



KITV.COM



ISSUES AND PROGRAMS REPORT
FIRST QUARTER 2017
KITV-DT, HONOLULU, HI
KMAU-DT, WAILUKU, HI
KHVO-DT, HILO, HI

LIST OF ISSUES

THE ECONOMY

EDUCATION

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THE ENVIRONMENT

**HAWAIIAN CULTURE AND CULTURE OF HAWAII'S
PEOPLE**

Station KITV-DY, Honolulu, Hawaii and its satellite station KMAU-DT, Wailuku, Hawaii and KHVO-DT, Hilo Hawaii (collectively, KITV4) air an average of twenty-nine hours of local news programs weekly. The KITV4 local news programs include:

Weekday Local News Programs

Good Morning Hawaii (5:00-7:00 am)
KITV Island News at 5:00 (5:00-5:30pm)
KITV Island News at 6:00 (6:00-7:00pm)
KITV Island News at 10:00 (10:00-11:00pm)

Weekend Local News Programs

Saturday:

Good Morning Hawaii (6:00-8:00 am)
KITV Island News at 5:00 (5:00-5:30pm)
KITV Island News at 6:00 (6:00-6:30pm)
KITV Island News at 10:00 (10:00-10:30pm)

Sunday:

Good Morning Hawaii (6:00-8:00 am)
KITV Island News at 5:00 (5:00-5:30pm)
KITV Island News at 10:00 (10:00-10:30pm)

These programs offer local news, weather, and sports and regularly address issues of importance to KITV4's community. This report includes examples of significant treatment of issues during the local news programs in the first quarter of 2017.

KITV4 also regularly airs public service announcements, and KITV4 employees contribute their time and efforts to a wide variety of community organizations. This report includes examples of the PSAs that KITV4 aired during the first quarter and a description of outreach effort with community organizations.

In addition to the programs, public service announcements and outreach efforts, KITV4 is an affiliate of the ABC Television Network and airs programs and public service announcements provided by the ABC Television Network, which also address issues of importance to the KITV4 community.

PROGRAMMING THAT RESPONDED TO LISTED ISSUES

Issue: The Economy

Date/Newscast: 1/7/17 5 & 6p
Length: 0:40

Summary: If you planned on watching the Blue Angels take to the skies this year, you'll have to wait. The 20-17 show has been cancelled. According to the Kaneohe Bay Air Show Facebook page, the show was cancelled due to schedule changes and will not be rescheduled for the 2017 season.

Date/Newscast: 1/6/17 5 & 6p

Length: 1:20

Summary: ANOTHER Kmart is closing its doors on Oahu. And today the store is liquidating everything that's left. KITV's Mackenzie Stasko has more on how the closure is impacting customers and the community.

Date/Newscast: 1/12/17 5/6/10p

Length: 1:30

Summary: Getting people OFF of the streets and into PERMANENT HOUSING. That's one of the goals of Governor David Ige. KITV's BRENTON AWA found out today -- how the Governor -- plans on doing it.

Date/Newscast: 1/16/17 6p

Length: 1:30

Summary: A group of architects and planners issue report called Salvage the Rail. It calls for bringing the rail down to street level instead of above ground to save money, view plans and get Honolulu's train completed five years sooner.

Date/Newscast: 1/16/17 6p

Length: 1:30

Summary: Keeping the country country and the golf course golf course.. The city just paid a pretty penny for some prime beachfront land in Kahuku to ward off developers...

Date/Newscast: 1/18/17 6p

Length: 1:24

Summary: Ride-sharing company UBER raised their rates by 20 percent. They say it's because Hawaii drivers felt Hawaii rates were too low. Jordan Segundo went to the University of Hawaii Manoa to get reaction.

Date/Newscast: 1/19/17 5P

Length: 1:00

Summary: New affordable housing for local artists coming soon to Kaka'ako. A groundbreaking ceremony was held this afternoon for Ola Ka 'Ilima Artspace Lofts.

Date/Newscast: 2/3/17 5&6p

Length: 2:00

Summary: State of Hawaii sues President over travel ban. Attorney General argues it's unconstitutional and hurts Hawaii tourism.

Date/Newscast: 2/9/17 5/6/10p

Length: 1:40

Summary: Should the PRICE of RENT be REGULATED? That's a question being raised by one lawmaker at the state capitol. KITV's Brenton Awa caught up with Representative Kaniela Ing to hear more about his new measure.

Date/Newscast: 2/10/17 6p

Length: 2:30

Summary: Hotel workers union launch campaign against air bnb as lawmakers decide how to collect taxes and manage the growing industry.

Date/Newscast: 2/23/17 6/10p

Length: 3:30

Summary: Finding a place to rent can be a mission. From hurdles like rising costs -- to competition, in some cases people from Hawaii lost out to the military. But is it a problem? And does it need to be addressed? KITV's Brenton Awa found out just how much of an impact our service-members have on the market.

Date/Newscast: 3/16/17 5/6/10p

Length: 1:45

Summary: President Trump's PROSED budget means MORE for the Military but LESS for many others. KITV's looking out for the islands and what type of impact the President's budget would have. KITV's Brenton Awa shows, it could mean some serious cuts around here!

Issue: Education

Date/Newscast: 1/10/17 6p

Length: 1:43

Summary: That's right... And for teachers, it all comes down to money...

Date/Newscast: 1/15/17 -- 10p

Length: 1:00

Summary: A Hilo Store owner is taking matters into her own hands by providing youth in the community the necessary skills and tools to land a job. Today, was the first day of the FREE monthly Keaukaha Community Class series.

Date/Newscast: 1/16/17 10p

Length: 1:50

Summary: Sometimes it can take a while to achieve your dreams... but a 94 year old great grandmother is showing all of us, what happens when you don't give up. Honolulu's Amy Craton receives her B.A. in Creative Writing and English nearly half a century later.

Date/Newscast: 1/16/17 5 & 6p

Length: 1:30

Summary: Thousands of people honored the late Dr. Martin Luther King Jr. today with a march through Waikiki. As KITV's Mackenzie Stasko explains, the day has a deep meaning for both young and old.

Date/Newscast: 1/19/17 6p

Length: 1:42

Summary: Reading, writing, and RESTING... Iolani School is breaking ground this year on a boarding facility that will house 112 students in grades 9-12.

Date/Newscast: 1/23/17 5/6/10p

Length: :44

Summary: New grant proposed to fully fund community college for students with financial need

Date/Newscast: 2/2/17 -6p

Length: 1:43

Summary: Two elementary teachers were awarded the "oscar" of education today....Masaru Uchino from Momilani Elementary and Kelly Sutcliffe from Jefferson Elementary received the Milken Educator Award. The award honors outstanding excellence in education.

Issue: Health and Safety

Date/Newscast: 1/2/17 10P

Length: 2:07

Summary: It's no secret aerial fireworks are purchased illegally in the state Hawaii. Blame it on tradition, culture or the desire to celebrate.

Date/Newscast: 1/2/17- 5,6,&10P

Length: 1:10

Summary: It's been a rough couple days for pet owners whose cats and dogs ran off during the ruckus New Year's celebration. People are turning to social media to find their animals. We talk to the Humane Society for tips on what to do if your pet is missing.

Date/Newscast: 1/5/17 10p

Length: 1:38

Summary: Local/state leaders react to GOPs plan to defund Planned Parenthood-- in effort to dismantle Obamacare.

Date/Newscast: 1/11/17 6 P

Length: 1:42

Summary: Child sex trafficking isn't something most people want to talk about, think about, or deal with. But Jessica Munoz says, maybe you should. She works as a pediatric nurse and says keiki are being sold for sex... Right here in Hawaii.

Date/Newscast: 1/11/17 10p

Length: 1:05

Summary: Vog causes concern for patients with respiratory problems. Doctors offer advice to help patients stay healthy.

Date/Newscast: 1/12/17 6p

Length: 2:04

Summary: Long time lobbyist John Radcliffe only has a little "fight" left in him. He's beyond fighting for his life. He has stage for colon and liver cancer and knows he won't win. His fight is to die on his own terms. Where he wants, when he wants.

Date/Newscast: 1/15/17 5p

Length: 1:48

Summary: More than 300 people gathered at the Hawaii State Capitol for a rally to save the Affordable Care Act. Health care professionals joined the state democratic party to speak about preserving and improving health care coverage.

Date/Newscast: 1/18/17 6p

Length: 1:48

Summary: Studies show sushi may be more fattening than a Big Mac

Date/Newscast: 1/22/17 – 10p

Length: 1:19

Summary: New studies show that football fans have a higher risk of having a heart attack while watching the game.

Date/Newscast: 1/23/17-- 10p

Length: 1:25

Summary: Counting the number of homeless living on the streets. It's a big task for more than 400 volunteers, island wide. We take a closer look at this year's "Point in Time Homeless Count."

Date/Newscast: 1/28/17 6P

Length: 2:07

Summary: Blood Bank of Hawaii opens their doors to let 16 year olds donate blood.

Date/Newscast: 1/26/17 6PM

Length: 2:10

Summary: Tracie Navarra couldn't understand her own feelings after giving birth to her daughter Londyn.

Date/Newscast: 2/2/17 5/6/10p

Length: 1:40

Summary: Improving Hawaii's homeless situation by keeping people OFF of the street. KITV's Brenton Awa explains why some lawmakers want to keep paying the rent for people who are on the verge of eviction.

Date/Newscast: 2/3/17 5/6/10 p

Length: 2:20

Summary: New president, new views on abortion... And it's a combination that's had phones ringing off the hook at local Planned Parenthood. KITV's Mika Miyashima shows us... More and more women are looking for long-term birth control.

Date/Newscast: 2/6/17 6p

Length: 1:50

Summary: This revolving bout of wild winds is taking its toll on thousands of homes across the state. As Moanike'ala Nabarro reports, it keeps local roofing companies busy.

Date/Newscast: 2/6/17 10p

Length: 1:30

Summary: Stunning views of Hawaii captured from above, cause some concern for those below. As more drones take flight for commercial and recreational use-- some public agencies want to lay down the law, citing safety risks. Senate Bill 632 would make it illegal to launch, land, or recover drones at public parks and beaches without a permit.

Date/Newscast: 2/8/17 10p

Length: 1:30

Summary: Hawaii lawmakers are considering a bill to ban food vendors from using Styrofoam boxes. Proponents say the material used to create these boxes contain carcinogens that are dangerous to animals and potentially humans. They hope the move will push food vendors toward more environmentally friendly options-- but not everyone is on board.

Date/Newscast: 2/4/17 7a

Length: 1:47

Summary: Meet Brynn... The Diabetes dog. Specially trained to protect Taylor Kim.. A type 1 diabetic. When it comes to Taylor's blood sugar levels... Brynn's nose KNOWS....

Date/Newscast: 2/8/17 6p

Length: 2:00

Summary: DOT proposes hiking fines for using cell phones, driving drunk, speeding and not wearing seat belts. They range from 3x to 6x the current rates. Transportation officials hope it saves lives. Prosecutors say it will clog the courts.

Date/Newscast: 2/13/17 5 & 6p

Length: 1:00

Summary: Panel of doctors speaking out against physician assisted suicide. They believe the bills being considered do not contain enough safeguards for patients.

Date/Newscast: 2/1/17 5 & 6 AM AND PM

Length: 1:30

Summary: Cardiovascular disease in the number one cause of death here in Hawaii – among both men and women. Native Hawaiians and Pacific Islanders are four times more likely to develop the disease. KITV'S Mackenzie Stasko is live at 'EKAHI Health in Kakaako with more on how to keep your heart healthy.

Date/Newscast: 2/6/17 5 & 6 AM AND PM

Length: 1:30

Summary: Texting, speeding, and talking on the phone. All dangerous behaviors that can lead to accidents. This week, the Department of Education kicks off its "STOP IF YOU LOVE ME" campaign to end distracted driving. KITV'S Makenzie Stasko is live at Dole School in Kalihi with more.

Date/Newscast: 2/7/17 5 & 6 PM

Length: 0:45

Summary: Caring for our kupuna and sick family members is a job many of us across Hawaii take on. But it can be time consuming and costly for caregivers. Today -- dozens rallied outside the State Capitol to urge lawmakers to support bills that would provide family caregivers who work -- a voucher of up to 70 dollars a day -- to pay for additional help

Date/News: 2/16/17 5 & 6 AM AND PM

Length: 1:30

Summary: Heart Disease is the number one cause of death here in Hawaii. On average, more than 3-thousand people die from the disease each year. The REHABILITATION Hospital of the Pacific is recognizing "Cardiac Rehab Week" by raising awareness about heart disease and encouraging people to live healthier lives. REHAB treats cardiac patients as young as 12-years-old. Experts tell us exercising for 30 minutes a day and eating a diet full of fresh, whole foods will help keep your heart healthy and lower your risk of getting the disease.

Date/News: 3/19/17 5p

Length: 1:27

Summary: Hawaii has seen more Motorcycle-related deaths over the past couple of weeks. KITV's Mika Miyashima spoke with a motorcycle specialist who gave a refresher on what riders can do to stay safe.

Date/News: 3/14/17 5 & 6 AM AND PM

Length: 1:30

Summary: Rallying to raise awareness about senior hunger. Wearing orange and waving signs, Hawaii's seniors rally outside the state capitol to stop senior hunger. Asking lawmakers and the community to make sure they aren't forgotten.

Date/News: 3/16/17 5 & 6 AM

Length: 1:30

Summary: This week in National Lung or Pulmonary Rehab Week. This morning, we're showing you how you can breathe a little easier. KITV'S Mackenzie Stasko is live at the rehabilitation center of the pacific with more.

Issue: Environment

Date/News: 1/10/17 10 pm

Length: 1:42

Summary: A special meeting about the so called "Important Agricultural Lands." Under state law every county is required to designate certain parcels of land "Important Agricultural Land"... ensuring that farm land is protected and preserved.

Date/News: 1/11/17 5/6/10pm

Length: 1:30

Summary: To BUILD -- or NOT to build? Could AG-Land in Malaekahana become the next spot for new housing? KITV's BRENTON AWA explains why one lawmaker is trying to prevent that from happening.

Date/News: 1/12/17 5,6,10 pm

Length: :45

Summary: Hawaii has a clean energy goal of 100 percent renewable energy by 2045. But will that goal conflict with President-elect Donald Trump's energy agenda? Hawaii Energy Policy Forum held their 13th annual legislative briefing at the state capitol to map out ways to keep the state on track.

Date/News: 1/12/17 5 & 6 AM, PM

Length: 1:30

Summary: One man's mission to growing food in downtown Honolulu. Kerry Kakazu's vertical aeroponic farm is inside this small warehouse in Kakaako. It's called Metrogrow Hawaii. What's different -- he doesn't use soil.

Date/News: 2/8/17 10p

Length: 1:30

Summary: Hawaii lawmakers are considering a bill to ban food vendors from using styrofoam boxes. Proponents hope the move will push food vendors toward more environmentally friendly options-- but not everyone is on board.

Date/Newscast: 2/8/17 10p

Length: 1:30

Summary: NASA scientist are in Hawaii for a six week mission studying Hawaiian volcanoes and coral reefs. Data collecting will help the future mission of the Hypertherspectral Infared Imager satellite which will launch in 2022.

Date/Newscast: 2/6/17 10p

Length: 1:26

Summary: City councilwoman Kymberly Pine is spearheading an effort to educate her community on the dos and don'ts of curbside trash disposal. We spoke to her after finding dozens and dozens of bags of garbage and green waste lining Makakilo Drive.

Date/Newscast: 2/10/17 10p

Length: 1:45

Summary: With more tourist wanting discovering all that Hawaii has to offer, comes more of a need to protect our state. State lawmakers are now moving forward with a bill that would dedicate additional funds to the Department of Land and Natural Resources.

Date/Newscast: 3/31/17 5 & 6 AM AND PM

Length: 1:30

Summary: The Butterflies Conservatory at Pearlridge Mall is back. KITV'S Mackenzie Stasko is live inside the exhibit, getting up close and personal with hundreds of butterflies.

Issue: Hawaiian Culture:

Date/Newscast: 1/5/17 - 5pm and 6pm and 10pm

Length: 1:35

Summary: Hokule'a and her crew are docked in Panama tonight as they prepare for a historical transit of the Panama Canal. KITV's Paula Akana is there with them and tells us when they might begin that transit--- which really begins the canoe's voyage home.

Date/Newscast: 1/6/17 5 & 6 PM

Length: 0:27

Summary: Pre-Schoolers at Keiki O Ka Aina got a LIVE lesson in Hawaiian and Hokulea history today. Students livestreamed with the Hokulea crew during their Malama Honuna Voyage through Panama. Crewmember Duane Desoto gave them a virtual tour of the ship and answered all of their questions. Kumu at Keiki O Ka Aina tell us teaching these preschoolers about the Hokulea will help them connect with their Hawaiian culture.

Date/Newscast: 1/6/17 – 6p

Length: 1:34

Summary: Queen Emma 181st Birthday Celebration at the Nuuanu Summer Palace. Hundreds took advantage of the free tours and viewed Queen Emma's silk wedding gown, shoes, and stockings, she wore in 1856 when she married King Kamehameha IV.

Date/Newscast: 1/7/17 -- 5, 6, &10pm

Length: 2:25

Summary: Hawaii bids aloha to Eddie Kamae. The legendary musician and filmmaker passed away the morning of January 7th. We hear how loved ones remember the man known as the keeper of the flame.

Date/Newscast: 1/17/17 5 & 6 AM & PM

Length: 2:00

Summary: Today marks 124 years since the overthrow of the Hawaiian Monarchy. KITV's Mackenzie Stasko stopped by Iolani Palace to find out how preservation efforts are keeping the history of the Hawaiian Monarchy alive.

Date/Newscast: 1/21/17 10pm

Length: 2:15

Summary: First EVER Polynesian Bowl held tonight at Aloha Stadium. June Jones is coaching Team Marcus Mariota, and Dick Tomey is leading Team Ronnie Stanley. Teams are named after the first TWO Polynesian-College "players of the year." INAUGURAL high school all-star game capped a day FILLED with pomp and circumstance. Official enshrinement ceremony held this morning, for the Polynesian FOOTBALL Hall of Fame / class of 2017.

Date/Newscast: 1/29/17 5, 10p

Length: 1:00

Summary: Bishop Museum celebrated a very special birthday for its founder today. The program included hula performances from dancers of all ages.

Date/Newscast: 2/13/17 5p

Length: :57

Summary: Recording artist Kalani Pe'a, is now the first native Hawaiian to win a Grammy for best regional roots music album.

Date/Newscast: 2/3/17 5 & 6 AM AND PM

Length: 2:00

Summary: Aloha shirts have been a staple across the islands since the 1930s. You see them every day.... But rarely do you get to see what goes into making them. KITV's Mackenzie Stasko shows how one manufacturer keeps its methods the same, even as styles change.

Date/Newscast: 2/3/17 5 & 6 AM

Length: 1:30

Summary: It's that time of the year again for fresh malasadas, mango chutney and carnival rides. The annual Punahou Carnival is back this weekend! KITV'S Mackenzie Stasko is live at Punahou Tasko is live at Punahou School with a look at what's new this year.

Date/Newscast: 2/16/17 5:30 AM AND 5 & 6 PM

Length: 1:30, 0:45

Summary: Native Hawaiian ARTISTS and culture will be celebrated this weekend at the Pa'akai Marketplace. It's happening this Friday at SALT at Our Kaka'ako. Local artists from Oahu, the neighbor islands and even student artists from Kamehameha Schools will be on hand selling t-shirts, hats, aloha shirts, island wear, and handmade lipstick. The monthly marketplace is centered on local and native Hawaiian artists who celebrate Hawaiian culture.

Date/Newscast: 2/28/17 5 & 6 PM, AM

Length: 1:30

Summary: Making malasadas on Fat Tuesday is tradition at Damien Memorial School -- and today, it was madness! The school held its annual Fat Tuesday Malasada Drive-Thru this morning. Students, parents, and volunteers opened the cafeteria early to fry, sugar, and box 46-hundred malasadas -- they sold out quick!

Date/Newscast: 2/21/17 5 & 6 AM, PM

Length: 1:30

Summary: It's only February, but it's never too early to make plans for your kids this summer. Here's one: KUPU is now accepting applications for its summer conservation programs.

Date/Newscast: 3/10/17 5 & 6 AM AND PM

Length: 1:30

Summary: The three-day premier cultural event ended last night with a grand parade and a spectacular show! Thousands of spectators lined Kalakaua Avenue, as bands, pageant royalty, and even a "fire breathing dragon" made its way down the parade route.

PSA ISSUES/PROGRAM LIST:

EDUCATION

Issue: Toyota Hawaii Dream Car – PSA

Program: PSA for Dream Car Art Contest, for Hawaii’s children ages 15 and under.

Dates: 1/1-1/7/17

PSA :30 ran 2x times on KITV.

PSA :30 ran 2x times on MeTV.

Issue: Girl Scouts of Hawaii - PSA

Program: PSA promoting Girl Scouts of Hawaii – be prepared for whatever lies ahead.

Dates: 1/12-3/31/17

PSA :30 ran 40x times on KITV.

PSA :30 ran 113x times on MeTV.

Issue: Hawaii Association of Broadcasters – Scholarship

Program: PSA encouraging students interested in a career in broadcasting to apply for scholarship.

Dates: 3/22-3/30/17

PSA :30 ran 8x times on KITV.

Issue: Maryknoll - PSA

Program: PSA promoting STEM, Business, and Creative programs at Maryknoll School.

Dates: 1/31-3/28/17

PSA :30 ran 11x times on KITV.

HEALTH AND SAFETY

Issue: American Diabetes Association – Step Out Walk 2017

Program: PSA promoting benefit event, Step Out Walk to prevent and cure diabetes.

Dates: 1/23-3/12/17

PSA :30 ran 40x times on KITV.

PSA :30 ran 42x times on MeTV.

Issue: American Cancer Society - PSA

Program: PSA promoting Hope Gala benefit event in Hawaii.

Dates: 3/31-3/31/17

PSA :30 ran 7x times on MeTV.

Issue: Carole Kai Great Aloha Run 2017

Program: PSA promoting benefit run for Great Aloha Run – Early Registration.

Dates: 1/4-1/10/17

PSA :30 ran 5x times on KITV.

Issue: Kaiser Permanente Great Aloha Run 2017 Expo

Program: PSA promoting Great Aloha Sports, Health, and Fitness Expo.

Dates: 2/1-2/18/17

PSA :15 ran 8x times on KITV.

PSA :15 ran 12x times on MeTV.

PSA :30 ran 6x times on KITV.

PSA :30 ran 12x times on MeTV.

Issue: CrimeStoppers – PSA

Program: PSA informing public on how to submit tips anonymously.

Dates: 2/1-3/31/17

PSA :15 ran 45x times on KITV.

PSA :15 ran 52x times on MeTV.

Issue: Red Cross Centennial - PSA

Program: PSA inviting to sign up for Red Cross volunteer.

Dates: 3/17-3/31/17

PSA :30 ran 6x times on KITV.

PSA :30 ran 17x times on MeTV.

Issue: Red Cross In Good Hands - PSA

Program: PSA showing Red Cross is always there and needs your donation.

Dates: 3/14-3/31/17

PSA :30 ran 9x times on KITV.

PSA :30 ran 21x times on MeTV.

Issue: Ronald McDonald House – PSA

Program: PSA encouraging public to support organization – your change, keeps families together.

Dates: 3/20-3/27/17

PSA :30 ran 3x times on KITV.

Issue: Hawaii Association of Broadcasters – Department of Transportation

Program: PSA on drive sober, or get pulled over.

Dates: 1/1-1/8/17

PSA :30 ran 10x times on KITV.

Issue: Hawaii Association of Broadcasters – Disaster Preparedness Event

Program: PSA promoting event to be informed on how to prepare for a disaster, protect home and family

Dates: 3/8-3/22/17

PSA :30 ran 31x times on KITV.

Issue: Hawaii Association of Broadcasters – Legacy of Life

Program: PSA encouraging public to “check the box” – become an organ donor

Dates: 1/1-1/1/17

PSA :30 ran 2x times on KITV.

Issue: Hawaii Tobacco Quit Line

Program: PSA promoting tobacco cessation support

Dates: 2/1-3/25/17

PSA :30 ran 146x times on KITV.

Issue: Hospice Hawaii – Hot Pursuit

Program: PSA promoting Hot Pursuit fundraising event – bring hope, reduce fears, and impact lives.

Dates: 1/23-3/28/17

PSA :30 ran 38x times on KITV.

Issue: National Kidney Foundation of Hawaii – Walk on the Wild Side Event

Program: PSA promoting a walk event.

Dates: 3/2-3/10/17

PSA :30 ran 11x times on KITV.

PSA :30 ran 20x times on MeTV.

ENVIRONMENT

Issue: AD 2 Honolulu – PSA for Re-use Hawaii
Program: PSA encouraging re-purposing building materials.
Dates: 3/27-3/31/17
PSA :30 ran 6x times on KITV.
PSA :30 ran 7x times on MeTV.

HAWAIIAN CULTURE

Issue: The Actors’ Group - PSA
Program: PSA promoting Yellowman act.
Dates: 1/19-2/4/17
PSA :30 ran 20x times on KITV.
PSA :30 ran 36x times on MeTV.

Issue: The Actors’ Group - PSA
Program: PSA promoting Coyotes act.
Dates: 3/10-3/31/17
PSA :30 ran 6x times on KITV.
PSA :30 ran 45x times on MeTV.

Issue: American Advertising Federation - PSA
Program: PSA promoting Pele Awards, honoring Hawaii’s Best in Advertising and Design.
Dates: 1/2-2/4/17
PSA :30 ran 36x times on KITV.
PSA :30 ran 63x times on MeTV.

Issue: Friends of Hawaii Charities/Sony Open 2017
Program: PSA promoting donor campaign/the Sony Open charity impact within the community.
Dates: 1/1-1/15/17
PSA :30 ran 8x times on KITV.
PSA :30 ran 28x times on MeTV.

Issue: Hawaii International Film Festival
Program: PSA promoting spring 2017 festival.
Dates: 3/17-3/31/17
PSA :30 ran 5x times on KITV.
PSA :30 ran 36x times on MeTV.

Issue: Hawaii Restaurant Association - PSA
Program: PSA on the food service community coming together to produce and prepare meals with fresh ingredients.
Dates: 3/29-3/31/17
PSA :30 ran 5x times on KITV.
PSA :30 ran 7x times on MeTV.

Issue: Ohana Festival 2017 - PSA
Program: PSA for Japanese Cultural Center of Hawaii – New Year’s event with food, fun, and culture.
Dates: 1/3-1/8/17
PSA :30 ran 4x times on KITV.
PSA :30 ran 16x times on MeTV.

Issue: Pu’uhonua Society - PSA
Program: PSA promoting “Hawaii in a thousand years” series at the Honolulu Museum of Art School.
Dates: 3/29-3/31/17
PSA :30 ran 1x times on KITV.

PSA :30 ran 6x times on MeTV.

Issue: Sleep Train Foster Kids - PSA

Program: PSA .

Dates: 2/8-3/30/17

PSA :30 ran 51x times on KITV.

Issue: Sony Open 2017

Program: PSA promoting Sony Open 2017.

Dates: 1/1-1/15/17

PSA :30 ran 39x times on KITV.

PSA :30 ran 100x times on MeTV.

Issue: United States Tennis Association

Program: PSA promoting getting involved with Tennis.

Dates: 1/12-1/27/17

PSA :30 ran 13x times on KITV.

PSA :30 ran 32x times on MeTV.

Issue: YMCA Hawaii - PSA

Program: PSA on supporting YMCA Hawaii.

Dates: 3/16-3/31/17

PSA :30 ran 9x times on KITV.

PSA :30 ran 21x times on MeTV.

COMMUNITY OUTREACH – 1st Quarter 2017

Date	Name	Organization	Event/Meeting	Issue
01/07/17	Brenton Awa, Pete Caggiano, Robert Kekaula	Joel Botelho Fundraiser	Football Tournament (Media Team) Participant	Community Service/Volunteerism
01/09/17	Brenton Awa	Kamehameha Schools	Wrestling Practice	Education, Community Service/Volunteerism
01/10/17	Brenton Awa	Kamehameha Schools	Wrestling Practice	Education, Community Service/Volunteerism
01/14/17	Mark McDonnell	Miss Hawaii Latina	Scholarship Pageant Emcee	Education, Economy
01/14/17	Catherine Cruz Simpson	Waikiki Swim Club	Biathlon Series	Health & Safety
01/24/17	Brandi Higa	Blood Bank of Hawaii	Blood Donation	Health & Safety, Community Service/Volunteerism
01/31/17	Brenton Awa	Holy Family Catholic Academy	Jump Rope for Heart	Health & Safety
01/31/17	Brandi Higa	Holy Family Catholic Academy	Jump Rope for Heart	Health & Safety
01/31/17	Mika Miyashima	Holy Family Catholic Academy	Jump Rope for Heart	Health & Safety
02/03/17	Brandi Higa	Moanalua High School	Career Day	Education
02/10/17	Mark McDonnell	Hawaii National Marine Sanctuary	Auction Emcee	Environment, Economy
02/11/17	Pete Caggiano	State of Hawaii	Lifesmarts – Teen Financial Literacy	Economy
02/12/17	Catherine Cruz Simpson	Waikiki Swim Club	Biathlon Series	Health & Safety
02/13/17	Pete Caggiano	Moanalua High School	Career Day	Education
02/14/17	Mark McDonnell	Ko`olina Community	Valentine's Day Vow Renewal	Community Service/Volunteerism
02/24/17	Brandi Higa	Kaneohe Elementary School	Career Day	Education
02/27/17	Pete Caggiano	Salt Lake Elementary School	Read to Me Program	Education
02/27/17	Brandi Higa	Salt Lake Elementary School	Read to Me Program	Education
02/28/17	Brenton Awa	Toyota Hawaii	Dream Car Art Contest	Arts & Culture
03/01/17	Brenton Awa	`Olelo Hawaii	Video Awards	Arts & Culture
03/01/17	Mark McDonnell	Salt Lake Elementary School	Read to Me Program	Education
03/03/17	Mackenzie Stasko	Lanikai Elementary School	Career Day	Education
03/07/17	Paula Guanzon	UH Journalism School	School Interviews	Education, Economy
03/08/17	Brandi Higa	Ho`okele Elementary	Career Day	Education
03/10/17	Brenton Awa	Hawaii Bone Marrow Donor Registry	Fundraiser Emcee	Health & Safety
03/17/17	Brandi Higa	Kailua Intermediate	Career Day	Education
03/22/17	Brandi Higa	Blood Bank of Hawaii	Blood Donation	Health & Safety, Community Service/Volunteerism