

# WSAB

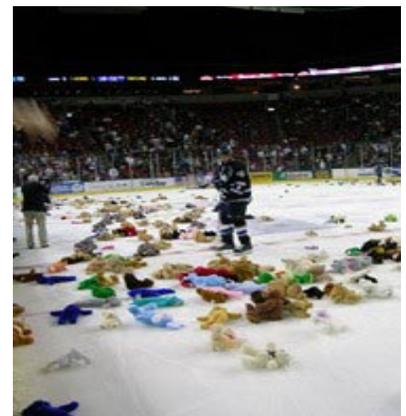
*“...in the public interest”*



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



Washington  
  
**broadcasters**

Bringing Community Service Home

*“...in the public interest.”*

## **Table of Contents**

- I. *Executive Summary*
  
- II. *“Stories of the Extraordinary Service Washington Broadcasters Give to Their Communities”*
  
- III. *Thank You!*  
*“Voices From Our Communities”*

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## I. Executive Summary

*“...in the public interest.”* Those words, added to the Communications Act by Washington’s own U. S. Senator C. C. Dill, form the common commitment of community service among Washington’s local broadcasters. We are proud of the good work we do for our neighbors.

Nothing exemplifies the meaning of Senator Dill’s words more than the sentiment of Tim Cotter, from Mapleton Communications’ stations in Spokane: *“Our goal is to help those who need our help because we want to be involved in the community. A lot of people who work in this building grew up in Spokane. As broadcasters we have a way to make a difference that no other business has. We can’t let our community down; everybody wants to be involved.”*

The Washington State Association of Broadcasters has just completed a series of interviews with television and radio stations throughout Washington to demonstrate the extraordinary engagement in public service and community activities of Washington’s local broadcasters during 2007. In meeting with radio and television station owners, managers and community service liaisons, WSAB was struck by the intensity of the relationships between the stations and the organizations they partner with on community service campaigns of all kinds. So often, it was difficult to get the station personnel to talk about what the station did for the organization. They wanted to tell us in detail the great work the non-profits were doing for the community.

Some of the organizations that benefited from Washington’s broadcasters’ commitment to serving the public interest included Rebuilding Together, the Salvation Army, the American Red Cross, Northwest Harvest Food Bank, the Humane Society, Junior Achievement, Relay for Life, Make A Wish Foundation, Washington Traffic Safety Council, St. Vincent de Paul, Children’s Village, Special Olympics, Children’s Miracle Network, Food Lifeline, Puget Sound Blood Center, Seattle Police Foundation, USO, Union Gospel Mission, Cinco de Mayo Festivals, Hispanic Academic Achievement Program, Alcoholics Anonymous, St. Jude’s Hospital, Yakima Pet Rescue, Yakima County Sheriff’s Department Search & Rescue Program, Special Angels, Susan G. Komen Foundation, Second Harvest food Bank, Go Red for Women Movement, Spokane County Air Pollution Control Authority, Spokane Neighborhood Action Program, Yakima Folklife Association, Benton County Superior Court Adoption Day, Muscular Dystrophy Association, Yakima Capitol Theater, Crime Stoppers, the Moyer Foundation, City Team Ministries, the Bible League, National Prostate Cancer Coalition, Fred Hutchinson Cancer Research Center, Gilda’s Club, Children’s Hospital and Medical Center, Lupus Foundation, Toys for Tots, Habitat for Humanity, March of Dimes, Drug Free Washington, Child & Family Advocacy Center, United Way, Royal Family Kids Camp, and more!

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 our communities, that follow.

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## **II. “Stories of the Extraordinary Service Washington Broadcasters Give to Their Communities”**

### **Catastrophic December 2007 Flooding in Southwest Washington**

*Flooding in Southwest Washington in December produced a natural and human disaster of a magnitude not experienced for generations. Local broadcasters not only helped their communities recover, but played a critical role in bringing their communities together during the disaster and providing life and property saving emergency information.*

#### ***Emergency Response***

Jodesha Broadcasting (KSWW-FM/KJET-FM/KBKW), Aberdeen/Hoquiam. Station Owner Bill Wolfenbarger, in his own words: *“We have focused on providing wall-to-wall coverage of road closures, PUD stuff, gas availability, resources for showers, shelters, food, stores open, etc. from 6a-6p on KSWW and KJET. We had no power at the studio until Wednesday morning but did a decent job of reading in the dark and getting a signal out. I'm sending this note at 1:50 AM Thursday. I'm in between gasoline runs to refuel our emergency generators. Our newsguy Dave has had reports on air within the past hour about the flooding situation in Aberdeen which thankfully has not happened as was feared. We're doing okay. Not much sleep but people seem to be happy that we're providing the info.”*

Grays Harbor Radio Group (KXRO-AM/KDUX-FM/KXXX-FM/KWOK-AM, Aberdeen/Hoquiam). During the December 2<sup>nd</sup> & 3<sup>rd</sup> windstorm, power was knocked out to over 30,000 Grays Harbor County residents. For the next week, KXRO-AM and KDUX-FM provided power updates, interviews with emergency personnel, emergency and shelter information and public safety notices. Sunday night December 2<sup>nd</sup> at 8pm, the station dispatched its news department to batten down the hatches at the KXRO studio and started reports every 15 minutes. Two fulltime staffers were relaying the latest information from the Grays Harbor PUD, local law enforcement, Department of Transportation crews and Emergency Management on-the-air. At 4:00 a.m. Monday morning the stations went to local, live-continuous news and all regular station programming was put on hold. The stations continued with local live-continuous news 24/7, providing the latest news on the winds, power outages and danger the storm was causing, until the following Friday morning, when the disaster situation was resolved. The stations continued quarter-hourly updates through the following Monday morning, more than a week after the storms hit. Throughout the disaster, the stations relayed the National Weather Service alerts on Emergency Alert System.

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Kudos from the Washington State Emergency Management Division. “Our hats are off to you and everyone one of your crew for their dedication and work during this disastrous flooding event. I am sure that the Governor and every citizen affected by the flooding will realize that broadcasters are really our first line of defense in getting the word out during disasters. Please thank everyone on your staff for me, all Emergency Management agencies, and our first responders for your great work! It's a prime example of our broadcasters going the extra mile for our citizens. I would like to thank everyone for their great work during these floods. As usual, those of us in government who are fortunate enough to work with the broadcasters are very proud of the untiring support and dedication provided by broadcasters to our citizens.”

Don Miller, Telecommunications and Warning Systems Manager  
State of Washington Emergency Management Division

### *Helping the Community Recover*

KOMO-TV/KOMO-AM/KVI-AM/KPLZ-FM, Seattle. On the 5<sup>th</sup> of December all of the Fisher Communications stations in Seattle held an emergency food drive at a local furniture retailer from 6 a.m. to 11 p.m. broadcasting live from the collection site with all of their news anchors and other on-air personalities. The food drive brought in 150,000 pounds of food and the stations raised \$60,000 in cash and \$5,000 in gift cards to stores that would have the kinds of things flood victims would need. In all, 7 semi-trucks full of household goods, small appliances, clothing, tools, and the like were filled to capacity. The Salvation Army had already surveyed the area and knew exactly what the people needed. A week later, on December 11<sup>th</sup>, KOMO-TV broadcast a 30-minute news special on the flooding, which raised an additional \$46,000.

KACS-FM, Centralia. KACS-FM worked with the Lewis County United Way, the Rainier Chapter of the American Red Cross and the Salvation Army in relief and recovery efforts through its KACS Cards for the County campaign. The station invited listeners to purchase merchant gift cards, fuel gift cards or other gift cards and send them to Cards for the County flood relief project. The gift cards were bundled into packets and given to flood victim families with the greatest immediate needs so they could buy clothing, food, medical supplies and clean-up supplies as the flood waters receded. The United Way, the American Red Cross and the Salvation Army distributed the cards at area flood relief shelters and recovery offices.

KING-TV, Seattle – “Northwest Relief Drive.” KING-TV maintains a relief donation account on an on-going basis with a local bank so that the station can immediately begin taking donations for disaster relief. The station promoted the fund raising drive using PSAs to identify the need and the donation locations and in all the newscasts, especially in connection with a story about the disaster. The station raised \$537,000 that all went to the Rainier Chapter of the American Red Cross that serves the flood area in Southwest Washington.

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Sandusky Radio Seattle (KRWM-FM/KQMV-FM). Immediately after the December flooding, KRWM partnered with Food Lifeline to support the thousands of people who suffered from the devastating December floods in Southwest Washington by helping to collect food. One of the station's grocery store partners had pre-packaged bags of groceries that were available for donations of \$5 or \$10. KQMV-FM held a separate weeklong drive to raise funds for the American Red Cross following the devastating floods in Western Washington. With on-air and online promotion, the station raised over \$1,000 for the Red Cross.

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

*One generation plants trees, another gets the shade - Chinese proverb*

*Becoming responsible adults is no longer a matter of whether children hang up their pajamas or put dirty towels in the hamper, but whether they care about themselves and others -- and whether they see everyday chores as related to how we treat this planet - Eda Leshan*

KPLZ-FM, Seattle - “My I.D. Club.” At various locations throughout the Northwest, KPLZ brings the *Star 101.5 My ID Club* to make ID cards for children at many community events two to four times a week throughout the year. The station creates ID cards for the parents to keep, so that if their children get lost, especially younger children, they have current information, the photo, name, emergency contact information, current height and weight and description, any medical problems or allergies. In 2007, *Star 101.5* made 4,601 My ID Cards.

Bustos Media Eastern Washington, Yakima – “Hispanic Academic Achievement Program (HAAP).” Education has always been a big emphasis at the Bustos Media stations in Yakima and they have worked with HAAP in both Yakima and Tri-Cities to publicize their fundraisers. Perhaps more important though, these Spanish language stations in Central Washington also have a campaign that ties into deadlines for applications, promoting when the deadline is and encouraging students to get their applications together and submitted on time; and, promoting the timing and location of college expos. The announcements tell them when and where the workshops will be held, what they need to bring, what the parents need to provide, and how to make sure the students get their paperwork done right and on time.

KAPS-AM, Mount Vernon – “Toys for Tots.” KAPS joined forces with Skagit Transit and the Marine Corps to help bring awareness to the Toys for Tots Campaign in 2007. KAPS broadcast over two weekends at the local mall soliciting donations to be dropped off. Thanks to the generosity of the citizens of Skagit County 9,797 children awakened on Christmas morning with a gift of hope.

KAPP-TV, Yakima – “Safe Harbor Crisis Nursery.” KAPP-TV in Yakima is a sponsor of the fundraising banquet for the Safe Harbor Crisis Nursery. The station provided them with public

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service announcements using commercial time, and the station's news anchors MC the banquet. Representatives from the Safe Harbor Crisis Nursery are regulars on the KAPP-TV morning newscast and the station has made the commitment to them that whenever they need anything all they need to do is call and it will get on-the-air.

KRWM-FM, Seattle – “Warm Coats for Kids.” Every January KRWM warms the heads, necks, hands and hearts of needy kids with its “Warm Coats for Kids” drive. In 2007, *Warm 106.9* collected more than 15,000 coats, hats, scarves and gloves, which filled two moving vans. Once the collection drive was over, they distributed the clothing through organizations that are built for distributing clothing to those in need, including the Salvation Army. One of their partners in Warm Coats for Kids is a local moving company that has donated warehouse space to hold all of the clothing that is collected.

KIRO-AM, Seattle – “Foster Child Holiday Magic.” For 19 years, Bonneville Broadcasting's KIRO-AM, Seattle, has provided gifts for children in foster care through its Foster Child Holiday Magic campaign. Tree House is a non-profit organization that helps foster kids with a variety of programs aimed at helping foster parents raise their kids. To support Tree House with Foster Child Holiday Magic, KIRO Radio did a 24-hour radiothon, collaborating with Tree House to create a list of things that the kids needed or wanted and solicited monetary donations, rather than the gifts themselves. Tree House's goal was to raise \$350,000, but KIRO Radio raised more than \$400,000 and was able to ensure that more than 4,000 foster kids got Christmas gifts.

KAYU-TV, Spokane – “B.A.T.S. (Bringing Area Trick-or-Treaters Safety).” In October KAYU-TV supported a campaign that involved all of the law enforcement agencies in the Spokane area, including city police departments, Sheriff's Department and the State Patrol. B.A.T.S. puts extra officers all over local neighborhoods. Local businesses donated candy and the kids could go talk to the police officers in their neighborhood and get treats from them. Most important, if there's any problem the parents know that the police are nearby. It makes trick-or-treating a little less scary.

KCPQ-TV, Seattle – “Children's Holiday Campaign.” The Children's Holiday Campaign is a fundraiser for the Q-13 Fox Family Fund, which is one of the funds of the McCormick Tribune Foundation. The station raises money from viewers that allows KCPQ-TV to make grants to local non-profit groups. The campaign is promoted by a heavy schedule of public service announcements, but also during the live morning newscast, at least once an hour, for all four hours of the program for an entire week. All of the money raised during the Campaign is matched 50% by the McCormick Tribune Foundation.

KMPS-FM – “Forgotten Children's Bike Drive.” Ichabod Caine and the Waking Elves hosted the annual KMPS Bike Drive. The phones started ringing at 5 a.m. with eager listeners pledging bikes to donate to the Forgotten Children's Fund. The response was overwhelming and by 10

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a.m. KMPS had collected more than 800 brand new bicycles. Santa and the Elves delivered the bikes, other toys and a hot meal to the deserving kids and their families on Christmas Eve.

New Northwest Broadcasters, Tri-Cities – “First Tee.” All of the Tri-Cities stations of New Northwest Broadcasters were involved with First Tee during 2007. It’s an organization that operates a program for all children that teaches kids core values of life through the game of golf, such as patience and sportsmanship. The stations pledged to raise a minimum of \$10,000 per year for the next three years for First Tee. They promote their fundraisers with public service announcements and by broadcasting live from their fundraising locations. Each station is at a different fundraising location broadcasting live from 6 in the morning until 7 o’clock at night, with live cut-ins at least four times an hour and recorded short vignettes by people from First Tee who explain what the organization is all about. The first year they collected pennies; in 2007 they collected dollar bills. They raised more money, but it weighed a lot less!

KIRO-AM, Seattle – “Stuff the Bus.” In August of 2007, KIRO-AM, Seattle saw that needy children would be returning to school without the supplies they needed to succeed. The station organized “Stuff the Bus” at one of the pre-season Seattle Seahawk games. KIRO Radio broadcast many public service announcements asking Seahawk fans to bring school supplies to donate at the game, so they could stuff a school bus full. The station raised enough money to purchase and equip an astounding 32,000 back to school backpacks.

“Children’s Miracle Network.” Many stations participate in the Children’s Miracle Network.

GAP West Broadcasting, Yakima. Part of the money raised in Yakima by Children’s Miracle Network goes to support Yakima’s Children’s Village. It’s a unique facility where a variety of specialties come together, such as dentistry, speech therapy, and counseling, all in this one facility. They also bring doctors over to Yakima from Children’s Hospital in Seattle about 100 days a year. KIT-AM does a 24-hour radiothon in two 12 hour segments. The station dedicates that time entirely to the cause. They produce vignettes with local people who are involved one way or another with Children’s Miracle Network or Children’s Village. Through the two-day concentrated effort of the radiothon, KIT-AM and sister station KFFM-FM raise between \$75,000 and \$95,000 each year.

Clear Channel Communications, Spokane. One of the events of which the Clear Channel stations in Spokane are proudest is their involvement with the Children’s Miracle Network. They dedicate three days of airtime to radiothon broadcast live from one of the Spokane hospitals for children who are gravely ill. Last year, the Clear Channel stations broadcast more than 400 public service announcements to promote the radiothon. The 2007 radiothon was emotionally difficult the stations’ staff because one staff member had suffered a major health crisis and nearly died. As a result, she was in the same rehabilitation center from which the stations were broadcasting the radiothon. From her

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room, she insisted on being part of the broadcast. She could barely speak, but she went on-the-air and did as much as she could. The entire Clear Channel staff is very emotionally invested in this campaign and the stations have generated more than \$300,000.

KAPP-TV, Yakima/KVEW-TV, Tri-Cities. Sister stations KAPP-TV and KVEW-TV host the live segments of the Children’s Miracle Network telethon. Those segments are 4 hours of live TV in both Yakima (KAPP-TV) and Tri-Cities (KVEW-TV) and they are done on a live, remote broadcast basis from two of the major retailers. The stations also sponsored the Children’s Hospital fundraising golf tournament, with free airtime and provided financial sponsorship, as well.

KOMO-TV, Seattle, raised \$192,000 during the June Children’s Miracle Network telethon.

Bustos Media Eastern Washington, Yakima. Children’s Miracle Network is a completely local effort on the part of the Spanish language stations of Bustos Media Yakima. All of the dollars raised stay in the community. There are two people on the stations’ staff who have had family experience with Children’s Miracle Network. The stations felt it was important to partner with a campaign that was so local and they raised about \$40,000 last year.

KMPS-FM, Seattle – “Safe & Sane Trick-Or-Treat.” KMPS in Seattle was instrumental in providing a safe place for children of all ages to trick-or-treat on Halloween. The station broadcast live from 3 to 7 p.m. at the Everett Mall as several hundred families and kids filled the Mall participating in trick-or-treating, picture taking and other fun kids events.

KAYU-TV, Spokane – “Morning Star Boys Ranch.” KAYU-TV, Spokane has a longtime, close relationship with Morningstar Boys Ranch, which is a home for troubled boys. Every year the station helps generate funding for the Ranch, although they don’t actually ask for money directly. Instead, the station builds a public service announcement campaign to promote the Ranch’s football camp, which is a big fundraiser. They raise about \$50 per child for scholarships to their football camp where the kids learn from professional and college football players and coaches. It’s a great opportunity for all of the kids in the community.

KKMO-AM, Tacoma – “Backpacks for School Kids.” Prior to the start of the school year, Spanish language station KKMO, *Sol 1360*, worked with City Team Ministries to distribute backpacks to needy children. The station knew that a lot of children would be returning to school without the supplies they needed, so KKOL did a series of remote broadcasts for about a month asking listeners to donate school supplies for backpacks; to donate notebooks, pencils, and calculators. City Team Ministries provided the station with the backpacks and distributed

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them to needy or disadvantaged kids who might otherwise not have those kinds of supplies. The station gave away about 500 backpacks.

GAP West Broadcasting, Tri-Cities – “Christmas for Children.” The GAP West Broadcasting stations in Tri-Cities team up with local foster parent and social service organizations and collect toys for foster kids for Christmas. The stations’ goal is always to get at least one gift for each child and in 2007 they provided toys for about 500 kids who are in foster care in the Tri-Cities, enough toys to give each child 3 gifts.

KNDO-TV, Yakima/KNDU-TV, Tri-Cities – “Coats for Kids.” From the end of October through the end of the year sister stations KNDO-TV and KNDU-TV have promoted “Coats for Kids” with the Salvation Army for the past 20 years. The stations use public service announcements asking people to bring their new or gently used coats to a variety of locations. The schools send the Salvation Army a list of needs (“we have 15 ten year-olds who need coats”). The stations collect about 5,000 coats every year.

KEZE, Spokane – “Christmas Wish.” The KEZE Christmas Wish started in 1996. It’s a way to help families at Christmastime that are slipping through the cracks; that perhaps are just above the threshold where they would qualify for community assistance. In October, the station solicits letters from listeners nominating families for the Christmas Wish baskets. They could receive gifts for the family or help with groceries, car repairs, utility bills, snow tires, appliances, getting a wheelchair for a child with disabilities. In 2007 KEZE received about 300 letters and e-mails nominating families and, typically, gave away about \$30,000 in goods and services.

KMPS-FM, Seattle – “St. Jude’s Radiothon.” On March 8<sup>th</sup> and 9<sup>th</sup>, KMPS held its 18<sup>th</sup> annual St. Jude’s Radiothon. Supported by an on-line auction, KMPS dedicated two days of programming to ask listeners to become “Partners in Hope” with St. Jude’s Children’s Research Hospital. A “Partner in Hope” donates a monthly dollar amount of their choice to the Hospital. In 2007, KMPS registered more than 1,200 Partners in Hope and raised more than \$600,000. In 18 years, KMPS has raised more than \$6 Million for St. Jude’s.

### **Feeding Our Communities’ Hungry**

*The right time to eat is for a rich man, when he is hungry, for a poor man, when he has something to eat – Mexican proverb*

*Plenty sits still, hunger is a wanderer – Anonymous proverb*

KOMO Radio, Seattle – “Strike Out Hunger with the Seattle Mariners.” As the flagship station for the Seattle Mariners, KOMO Radio works with the Mariners during a week-long homestand to collect food. The station promotes it for a full week and collects food at one of the local

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grocery chains. That all leads up to the Strike Out Hunger Weekend at the Mariners’ games when the fans bring food to the game to donate.

KNDO-TV, Yakima/KNDU-TV, Tri-Cities – “Family Food Drive.” For eight years, KNDO-TV and KNDU-TV have conducted their big Family Food Drive on the first Saturday in December, right in the stations’ parking lots. The Salvation Army and the two major food banks Northwest Harvest and Second Harvest are the stations’ partners. It’s an all-day food drive with entertainment and the stations’ news anchors out collecting food. The stations dedicate the broadcast that day to the Family Food Drive, live on the air from 8 in the morning until 1 in the afternoon and then again from 3 to 4 in the afternoon and, of course, it’s covered during the evening newscast. In 2007 KNDO-TV and KNDU-TV collected between 80,000 and 90,000 pounds of food in both Yakima and Tri-Cities.

KIRO-AM, Seattle – “Fight Hunger.” KIRO-AM fights hunger to benefit Northwest Harvest food bank. On the last Friday of April, the station broadcast from three different locations in the Seattle area while collecting food from 7 a.m. to 7 p.m. KIRO Radio’s 2007 Fight Hunger campaign raised \$9,700 and collected more than 25,000 pounds of food in one day.

KXLY-TV, Spokane - “What’s for Lunch Food Drive.” The “What’s for Lunch Food Drive” addresses a critical need in the community. A lot of kids in lower income brackets participate in the school lunch program, so they get a free, healthy lunch. But when school is not in session, suddenly the family has to figure out how to feed hungry kids lunch all Summer. Two to three weeks prior to the food drive KXLY-TV broadcasts a public service announcement campaign that explains what the food drive is all about and how the station’s viewers can help. The news department reports stories about the food drive during the week leading up to it, usually focusing on a couple of the families that benefit from Second Harvest Food Bank and how important it is to them. During KXLY-TV’s Thursday evening newscasts the station broadcasts live from the collection locations prompting people to be sure to make a donation the next day. The Friday morning newscast is broadcast from the collection location all morning.

KING-TV, Seattle – “Home Team Harvest.” KING-TV in Seattle added Tillamook Cheese as a partner this year and they not only gave a cash donation to Northwest Harvest, but they gave an additional contribution for every one of their cheese products sold in December. That combined effort continued to remind viewers about the food collection through the entire month of December. The station’s Home Team Harvest took place on the first Saturday in December with all the news anchors and reporters taking donations and doing live cut-ins throughout the day. KING-TV’s Home Team Harvest raised \$150,000 in cash and 189,000 pounds of food, which translates into more than a million meals served to the Food Bank’s clients.

KDRK-FM, Spokane – “Cat County 94 Hours for Food.” KDRK-FM’s biggest event of the year benefits Second Harvest Food Bank and is something that Jay and Kevin, the station’s morning show hosts, have been doing for more than 10 years. They go out to a location for 94

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hours living in an RV, out in the cold for five days, collecting food and money donations for the food bank in late October. But they aren't doing just their show from the RV, they stay there and do live updates for the entire 94 hours. In 2007 they collected about \$15,000 and about 8,000 pounds of food.

### **Enriching the Quality of Life in the Communities We Serve**

*The quality of life is determined by its activities - Aristotle*

KQMV-FM, Bellevue – “Mobile Mammograms.” October is Breast Cancer Awareness Month and because KQMV is a female-oriented station, it is a natural partnership to be involved with the Susan G. Komen Foundation. The station created the Mobile Mammograms concept in cooperation one of the local hospitals. Without the station's involvement, there would be no mobile mammogram program. KQMV's goal was to get out into the community with breast cancer detection exams for women who are underserved. The mobile mammogram program takes a mammogram screening vehicle into communities and neighborhoods and women are able to get their mammogram right there, absolutely free. Over a 10 day period the vehicle makes stops throughout the entire Puget Sound area at 10 different locations. The station devotes a huge amount of airtime to promoting the mobile mammogram tests in advance because the women must make an appointment for their screening. KQMV also dedicates a great amount of time to breast cancer awareness, and does live reports from each of the screening locations. It's very rare for any appointments to be available on a specific day and often there is a waiting list.

KEPR-TV, Tri-Cities – “Drive Against Prostate Cancer.” In the Tri-Cities there haven't been any campaigns about prostate cancer. So, when KEPR-TV was introduced to the Drive Against Prostate Cancer, the station saw a need for service to its community. The Drive Against Prostate Cancer is a project of the National Prostate Cancer Coalition that provides a 39-foot mobile prostate cancer screening motor home that's equipped with big flat screen TVs and a locker room décor to create a better environment for men to get their prostate exam done for free. KEPR-TV targeted two audiences with its promotional public service announcements: One of the messages appealed to women to encourage their husband to get the prostate exam, because if he hears from her about it, the message is much more important. The other was directed at the men. Nationally, the Drive Against Prostate Cancer has averaged about 150 screenings per day. KEPR-TV did two days of screenings and had a huge response, completing 650 screenings.

KAPS-AM & KBRC-AM, Mount Vernon – “United Way.” KBRC and sister station KAPS broadcast more than 450 promotional public service announcements for three consecutive months – that's four announcements per day for three months – to assist the United Way of Skagit County to raise more than \$985,000 in 2007. Each station also broadcast an interview with the newly elected President of the Skagit County United Way, Debra Lancaster, immediately after the organization's 2007 Annual Meeting, to reveal the grand total raised for

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the year. 2007 was the first time that the Skagit County Chapter of United Way collected more than \$900,000 since it started accepting donations in 1963.

KHQ-TV, Spokane – “Save the All-City High School Band Concert.” With all of the budget cuts in the Spokane School District, KHQ-TV knew that the annual all high school band concert was in jeopardy, so the station stepped-in. KHQ-TV used the “Help Center” segment in all of its newscasts on one day as a telethon to raise the money needed to save the concert. Then, a Spokane real estate broker got his company’s foundation to match any money that KHQ-TV raised. KHQ-TV raised enough money, matched by the foundation, to pay for the concert in 2007 and leave the District with a little seed money for the concert in 2008.

KRWM-FM, Seattle – “Teddy Bear Patrol.” This unique campaign was created almost 20 years ago and has never lost a year since. Throughout the year KRWM-FM collects Teddy Bears that are distributed to police and fire departments, emergency medical technicians and hospitals from the Canadian border to Olympia. Whenever there’s a child in distress, whether it’s an accident or a fire, an injured child brought to an emergency room or EMTs responding to a child, KRWM makes sure that they have a Teddy Bear to give the child to calm them down and make the experience less traumatic. When they run low on Teddy Bears, these agencies call and the station sends them a whole bunch more. The station gets letters every month from grateful parents and the emergency workers:

*"Your help has touched many children who have come through our doors" "They brighten our patients' days!" "I wish you could see the smiles and the difference the teddy bears make." Staff at Valley Medical Center*

*". . . it was wonderful to have a teddy bear of her choice to pick out & hug while she was back getting [surgery] it all done. It's been several hours since the surgery and she is still holding the bear. . ."*

*". . . The nurse pointed to three bears by the scale and said 'you can pick a bear to be your friend if your like.' . . . he gave me the first smile I had seen from him in a few hours. The rest of the visit he chatted with his new bear."*

All in all, KRWM collects and distributes thousands of Teddy Bears every year. The station asked fans that were coming to the Seattle Thunderbirds hockey game to bring a Teddy Bear to donate and the idea was that between periods of the game everyone would throw the Teddy Bears onto the ice. So many Bears ended up on the hockey rink that it delayed the game a few minutes while they cleared the ice of Teddy Bears. Just take a look at the photo on the front cover!

KONA Radio, Tri-Cities – “High School Sports.” KONA Radio in the Tri-Cities is live and local and they highly value their involvement with high school sports because it’s a fundamental

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part of the community. KONA covers 5 high schools in the Tri-Cities area. The station covered Connell High School in its playoff run for football and Tri-City Prep in its first ever state semi-final playoff. Morning host Michael McDonnal has all the coaches on during the week for interviews to find out who's doing what, what's important and really gets the community involved with what's going on in high school sports in the community.

KIMA-TV, Yakima – “Political Debates.” Yakima had several local election races in 2007, one for County Commissioner, one for a State Senate seat, the City Council had two seats up for election and all of those campaigns were hotly contested. KIMA-TV produced two sets of debates in its studio and the news team questioned the candidates. Both debates were broadcast at 7 p.m. and scheduled right before ballots were mailed out, because Yakima County is all vote-by-mail, so that even voters who filled their ballots out right away would have the chance to see the debates. A lot of viewers told KIMA-TV that the debates were their only real chances to hear the candidates.

KXLY-TV, Spokane – “The Extreme Team.” When the ABC program *Extreme Makeover* chose a family from Sand Point, ID, near Spokane to give them a whole new home, KXLY-TV decided it would be a great idea to do it on a local level. Every month the station asks its viewers to nominate a family to receive an Extreme Team project. In choosing the monthly recipient, the station tries to help both families and community organizations and the projects have ranged from building new playgrounds, revamping homes completely. KXLY-TV devotes a full week to each project with live remote broadcasts from the site during the morning newscasts, with wrap-up video for the evening newscasts. The finished project is revealed during the Friday 6 p.m. newscast in a feature segment.

KIRO-TV, Seattle – “Safe in the Sound.” KIRO-TV partners with the Seattle Police Department to create campaigns that address safety issues in the Seattle area, such as child safety, identity theft, bicycle safety, boating safety, on-line safety, elderly scams, toy safety and weather safety. The station looks for important safety issues and, with suggestions from the Police Department, compiles a list of issues to tackle. Both police officers and KIRO-TV's news anchors appear in these educational public service announcements that introduce viewers to the issue and provide suggestions on how to stay safe.

KXDD, Yakima – “Renewing of the Vows.” Every year on Valentine's Day KXDD-FM in Yakima plays Cupid. The station selects 8 couples to come in during the morning drive show with Charley and Dewey and do a vow renewal ceremony with a minister. Some of these couples have been married 25 or 30 years, but they are truly excited to come in and renew their marriage vows. Renewing of the Vows takes most of the morning show from 7:30 until about 9 o'clock and KXDD-FM provides refreshments and cake.

KXLY-FM, Spokane, Spokane's River – “Green Team.” With a name like “*Spokane's River*” KXLY-FM lends itself to a lot of environmental causes. With a promise of nothing more than a

*“...in the public interest.”*

tee-shirt and an empty garbage sack, at least two times a year, starting with Earth Day, the station asks its listeners to gather up for a Green Team Clean Up to go out and pick up litter along a two-mile stretch of the Spokane River. They collect almost a half-ton of garbage in a four-hour work period.

KXRO-AM, Aberdeen – “Cop Talk.” Grays Harbor Undersheriff Rick Scott says that when he was asked to host the Friday “Cop Talk” feature on KXRO, he thought it would be for a few weeks at most. Three years later, his Friday morning appearances have become so popular that listeners often recognize him just by hearing his voice. “I’m constantly amazed by the number people who approach me, hear me talking and ask me if I’m Rick Scott from the radio program,” says Scott. “Just last week, someone told me that he listens every week and really enjoys the show. He said the program was a great service to the community.” Scott also says that he feels that program has done a lot to establish good will between the police and the community.

KRWM-FM & KWJZ-FM, Seattle – “The Moyer Foundation.” KRWM and KWJZ partner with the Moyer Foundation, which collects funds throughout the year and distributes them to organizations helping children. KRWM does a radiothon dedicating a 24 hour period each September to raise money for the Moyer Foundation. In the two years that they’ve done the radiothon, the station has raised several hundred thousand dollars. They’re involved in their bowling and billiards tournament that benefits Children’s Hospital; the Foundation’s Golf Classic; Catch a Cure for Cancer in August and September; the Celebrity Waiters Dinner & Auction in August; and the Dream Catchers benefit for the Moyer Foundation. Those are just a few of the events that KRWM and KWJZ are involved in.

KNDO-TV, Yakima/KNDU-TV, Tri-Cities – “Reaching Out to Smaller Communities.” In 2007, sister stations KNDO-TV and KNDU-TV took on the task of helping some of the smaller neighboring communities with public service projects. For instance, KNDO-TV worked with the City of Toppenish and to help them get the word out about their Western Arts Festival. Also, every year they repaint one of their incredible murals and the station has helped publicize that project. The stations have done about a dozen of these projects each in Yakima and Tri-Cities.

KXLY-TV, Spokane – “Meet the Media Day.” KXLY-TV discovered that a lot of community organizations didn’t know how to get their information on-the-air or write a press release; didn’t know who they should contact or how to contact the media for coverage of an event or publicity. So, once a year, KXLY-TV puts on a workshop for non-profit groups that walks them through the whole process of building a relationship with television and radio stations to get their message out. They hear how to write an effective press release, who it should go to and how to go about asking for news coverage of an event. It’s held in one of the station’s studios and representatives of more than 30 community organizations attended in 2007.

KDBL-FM, Yakima – “Yakima County Sheriff’s Department Search & Rescue.” With the Cascade mountains nearby and the great interest in hiking and other outdoor activities, the

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Search & Rescue Squad is called upon all too often, but it's truly a life-saving activity. KDBL-FM, *"The Bull"* in Yakima saw that the Yakima County Sheriff's Department's Search and Rescue Mobile Command Post was antiquated and not up to the task of saving lives, so in 2007 the station went all out to raise money to buy a new one. They did live remote broadcasts during the Summer at some of the Search and Rescue "cook-off" fundraisers and a Christmastime fundraiser. The station raised more than \$30,000 to buy a new command post.

### **Donation Drives Benefiting Friends Near, Far (& Fur)**

*Charity sees the need, not the cause* – German proverb

*In charity, there is no excess* – Sir Francis Bacon

GAP West Broadcasting, Yakima – *"Yakima Pet Rescue."* All of GAP West Broadcasting's Yakima stations pounced on the chance to do a doggone good deed for Yakima Pet Rescue. They discovered that Yakima Pet Rescue had nearly run out of pet food, so the stations mounted a "dog food drive" last Fall. It was overwhelming when the stations began this drive and went on the air and said that Yakima Pet Rescue needed dog food. The lobby literally filled up and within a week they had cat and dog food everywhere. See the picture on the front cover!

KIRO-AM, Seattle – *"Traveling Tailgate for Miss Gibbs."* Ron and Don, the afternoon hosts at KIRO Radio, spearheaded a drive to build a new home for Miss Gibbs who is 88 years old and lives in New Orleans, which is where Ron and Don are from. Her house was completely destroyed by Hurricane Katrina and she's been living in a FEMA trailer for two and a half years. KIRO Radio teamed up with an organization called Rebuilding Together and the Preservation Resource Center in New Orleans to raise \$53,000 to rebuild Miss Gibbs' home. They started with a 5-day remote broadcast from different locations, and on October 14<sup>th</sup> at the Seahawks game against the New Orleans Saints, station employees sold Mardi Gras beads and collected donations from the fans. The station far surpassed its goal by raising \$85,000. The contractors are almost finished rebuilding her house.

KEYF-FM, Spokane – *"SNAP (Spokane Neighborhood Action Program)."* SNAP came to KEYF, the oldies station, in 2007 and their project immediately became the second biggest drive of the year for the station. It was a three-day event in February for a sleeping bag and blanket drive for the homeless. People forget that the homeless need blankets year-round, even when it's 40 degrees in the Spring, it's still cold to be sleeping outside. They collected a small truckload of blankets and sleeping bags, and a lot of cash, too. During the 3 days of this event, KEYF-FM broadcast several interviews with former homeless people who talked about what Spokane Neighborhood Action Program had done to help them turn their lives around, which really helped to increase the donations.

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KAPP-TV, Yakima/KVEW-TV, Tri-Cities – “Muscular Dystrophy Telethon.” KAPP-TV and KVEW-TV have been involved with the Muscular Dystrophy Association activities for more than 30 years. The stations produce the local broadcast for Yakima, Tri-Cities and Spokane, as well. They support a Harley Night fundraiser, a Tri-City Americans (minor league hockey) jersey auction, and MDA Shamrocks. The stations broadcast live from the MDA summer camp in Rathdrum, ID, and produce news segments that spotlight campers from Yakima and Tri-Cities. For all of their events, KAPP-TV and KVEW-TV provide production of their promotional public service announcements and then give them airtime to promote the event and on-air news air talent to act as the MC for the event.

KIRO-TV, Seattle – “Lupus Foundation Mad Hatter Walk or Roll.” This event is one that is very dear to one of KIRO-TV’s news anchors because a family member suffers from lupus. The station creates a public service announcement campaign to promote the Walk. They had a record 600 participants last year and raised more than \$50,000. That might seem small compared to other campaigns, but for the Lupus Foundation it was very significant because it is a tiny organization that doesn’t have a lot of visibility. KIRO-TV stepped in to help raise the public’s awareness of that cause with a PSA campaign that focused on how lupus drastically changes the lives of those who suffer from it and their families, as well.

GAP West Broadcasting, Tri-Cities – “Habitat House.” All five of GAP West Broadcasting’s Tri-Cities stations teamed up with Habitat for Humanity to build a house in five days at the county fair. Habitat for Humanity brought all the building materials to the fair and the stations broadcast live from the construction site as the volunteers literally built the house around them. The stations’ air personalities talked about it on-the-air and interviewed the folks from Habitat for Humanity both before and during the event. One of the disk-jockeys even volunteered to help with the construction. Even during the construction they still needed donations and volunteers, so the stations also did announcements recruiting more people to help.

KMPS-FM, Seattle – “Breast Cancer 3-Day Walk.” KMPS was an official sponsor of the Breast Cancer 3-Day Walk, where 2,350 people helped raise more than \$6.4 Million for breast cancer research, education and community outreach programs. KMPS broadcast live from the first lunch stop on the Walk. All of the money raised went to the Susan G. Komen Breast Cancer Foundation and the National Philanthropic Trust Breast Cancer Fund to further programs that save lives.

KIT-AM, Yakima – “Oxygen Masks for Pets Rescued from House Fires.” KIT morning show co-host, Lance Tormey, created a campaign to get pet oxygen masks for every fire fighter unit in Yakima County so that when they come to a house fire and find a pet that is suffering from smoke inhalation, they can use the masks to save the pet’s life. KIT promoted it on the air with people from Yakima Pet Rescue and raised enough money to place these pet oxygen masks on fire trucks up and down the Yakima Valley. Lance won a Red Cross “Real Hero” award for his efforts on behalf of pets. In January, KIT’s morning news crew was thrilled to report a news

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story about a dog that was saved by use of one of the masks that was purchased with the money KIT had raised.

KGW-AM, Seattle – “Bible League Campaign.” For several years, KGNW in Seattle has assisted the Bible League to collect Bibles that they distribute in countries where they have missions. In 2007, they collected Bibles for distribution in China and parts of Southeast Asia. KGNW’s afternoon drive talk show host had gone previously with the Bible League to Cambodia to visit some of the churches that would receive these Bibles. When he came back, he talked about the experience and played quite a few interviews that he recorded while he was there. KGNW did an on-air campaign with PSAs, in addition to his discussion on his show asking for financial donations. As a result of the campaign, KGNW’s listeners donated \$85,000.

New Northwest Broadcasters, Yakima – “Union Gospel Mission.” A former Yakima radio station manager decided to raise money for the Yakima Union Gospel Mission by living in a cardboard box for four days, outside of a grocery store. He had a big appliance box to sleep in for four days and people would bring donations of clothing, toys and money. The New Northwest Broadcasters’ Yakima radio stations ran public service announcements about his effort, had their announcers talk about it and broadcast his live call-in progress reports. He raised about \$6,000.

KIRO Radio, Seattle – “Charity of the Month.” Every month, KIRO Radio in Seattle selects a local charitable organization as its “Charity of the Month.” The station gives them a check for \$1,000 and they also receive a \$1,000 donation from one of KIRO’s advertisers that supports the program. The station provides on-air public service announcements and exposure on the station’s web site. In addition, the station produces a news feature about the charity that is broadcast during KIRO Radio’s morning drivetime newscast. All in all, the charity receives about \$43,000 in publicity, not including the two \$1,000 checks. At the end of the month, station personnel go to the charity’s office to present them with a plaque and the checks.

### **Helping Our Communities**

*Service Above Self* – Motto of Rotary International

*Service slowly and steadily broadens one’s heart, bringing with it an unexpected feeling of happiness, and it begins to transform the community around us, as well*  
– Sri Sathva Sai Baba

KOMO-TV, Seattle – “Perfect Match.” When KOMO-TV discovered that there are kids in Seattle with leukemia who could not find a suitable donor, they got involved with the Puget Sound Blood Center’s blood and bone marrow recruitment program “Perfect Match.” The Blood Center’s research also revealed that the amount of blood and marrow and the number of donors of people of color were decreasing. KOMO-TV created a campaign that featured former

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Washington Governor Gary Locke to encourage people of color to donate blood and bone marrow. They formed a committee that included representatives from KOMO-TV and also KING-TV and KIRO-TV. The committee put together DVD videos targeted to specific racial groups, which were distributed to community groups. The station also produced some news stories that ran during evening newscasts about the issue and provided additional information.

KAPP-TV, Yakima – “Crime Stoppers.” KAPP-TV is a partner with Crime Stoppers. The station broadcasts all of the Crime Stoppers Alerts and public service announcements, which are on-the-air nearly every week. In the past, KAPP-TV has even produced some PSAs that were reenactments of the crimes that were featured, to try to help tell the story and make it easier for the public to help apprehend the suspect.

KAYU-TV, Spokane – “Healthy Choices, Healthy Families.” In February KAYU-TV and its sister stations in Yakima and Tri-Cities tackled the problem of childhood obesity. The stations began by raising viewers’ awareness about childhood obesity with nearly 40 different public service announcements that featured everything from exercise tips to healthy food choices and even how to pack healthy school lunches for the kids. The campaign included announcements on the effect of diabetes, heart disease that can stem from diabetes and problems that can be caused by eating disorders. Some of the PSAs are directed toward children and are shown during children’s programming. Others are directed at the parents and emphasize ways that they can talk to their children about these issues. In 2007, KAYU-TV broadcast 3,782 public service announcements as a part of the “Healthy Choices, Healthy Families” campaign.

Non-Profit Presentations/Promotional Videos. If non-profit groups don’t have to spend their scarce funds on video production, they can put that money directly into services for their constituents and make those dollars work in areas that will really make a difference. Washington broadcasters donate hundreds of thousands of dollars in video and audio production to non-profit groups every year and many of those productions are never seen on-the-air because they are used for membership and volunteer recruitment, among other things.

KING-TV in Seattle offers five or six non-profit groups support for presentation videos every year, including a video for the Susan G. Komen Foundation.

KOMO-TV created informational videos for the Puget Sound Blood Center’s “Perfect Match Program” that were distributed to community groups and churches.

KNDO-TV in Yakima and KNDU-TV in Tri-Cities, and KING-TV in Seattle all produced videos that were shown at the local Real Heroes Breakfast featuring each person honored as a Real Hero.

KREM-TV in Spokane created a video for the American Heart Association’s Go Red for Women Movement luncheon that was shown at the luncheon that spotlights four women

*“...in the public interest.”*

heart disease survivors and focused on the need to watch out for your heart; that you can survive heart disease.

Yakima/Tri-Cities Television Stations – “Operation Roadblock.” All of the stations in both Yakima and Tri-Cities aired public service announcements about the holidays and drunk driving. They blocked out certain times that all of the stations would air these PSAs so that the message was “roadblocked” across all broadcast television. The Operation Roadblock campaign continued from before Christmas through New Years’.

KREM-TV - “Go Red for Women Movement.” KREM-TV in Spokane discovered that not many people are familiar with American Heart Association’s Go Red for Women Movement campaign. The staff at KREM-TV realized that there’s a huge need for education about women and heart disease and that they needed to get involved. KREM-TV provides an educational promotional announcement about women and heart disease and promotes the Go Red for Women Movement luncheon that is hosted by one of the station’s news anchors.

KRKO-AM, Everett – “The NorthSound Fund.” KRKO-AM in Everett has developed the NorthSound Fund by setting aside \$100,000 of commercial airtime each year for 10 years to assist local non-profit groups in a meaningful way. The station chooses 10 different organizations each year and provides each of them with \$10,000 worth of airtime to provide visibility that is more permanent than individual fund raising public service announcements and that keeps their name in front of the community. These PSAs are focused on the organization itself, what they do, why they do it, how they are involved in the community. This campaign raises the community’s awareness of the organization and it opens doors because people have already heard about the organization and what they do. At the end of 10 years, the station will have provided \$1 Million in airtime that has been dedicated to these non-profit groups. Of course, the NorthSound Fund is over and above what KRKO does regularly for non-profit groups to publicize their specific events.

KHQ-TV, Spokane – “Shred Events.” KHQ-TV in Spokane recognized the alarming increase in identity theft and decided to take action to help its viewers. The station initiated “Shred Events” in May and November on a weekday from 6 a.m. to 6 p.m. Viewers are encouraged bring all of the personal papers that they no longer need to keep and shred them in an effort to prevent identity theft. Leading up to the “Shred Events” KHQ-TV newscasts carry stories about identity theft, how to prevent it, what to do if you become a victim. Of course, the shredding is free.

KOMO-TV, Seattle – “Summer Search.” After KOMO-TV met with the people from Summer Search they thought that this might be the best kept secret in the city. Summer Search is a small but a very important project that KOMO-TV hopes their efforts will help to expand. Administrators and teachers in local public and private schools identify low income students who have a great deal of resilience and potential and they encourage them to go on to college. KOMO-TV produced a public service announcement campaign for Summer Search that

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generated awareness of the program. The announcements asked the station’s viewers to go to the Summer Search web site to help send one of these kids to college.

Bustos Media Eastern Washington, Yakima – “Health Issues in the Hispanic Community”. There are some serious health issues in the Hispanic community, such as diabetes and heart disease. There are a lot of screenings that are available and the Spanish language stations of Bustos Media in Yakima have made it clear to their clients and non-clients alike that if they’re doing something like that, the stations want to know about it so they can publicize it. There is a great cultural fear involved with donating blood and the stations have been particularly aggressive in addressing that issue with PSA campaigns working for the Red Cross.

### **Lending a Helping Hand**

*In helping others, we shall help ourselves, for whatever good we give out completes the circle and comes back to us - Flora Edwards*

*Our deeds determine us, as much as we determine our deeds - George Eliot*

*Sometimes our light goes out but is blown into flame by another human being. Each of us owes deepest thanks to those who have rekindled this light - Albert Schweitzer*

KHQ-TV, Spokane – “Police Officer Memorial Service.” KHQ-TV broadcast the memorial service for a police officer who was killed in the line of duty in Moscow, ID, last May. The law enforcement folks contacted the station because KHQ-TV has covered various memorial services in Spokane. The station sent its satellite truck to Moscow and broadcast live coverage of the memorial service for the fallen police officer.

New Northwest Broadcasters, Tri-Cities – “Helping Hand for an Elderly Friend.” There was an older fellow in Pasco, about 83 years old, who used an adult sized tricycle to get around. His wife was incapacitated and he would get on the tricycle and go to get groceries for himself and his wife, or medication she needed. But he stopped at a friend’s house for just a few minutes and someone stole the tricycle. The New Northwest Broadcasters’ stations in the Tri-Cities went on the air and in just two days they raised enough money to buy him a brand new tricycle.

Cherry Creek Radio, Wenatchee – “Chamber Choir of East Wenatchee High School.” In March of 2007, the Chamber Choir of East Wenatchee High School had the opportunity of a lifetime to travel to New York City and perform at Carnegie Hall, but they didn’t have the money. All four of the Cherry Creek Radio stations in Wenatchee immediately jumped in and raised enough money so that the Choir could fulfill its dream of performing on stage at Carnegie Hall.

*“...in the public interest.”*

Clear Channel Communications, Spokane – “Saving Spokane’s 4<sup>th</sup> of July Celebration.” In 2007 for the 5<sup>th</sup> year, Clear Channel Communications’ radio stations in Spokane produced and funded the city’s 4<sup>th</sup> of July celebration. Originally, the event was going to be cancelled because no one would step up and take the leadership role. Clear Channel saw the need and took action to save Spokane’s 4<sup>th</sup> of July Celebration. Now 40,000 to 50,000 people gather in Riverfront Park for an Independence Day all-day, free event. They honor all of the branches of the military, play their anthem and present the colors. This year, the tribal councils were included because many Native Americans are veterans and, for instance, the Wellpinit tribe has a VFW chapter. It was a great way to cap off the day that also included a fly-by of one of the KC-135 tankers from Fairchild Air Force Base near Spokane.

KKMO, Tacoma – “Earthquake Survival Kits.” KKMO is a Spanish language station that really felt a need to reach out to the Hispanic community to help them prepare for an earthquake. Even though there is great awareness of earthquake threats, the KKMO on-air personalities knew that a lot of their listeners were not prepared. In April, the station created a two-pronged campaign. First, the campaign included a month during which the station ran a lot of public service announcements on earthquake awareness and discussion segments on-the-air about being prepared for an earthquake. After that, there was a month-long campaign promoting the collection of materials for the Earthquake Survival Kits and the distribution of the Kits. In all, KKMO and the Red Cross distributed 300 to 400 Earthquake Survival Kits.

GAP West Broadcasting, Tri-Cities – “Local Event Spotlights.” All five of GAP West Broadcasting’s radio stations in the Tri-Cities share a segment in their morning shows during which they interview leaders from non-profit organizations who have charity events coming up. They invite these groups to come in and be interviewed about their organization and the events they are planning. They are on all of the live morning shows during the 8 to 9 a.m. hour, going from one morning program to the next. They do a 3 to 5 minute interview on one station and move next door to the studio of the next station and do another interview, and so on.

### **Recognizing & Rewarding Excellence in Our Communities**

*By appreciation we make excellence in others our own property – Voltaire*

*Excellence means when a man or woman asks of himself more than others do –  
Jose Ortega y Gasset*

KPLZ-FM, Seattle – “Teacher of the Week.” Two times a year, once in the spring and once in the fall, *Star 101.5* honors a local elementary school teacher. The station asks students to nominate their favorite teacher and then chooses a teacher to honor every week. One of the station’s on-air personalities goes out to the school and hosts a party for the classroom where the teacher is honored. The classroom gets a scholarship and a plaque. Usually it’s a surprise for the teacher and they end up crying. It’s a great thing to do because they don’t get much recognition.

*“...in the public interest.”*

KNDO-TV, Yakima/KNDU-TV, Tri-Cities – “Best and Brightest.” For the past six or seven years, KNDO-TV and sister station KNDU-TV have honored the “Best & Brightest” students in their communities. At the beginning of the year, the stations send out letters to all the 12<sup>th</sup> grade counselors at the high schools in the community asking them to nominate one of their students as a Best & Brightest. The stations have a lunch or dinner for the nominated students and their parents. They get to come to the station, view a newscast and record a short video in the news studio (“I’m so and so from East Valley High School. Next year I’ll be attending the University of Washington, majoring in ...”) that is broadcast during the stations’ newscasts and also placed on their web sites.

KBSG-FM, Seattle – “The Campaign to Put the Ventures into Rock & Roll Hall of Fame. Mark Christopher, one of the disc-jockeys at KBSG, Seattle, led a campaign to get the Seattle band, The Ventures inducted into the Rock & Roll Hall of Fame. The Ventures are credited with creating the surf music sound and are best known for their hits “Walk Don’t Run” and “Theme from Hawaii Five-O.” He organized a “beach party” for the group complete with fake palm trees, surfboards and truckloads of sand. Finally, after three years of tireless effort, it was announced in December that The Ventures would be inducted into the Rock & Roll Hall of Fame this coming March. The only other Seattle recording artist in the Hall of Fame is Jimi Hendrix.

KAPP-TV, Yakima & KVEW-TV, Tri-Cities – “Top Notch Teacher Awards.” Sister stations KAPP-TV and KVEW-TV sponsor a “Top Notch Teacher Award” program. Every week throughout the year the stations highlight a teacher who has been nominated by the community. When the teacher is selected, the stations produce a two-minute vignette about them and their class that is broadcast during the morning newscast. The stations also include promotion announcements throughout the day congratulating the teacher who has been given the award that week.

KONA-AM, Tri-Cities – “Tri-City Profile.” Every day KONA Radio broadcasts a program called “Tri-City Profile” that covers community events, organizations that have any number of things going on from the college to local schools to fund-raising walks and runs. It runs every day Monday through Friday and it’s on during morning drive time and afternoon drive time. The station promotes the program on-the-air, asking people to fax or e-mail them about their events.

KMPS-FM, Seattle – “Work Break.” KMPS chooses a workplace each month based on nominations from community members of businesses that they think are doing an outstanding job. The station also encourages its listeners to nominate their choice for “Outstanding Citizen” based on those who go above and beyond their everyday jobs. During 2007, KMPS honored the Lakewood Police Department, the Seattle Chapter of the American Red Cross, the Des Moines Police Department, 911 operators and many others.

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

*“...in the public interest.”*

*But fame is theirs - and future days  
On pillar'd brass shall tell their praise;  
Shall tell - when cold neglect is dead -  
"These for their country fought and bled."  
- Philip Freneau*

KOMO-TV, Seattle – “Veterans’ Graves Flags.” Over the Memorial Day weekend vandals burned dozens of American flags and replaced them with hand-drawn swastikas on the graves of decorated veterans at Woodlawn Cemetery on Orcas Island. Outraged at this act of vandalism KOMO-TV commentator Ken Schramm responded in his May 31<sup>st</sup> commentary by saying that he would replace the desecrated flags in person and invited viewers to join him on the 4<sup>th</sup> of July. They turned out in droves.

New Northwest Broadcasters, Tri-Cities –“Soldiers Holiday Greetings.” For several years the Tri-Cities stations of New Northwest Broadcasters have been broadcasting greetings from soldiers serving overseas. They find local people who are serving who want to send a message home to their family, record them and play them on all of the stations starting right around Thanksgiving. In 2007 one greeting came from a soldier from Kennewick. His parents had been told that their son was on the radio but hadn’t heard it. The station’s News Director played their son’s greeting for them and then e-mailed it to them. A week later, she found a video of this same soldier and sent it to the family. The next day, the father showed up at the station with a huge box of baked goodies from the bakery where his wife works.

KOMO Radio/KVI-AM/KPLZ-FM, Seattle – “Operation Cookie Drop.” In the couple of weeks that the Operation Cookie Drop campaign ran in late February and early March, the stations of Fisher Radio Seattle collected more than 72,000 boxes of Girl Scout cookies. It’s helping the Girl Scouts in the community and, of course, the cookies to go the folks serving in the military, whether it’s local or overseas. The cookie sales ends on a Sunday, then the following weekend all the Girl Scout Troops bring the cookies to the central collection location. Then everyone works with Operation Support Our Troops and the USO to get the cookies out to the military troops. It’s fun to get the notes back from the folks who get the cookies. They write e-mails to the Girl Scouts and to the station, which are read on-the-air.

KKZX-FM, Spokane – “Helping Homeless Veterans.” Most people don’t realize that so many homeless people are Veterans. To KKZX in Spokane that’s just unacceptable. So, when the Veterans Administration came to KKZX seeking help for a drive to assist homeless Veterans, the station really embraced the project. The Veterans Administration provided the station with a lot of great information. The response from the community was heartwarming. They donated money and clothing, including one individual who donated 10 brand new Pendleton shirts.

*“...in the public interest.”*

KVI-AM, Seattle – “Operation Support Our Troops Postage Drive.” KVI dedicates an entire day during which the on air personalities ask people to donate money that goes toward purchasing postage, so that all the gifts that Operation Support Our Troops (“OSOT”) collects will have the postage paid. This campaign runs at Easter, 4<sup>th</sup> of July, and Christmas when OSOT puts together the packages to send to the troops overseas. In addition to collecting the donated postage, the station also promotes their “volunteer days” because OSOT needs help to put the packages together before they are shipped to the military personnel. The station provides a huge turnout of listeners; it’s amazing how many volunteers come out to help.

### **Ascertaining the Needs of Our Communities**

*Washington’s radio and television stations are committed to serving the needs of their communities. Although the formal ascertainment process was eliminated by the Federal Communications Commission more than 25 years ago, Washington’s local broadcasters continue to take the pulse of their communities to determine how their programming can best serve their neighbors.*

Seattle. The Seattle television and radio stations participate in monthly ascertainment meetings that devote a full morning to ascertainment of community needs. The stations take turns hosting the meeting, with the host station responsible for inviting community leaders. At the meeting, each guest makes a presentation about their organization or the issues they are concerned about, providing a snapshot of what their work is, followed by a question and answer session. Some stations prefer to build their meetings around a theme; although, not all of the host stations develop a theme for the meeting they host. Sometimes they bring in a cross-section of community representatives, including government officials.

KING-TV hosted one of the recent meetings that was focused on “children.” Representatives of non-profit groups that had any programs or responsibilities relating to children were the guests. Every station comes away with a lot of great information that can translate into news stories or other programming.

KCPQ-TV recently hosted a meeting focused on addressing the school drop-out issue. Another meeting the station hosted focused on the topic of ameliorating the problem of homelessness with representatives from a number of agencies that deal with the homeless issue in attendance to discuss what broadcasters could do to be of assistance.

KIRO-TV hosts a “hodge-podge” of representatives from community organizations who will talk about the issues they see as important. The different ideas that come out of these meetings and the energy is very valuable. It’s a much more dynamic way to do ascertainment and that makes it more beneficial to the stations and the public.

*“...in the public interest.”*

KRKO-AM, Everett. At KRKO, the owner’s office is right by the front door. The station regularly has the County Sheriff, the head of Providence Hospital, Chamber of Commerce president, community leaders and all kinds of people from the community coming through that door. KRKO ends up getting the entire community coming through the doors at one time or another. KRKO’s owner always takes time to invite them stop and talk every time they come in. It’s informal, but it’s an excellent way to get a solid handle on what’s going on.

Spokane. In September the stations in Spokane hold a group meeting that lasts about 90 minutes to which they invite a large number of people from throughout the community. The guests include people from the business and non-profit communities, representatives of education groups, the medical profession, agriculture and government. The large group is broken up into smaller table groups to talk about the issues that they are facing and the things that they see as important for broadcasters to be communicating to the community. Each of the tables reports back on the top 5 issues that were discussed and from the overall discussion the stations compile their own lists of the major issues that were raised. It’s a great way to take the temperature of what the community is thinking; what the stations should be addressing and what they are missing. KXLY-TV got the idea for its Meet the Media Day from one of these meetings.

KNDO-TV, Yakima/KNDU-TV, Tri-Cities. It’s a simple approach, but it works because it comes directly from the people in the community. KNDO-TV and sister station KNDU-TV reach out directly to their viewers and ask them to tell the stations what issues are on their minds and what they would like to see the stations address.

KXLY Radio Group, Spokane, conducts community leader interviews on an on-going basis. When a community leader is in the stations for any purpose, station management meets with them to discuss the issues they feel are important.

KEPR-TV, Tri-Cities – “Community Roundtable.” Community Roundtable is KEPR-TV’s effort to determine the issues that the community wants the station to address. The membership of the Roundtable includes a wide cross-section of the community, civic officials at the city level, truly local business leaders, and other community leaders. The station gathers these folks twice a year to discuss local issues from public service to the local economy to local crime. New people are constantly rotating in and out of the group, in order to get a broader perspective on the issues in the community. The station’s programming on teen alcohol abuse came out of those discussions.

*“...in the public interest.”*

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