beginning and one at the end of the Walk, with KIRO-7 giveaway gifts for the participants. There's always news coverage of the Walk and usually one of the news anchors is the master of ceremonies.

Citadel Radio Spokane's "Bob FM" took on a project for child safety seats in 2005. Not every project stations do is a huge event. The station's Child Safety Seat Workshop was held in the parking lot of a major toy store and more than 400 families came through to get their child car seats checked for correct installation and safety features.

KEPR-TV, Tri-Cities, celebrated its 20th year of sponsoring "Safe Kids Saturday" in 2005. In partnership with Kadlec Medical Center, the station holds a four-hour Safety Fair on the hospital campus on the Saturday before Mother's Day, which draws about 5,000 people. The station sends a camera crew to the Fair and each child who attends can do a little "wrap-up" of their day on tape. The kids talk about one thing that they learned, then KEPR-TV encourages the parents to continue to talk about the thing their child identified. The station takes the tapes and produces them for use in the KEPR-TV newscast that night and they encourage the kids and parents to watch that night to see themselves on TV.

KCPQ-TV, Seattle, helps needy families during the holidays with the Children's Holiday Campaign to support three outstanding organizations. Food Lifeline, Forgotten Children's Fund and the Crisis Clinic. Once the stations raise money from the general public, they get a matching donation from the McCormick Tribune Foundation, as well. Starting right after Thanksgiving KCPQ-TV and sister station KTWB-TV are ready to go on the air with pre-produced spots and the news teams are all briefed on how to promote the Children's Holiday Campaign with on-air and on-line requests for donations. Through the Children's Holiday Campaign, KCPQ-TV and KTWB-TV can provide the things that all needy families would appreciate during the holidays, food on the table, gifts for the kids, and a place to turn to if they need help during the holidays.

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Feeding Our Communities' Hungry

KXLE-AM/FM, Ellensburg, along with local sponsors, provides a complete Thanksgiving dinner to local residents in need. For two weeks prior to Thanksgiving, the stations give away dinners to lucky listeners and match those dinners with donated dinners to Ellensburg's local Hope Source Agency for distribution to Kittitas Valley families. Since 2001, KXLE has donated more than \$8,000 worth of food to help local families have a happy Thanksgiving.

KING-TV, Seattle, in 2005 conducted its 5th annual Home Team Harvest. It is always the first Saturday of December and it's become Northwest Harvest's largest single-day donation drive of the year. The station broadcasts live from 7 am to 10 am doing remote broadcasts from 7 different locations around the Puget Sound area, urging people to drop by and donate either food or cash. The broadcast is carried both on KING-TV and Northwest Cable News. Over the past five years, the station has collected almost 600,000 pounds of food and about \$400,000 in cash. The whole station comes out to volunteer, and they need the manpower because they have collection sites for cash donations at all 115 branches of the bank they partner with and food collection sites at major malls throughout the Puget Sound area, all of which are promoted all week leading up to the collection day with public service announcements and news stories.

KREM-TV, Spokane's weather anchor Tom Sherry really isn't a turkey. But the station's "Tom's Turkey Drive" has become such an institution that viewers can hardly wait for the week before Thanksgiving. Tom spearheads a turkey drive each year leading up to Thanksgiving that supplies the 2nd Harvest Food Bank with enough turkeys to fill the more than 7,000 requests they receive, plus an additional \$40,000 in cash donations. The station partners with a local grocery store to serve as a donation location, which provides an entire turkey dinner for \$15. KREM-TV asks its viewers to go to the store and buy a bag that has the whole meal in it, plus a gift certificate for a turkey. And, the station also asks them to become part of the volunteer work force of more than 500 volunteers to staff the event. In 2005, the station had such a great response that it had to stop its volunteer announcement early because all the volunteer spots had been filled.

Enriching the Quality of Life in the Communities We Serve

KIRO-TV, Seattle, started a campaign with the Seattle Police Department called Safe in the Sound. One of the SPD officers has gotten to know a number of the people KIRO-TV's newsroom and the station wanted to enlist the Department's help on an on-going safety education campaign. Now, KIRO-TV produces three "Safe in the Sound" public service announcements each year on such topics as domestic violence, auto theft, identity theft, safe boating, Internet predators and similar issues. SPD identifies issues that they think are the critical needs in the community. The announcements educate the station's viewers about safety concerns and teach them what to do and what resources are available. The station also puts a special page on the station's web site that provides in-depth details and a checklist.

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Fisher Regional Radio Group, Wenatchee, produces the North Central Women’s Show and each year they choose a charitable organization to promote at the event. In 2005, that group was “Share-A-Bear.” The stations charge \$15 admission or attendees could get in free just by donating a Teddy Bear. The response was overwhelming. The station collected hundreds of Teddy Bears for the organization, which then donated them to first responders to use to calm children in a time of crisis.

Clear Channel Radio, Spokane saved the 4th of July Celebration in Spokane. The stations got a call from Riverfront Park to let them know that the organizer who had provided the fireworks would not do it anymore. Clear Channel thought that it would be a shame if the city’s Fourth of July Celebration were lost, and they decided quickly to take responsibility for keeping it alive. Now, they buy the fireworks and organize and manage the entire event, 15,00 to 20,000 people. Everyone at the station is involved in some way. It’s promoted on the air for about a month in advance. The stations have developed the participation of Fairchild Air Force Base, which provides a military band and military aircraft fly-bys, and local veterans’ organizations. It’s promoted on all six Clear Channel stations and all of the stations are down at the Park to introduce entertainment acts and interview dignitaries.

Clear Channel Radio, Yakima asked their listeners to “Take a Hike.” Memorial Hospital was really concentrating on reducing obesity last year, especially in children. So, the exercise angle of this event was a natural and it just mushroomed into an entire family event. Everybody got lunch and the kids also got a water bottle, a backpack, trail snacks, first aid kits and other goodies. Along the trail guides showed photos of animals that you could see in the forest and told the kids about the animals. The 2 and ½ hour hike wound through a cave and to a waterfall. The kids loved it because they learned about mountain lions, wolves, coyotes, bears, and safety tips about what to do if an animal were to come near them. The stations thought that just a few families, maybe 25 or 30, would participate but they just kept coming. During the hike they turned around to look down to the bottom of one of the hills and there was a long line of people coming up the trail.

Spirit 103.5 KCMS-FM, Seattle partnered with a local travel agency to bring families together for Thanksgiving and Christmas. The holidays can be painful to those who are not able to see their family due to financial situations. SPIRIT chose 14 people to fly home for either Thanksgiving or Christmas. All the stories were different, but they each had the same theme: family wanted to be brought together.

KXLY Broadcast Group, Spokane, has adopted Colin Powell’s America’s Promise as the overarching theme that directs its public and community service efforts. The five promises are: Caring Adults; Healthy Start/Healthy Future; Structured Activities During Non-School Hours; Marketable Skills; and, Opportunities to Serve. Many of the stations’ community service projects can tie into more than one of the 5 promises. For example, Coats for Kids provides high

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school students an opportunity to serve and possibly to learn a marketable skill while collecting coats, as well as “healthy start/healthy future” because the kids who are receiving the coats are getting a warm coat that will keep them healthy.

Moon Broadcasting brings high school sports to life in the Lower Yakima Valley. For all practical purposes they are the only English language station between Yakima and Tri-Cities, but it’s still the local station that has to do the games and bring them to the community. They’re just one station trying to cover five high schools, and it is a real challenge. The station broadcasts an average of four or more high school basketball games every week. In football, they try to decide which games on Friday night will be the best and of most interest to the largest number of listeners. It is an incredibly strong tie with the community.

KIRO-TV, Seattle, produces “In Color,” an on-going special series that examines issues regarding people of color in the Pacific Northwest. Since 1994, this Emmy Award winning quarterly special has celebrated issues of diversity in the community. In 2005, In Color featured an amazingly diverse group of guests: Assunta Ng, publisher of the Seattle Chinese Post and Northwest Asian Weekly; the “Dark Divas,” a group of women that traces the history of black women in the arts by bringing them to life on-stage; Masaya Kiritake, one of the few women artists carrying on the ancient art of Japanese puppetry; and, the remarkable work of Native American artist Kay Miller, whose work is on display at the Daybreak Star Cultural Arts Center in Discovery Park.

KDRK and Oldies KEYF, Spokane thought there should be something for kids to do when they’re out of school for the Summer so they created a special “Summer Vacation Movie Day” with Regal Cinemas. The stations offered free entertainment to kids who didn’t have anything to do for the Summer. For 9 weeks KDRK and KEYF hosted two free movie days each week and the theater was completely packed every day. The kids could come in and see movies that were aimed at kids and the whole idea was to give kids and families something fun to do. They got the free movies, free popcorn, and sodas, too. “This was something we just totally took on because we felt that it was important to do,” said Joe Chabala, Director of Marketing and Promotions for Citadel Radio Spokane.

KIMA-TV, Yakima, discovered that many of its viewers were unfamiliar with a proposal to build a dam on a nearby river. Water is a huge issue in Eastern Washington for growers, basically the whole livelihood of the region. So, the station did an hour-long program to raise awareness of the issue and explain the various sides, which was broadcast on two Saturday evenings.

KAYU-TV, Spokane, helped build Spokane’s “First Night” celebration into a major community event. It’s a non-alcohol, family oriented arts and culture event for New Year’s Eve which drew approximately 35,000 people in 2005. The station uses on-air promotion, beginning the day after Thanksgiving to tell people about the event, where they can buy their buttons for admission and

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highlights some of the people who will be performing. In addition, KAYU-TV also helps the organizers in the Summer when they are starting to identify artists to perform and recruiting volunteers. On the night of the event the station sends a news crew for news stories on the preparation of the event and on into the evening, with follow-up news coverage after the event.

KCPQ-TV, Seattle, started a new weekly public affairs program in 2005 called “IQ Weekly.” In just about every show, and in some cases the entire show, a substantial segment of time is dedicated to community affairs issue. For instance, one program might be a focus on transportation, so there would be representatives there to talk about replacing the Alaskan Way Viaduct. The program airs on KCPQ-TV on Friday night in prime time and then repeats on KTWB-TV on Sundays.

Donation Drives Benefiting Friends Near & Far

KXLE-AM/FM, Ellensburg, annually organizes a winter clothing collection with all donations going to the Community Clothing Center to be distributed to local families. The stations collect clothing for all ages. During October, November and December, the stations broadcast announcements asking listeners for donations of clothing suitable for Kittitas County’s frigid Winters. Over 50,000 pieces of clothing have been distributed to local families in need.

KVI-AM, Seattle supports and promotes the annual Marine Corps Toys for Tots Drive every year, but 2005 was extraordinary. For the first time in history, the Marines ran out of toys in mid-December. The country had been financially worn out from the large amounts of natural disasters. KVI put the word out and it’s listeners stepped up. KVI listeners donated close to half of the total accepted donations in the entire state of Washington—over \$75,000 in cash and countless toys.

KEPR-TV, Tri-Cities, helped the March of Dimes’ Walk America and the American Cancer Society’s Relay for Life reach their goals in an unusual way. The station volunteered some of its sales staff and its great database of businesses, clients and contacts, from news contacts and public officials. KEPR-TV worked with the March of Dimes and American Cancer Society staffs to provide them with the biggest database of clients they had ever had. With the station’s sales department working with them, there were regular station advertisers that donated their advertising time to the Walk America and Relay for Life. In 2005, the Tri-Cities Walk America raised \$250,000 and the Relay for Life increased its donations from \$120,000 in 2004 to \$160,000 in 2005.

KIRO-TV, Seattle partners with a local radio station to collect “Warm Coats for Kids,” a community service project that started 10 years ago. The stations collect coats throughout the month of January, working with a grocery store chain that has stores throughout western Washington as collection points. The coats that are collected are distributed in February to social welfare agencies, such as Tree House. In 2005 KIRO-TV collected approximately 15,000 coats.

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Warm Coats for Kids is promoted with two different thirty-second spots using both KIRO-TV's public service announcement inventory and ad time provided by the sales department. In 2005 the station ran 148 announcements worth more than \$66,000, which is a very aggressive on-air campaign for a charitable drive.

KAPP-TV, Yakima, helps the Yakima Rotary Club raise money for the Club's charitable projects. The Yakima Rotary Club has a fundraising auction every other year to raise the money that they will use for two years for charitable works, mostly children's and community improvement projects. For the auction, KAPP-TV donated several VIP Hollywood trips, called "Yakima Goes to Hollywood." The station convinced Warner Brothers and Paramount Studios to provide a complete studio tour with lunch at the studio commissary. So the high bidder for that item in the auction was sent, a family of four, to Hollywood for all these VIP tours. With KAPP-TV's help, the auction raises in the neighborhood of \$200,000.

KOMO-TV, Seattle celebrated its 20th year of hosting the Children's Hospital Telethon in 2005. The telethon runs 4 hours with a lot of appearances by on-air talent, plus videos of heart-warming stories and some kids who benefit from Children's Hospital will be on the air live with the on air personalities. Then, in December, KOMO-TV does another program that is just one hour, from 6 to 7 on a Sunday, called the Miracle Season that raised about \$108,000. There's the commitment to raising the money, but there's also a commitment to using the station's airtime for charitable fundraising and that has a substantial value, too.

KFFX-TV, Tri-Cities, has helped grow the community's "Evening of Giving" by nearly doubling the number of tickets sold and funds raised in the past four years and nearly tripling the number of non-profit organizations that benefit from the event. Columbia Center Mall has a special after hours shopping event on the third Sunday evening in November. The Mall closes to the public at 6 o'clock, but the retailers stay open and provide additional discounts. Columbia Center gives tickets to non-profit organizations to sell to get admission to this special event. The non-profit group keeps \$8 of the \$10 ticket price and the shoppers who buy a ticket to attend get the additional discounts on merchandise from the Mall retailers. KFFX-TV is the only television partner for the event in the Tri-Cities and the station provides the Mall and the non-profit organizations with a pre-promotion campaign to generate the ticket sales.

New Northwest Broadcasters, Yakima raised money for the Union Gospel Mission by agreeing to play any song request that was accompanied by a donation. The Director of the Union Gospel Mission come to New Northwest's oldies station, and they had people call in and make a request. If the station played the request the requester would make a donation to the Union Gospel Mission. They were able to find and play about 90% of the requested songs and raised quite a bit of money, just in the morning show, for three hours.

KOMO-TV and Radio, Seattle has been a year-long supporter of the Fred Hutchinson Cancer Center for many, many years and produces fundraising and awareness campaigns for "The

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Hutch” throughout the year. A unique promotion that caught the attention of Fisher Communications was The Hutch’s Climb for Breast Cancer, in which the Center gets mountain climbers to choose a mountain to climb (from an international list of about 7, including Mount Kilimanjaro) and obtain pledges from their friends for making the climb. The proceeds are donated to the Fred Hutchinson Cancer Center, specifically to fight breast cancer. In 2005, one of Fisher Broadcasting’s on-air radio personalities suggested that the station identify someone to challenge him to climb a mountain and see who could raise the most money. One of the morning news anchors from KOMO-TV was “volunteered” because she is very athletic, although she had never climbed a mountain. The stations developed a campaign around the challenge, asking their viewers and listeners to pledge to one or the other. 2005 was the first year for this campaign, which raised \$20,000.

Helping Our Communities

KXLE-AM/FM, Ellensburg, is always the first call school districts make to publicize schedule changes and school closures; but, KXLE is also the station that the schools go to for fundraising help. Life Smarts, FBLA, High School Rodeo Club, athletic teams, and parent groups have all been the recipients of promotional help with their events.

Clear Channel Radio, Tri-Cities makes sure that non-profit organizations get their messages out to the community. Every week Clear Channel has someone in the studio talking about their organization and event in live on-air interviews on three of Clear Channel’s stations during the morning show. It might be the Jay Cees Easter Egg Hunt; the YMCA; or, the Parks and Recreation Department. During the 8 o’clock hour on Wednesday’s or Thursday’s there will be an interview on one station at 8:20, on second station at 8:30, and on the third station at 8:40. They get a several minute interview discussing their organization and their upcoming event. Then the stations back that up with a link on their web sites.

KIMA-TV, Yakima, produced and broadcast an hour-long program on downtown Yakima revitalization. One of the big issues in Yakima is the deterioration and restoration of the downtown area and the economic impact of that on everything else in the community. KIMA-TV broadcast a series of shows addressing this issue that ran at least twice, usually Saturday evenings. A couple of the programs have focused on the Yakima Indian Nation and the station has done programs with a “what’s broken and what can we do about it” focus. It had a major impact on the community because it wasn’t necessarily pleasant or positive, but illustrated how Yakima got the way it is; some of the problems that are being encountered in trying to restore it; and, where to go from here.

Lending a Helping Hand to Our Neighbors

KOMO-TV, Seattle doesn’t just ask its viewers to donate money. When the station sees a way for a non-profit to obtain funding with a different kind of help from KOMO-TV, the station is

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ready to go to work. The Academy of Motion Picture Arts & Sciences sanctions one official Oscar party per market, called “Oscar Night America” and KOMO-TV selected the Starlight Starbright Foundation as the beneficiary organization for 2005. One of the station’s weather anchors is a member of the Foundation’s Board of Directors and he is the master of ceremonies for the evening. The beneficiary organization does an auction to raise money during the event and KOMO-TV donates a “behind the scenes” weather studio tour. In 2005 this event raised \$33,300 for the Foundation.

Bustos Media, Yakima takes its responsibility to address the needs of its Spanish speaking listeners seriously. The stations recognize that education is really important when you’re dealing with immigrants or first generation residents. When the Yakima Public Library asked for help in publicizing its programs for Spanish speaking patrons, the station agreed to run a public service announcement campaign. It was so successful, and the stations got so many phone calls from listeners who wanted to know when it was going to happen again, that it became a top priority for Bustos Media to promote their programs, such as computer literacy and children’s English language literacy. They weren’t teaching the kids how to speak English, but how to read it. Bustos Media’s Wenatchee and Grant County stations work with the local health department and the migrant council to extend their outreach to Spanish speaking residents about educational workshops, almost all of which address health care issues and health screening, and getting into the health care system so that they can deal with problems before they require emergency room treatment.

KFFX-TV, Tri-Cities, tries to schedule the promotion of their community support projects as they would for a regular advertising client. The station wants its beneficiary organizations to get enough announcements that they will be able to get their message across effectively. So, they don’t put their efforts into a general public service announcement rotation where there might be 20 or more different organizations getting a small number of announcements. A lot of these groups don’t have the resources or ability to produce the announcement themselves, so the station also produces the announcement. During 2005, KFFX-TV broadcast 13 or 14 of these campaigns and produced the announcements at no cost to the non-profit organization, as well.

Moon Broadcasting’s stations in the Lower Yakima Valley help local non-profit organizations raise money by including them as vendors at rodeos, festivals, car shows, and concerts produced by the stations. At each of the events, the Moon Broadcasting’s stations incorporate several non-profit groups into each event, staffing the beer gardens or other concessions and those groups raise money as vendors. For example, in 2005, the Knights of Columbus worked on two events and earned about \$3,000.

KING-TV, Seattle’s Lisa Thompson, Director of Community Relations and Station Communications, says “our web site is really a great tool because it helps us expand the coverage we can give our beneficiary organizations. In a one or two minute public service

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announcement or news story, you really don't have a lot of time to tell a story, but if you can drive people to the web site, it's a great way to provide more information and expand the story.”

KIMA-TV, Yakima and the other Yakima television stations take turns producing an outstanding fundraising presentation video for the Yakima United Way. Every three years it's KIMA-TV's turn to create the video. They produce a 10 minute video and public service announcement spots for United Way, which are also produced in Spanish. The 10-minute video is used by United Way representatives when they go to a business to make a presentation. It's really locally focused and shows what United Way does in the. The public service announcements are sent to the other stations in the market and they broadcast them, as well, during the United Way's major fund drive in the Fall.

KAYU-TV, Spokane, supports the Morning Star Boys Ranch, with its focus on kids who come from very difficult situations. Early in 2005, Morning Star asked KAYU-TV to produce a program-length video presentation to help fundraising efforts for the Ranch's development of an Equine-Assisted Therapy program, using contact with horses to help boys establish a sense of belonging and responsibility. What began as a simple project turned into a four month endeavor that resulted in a sixteen-minute video that was an excellent way to demonstrate the horse program to service clubs and other potential donors. It wasn't an on-air donation of time, but if Morning Star had been required to pay for the production of that video, it would have cost them at least \$50,000, maybe more. So, it had a tremendous value and was a bit out of the norm, because you normally think about donating PSA time, but this is another way that the station can assist organizations in the community.

Recognizing & Rewarding Excellence in Our Communities

KNDU-TV & KNDO-TV, Yakima/Tri-Cities are Central Washington's Red Cross/Real Heroes station. The stations ask their viewers to nominate people that they think are “Real Heroes” in nine different categories. The Red Cross then chooses a person in each category to be presented with the Real Hero Award. The stations' news departments do news stories on the award recipients and then take those news stories and produce them into a program that is shown during the Red Cross Real Heroes Award breakfasts. KNDO-TV and KNDU-TV also produce a three to four-minute fundraising video presentation on the kinds of help the Red Cross has provided in our community in the past year, such as fire victims. The Tri-Cities Real Heroes breakfast raised about \$55,000 last year.

Spirit 103.5 KCMS-FM, Seattle celebrated Local Pastors with Lunch at Salty's. The stations took over 100 Seattle area pastors to a lunch in their honor at Salty's on Alki Beach October 28th. The event was to cap off the celebration of National Clergy Appreciation Month. Hundreds of pastors were nominated by members of their congregations to attend the special lunch. Dr. Tony Evans, host of The Alternative on AM 630 KCIS and pastor of Oak Cliff Bible Fellowship Church entertained and challenged the local pastors attending.

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KHQ-TV, Spokane honors valedictorians from all of the Spokane area high schools. For the last 5 years, the station has honored all the valedictorians from the high school graduating classes. The students come to the Museum of Arts & Culture, and KHQ-TV produces a spotlight announcement for each one, which is broadcast on the air to congratulate each of them individually.

KNDU-TV & KNDO-TV, Yakima/Tri-Cities wanted to honor their students who might not otherwise get the kind of recognition that many of their peers receive for high grades or excelling at sports; kids that are special that do something right with their lives, so they created the “Best and Brightest Award.” Each year in February they contact all the counselors from all of the local high schools and ask them to nominate a student who is a “Best & Brightest” student; not necessarily the valedictorian or has the highest grade point, but maybe some student who has overcome some challenges. The students are invited to the station, presented with a certificate and get to watch that night’s newscast from the studio. The station produces a short video clip about them that is included in the newscasts in May. Eventually, the station puts them together into vignettes that are broadcast, as well.

Supporting the Troops...Our Neighbors...Our Friends...Our Families

KHQ-TV, Spokane has provided nearly 40,000 minutes of calling time for armed forces personnel stationed overseas through its “Phone Cards for the Military” project. Fairchild Air Force Base is a big part of the community, having sent a lot of troops overseas from this Base. The station asked people to donate calling/phone cards to send to the troops and also to be given to local families with loved ones in the service, so that they could call each other.

KXLE-AM/FM, Ellensburg, in 2005, led a collection drive to send durable goods and entertainment products to our troops in Iraq. The stations collected toiletries, non-perishable food items and books, magazines, books on tape, CD’s, CD players and video games. They were able to send more than \$2,000 worth of “R & R” to our men and women in Iraq.

KVI-AM, Seattle takes patriotism very seriously. Listeners would like to donate “stuff” to send to the troops, but it’s expensive to get those gifts over to Iraq, so the station worked with the Operation Support Our Troops organization to create a Postage Drive and asked the KVI listeners to donate money to get those “goodie packages” over to the troops. In a one-day call-in donation drive with local armed forces personnel answering the phones, KVI raised more than \$25,000.

Clear Channel Radio, Yakima supports its local troops. The stations make a real effort to publicize and cover all the welcome home parties when the troops return. They don’t want people to forget, so every time there’s a bus load of soldiers coming home, they’re there with a

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big banner, lead the cheers, wave the flag, shake their hands, put them on the air to say thank you.

KBBB, Spokane. In the middle of December, KBBB decided to go “Shopping for Soldiers.” They asked listeners to drop off small items that could be shipped to the soldiers. Anything from comfort items, shaving and toiletries items to small books, DVDS and computer games. The response was so tremendous that the station mailed 100 boxes of goodies to the troops in Iraq who are from the Spokane/Coeur d’Alene area.

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IV. Thank You!
“The Voices of Our Neighbors”