

List of Issues for Q1 2016
KIKU-TV
Honolulu, Hawaii

In accordance with 47 CFR 73.3526 (e)(11)(i) of the Federal Communications Commission's rules¹, the station has prepared this report to identify the programs that have provided the station's most significant treatment of community issues during the preceding three month period.

Section I: Issues

The station has identified the following as significant issues facing our community this quarter:

1. Serving Hawaii's ethnic populations – Asians comprise 57% of Hawaii's total population. Filipinos are the largest segment of Hawaii's Asian community, representing 25% of all Asians and 14.5% of Hawaii's total population. Japanese comprise the second largest segment of Hawaii's population. Coverage of Filipino and Japanese news and events keeps Hawaii's ethnic population in touch with news of importance to them, helps preserve cultural ties, and helps instill pride in heritage.
2. Economy – Hawaii has one of the highest costs of living in the country, at approximately 65% higher than the national average. Costs for housing, utilities, groceries, and health costs run between 50-150% higher than the national average.

¹73.3526(e)(11)(i) TV issues/programs lists. For commercial TV and Class A broadcast stations, every three months a list of programs that have provided the station's most significant treatment of community issues during the preceding three month period. The list for each calendar quarter is to be filed by the tenth day of the succeeding calendar quarter (e.g., January 10 for the quarter October--December, April 10 for the quarter January--March, etc.) The list shall include a brief narrative describing what issues were given significant treatment and the programming that provided this treatment. The description of the programs shall include, but shall not be limited to, the time, date, duration, and title of each program in which the issue was treated. The lists described in this paragraph shall be retained in the public inspection file until final action has been taken on the station's next license renewal application.

Programs Responsive to Issues for Q1 2016

KIKU-TV

Honolulu, Hawaii

Section II: Programs Responsive to Issues

The station has broadcast programming dealing with each of the above-referenced issues, as described below:

1. Serving Hawaii's ethnic population
 - a. Station produced a series of segments in Ilocano to reach out to this underserved community with information about Filipino food, people, events and traditions.
 - 1) Tambong Tambong segment (1/1/16 – 1/10/16) aired 11x
 - 2) Pinakbet segment (1/3/16 – 1/17/16) aired 5x
 - 3) Filipino national flag segment (2/1/16 – 2/14/16) aired 16x
 - 4) Calamansi segment (2/15/16 – 2/28/16) aired 16x
 - 5) Filipino inventions segment (2/27/16 – 3/13/16) aired 16x
 - 6) Pride in Filipino heritage segment (3/14/16 – 3/27/16) aired 17x
 - 7) Flores de Mayo segment (3/28/16 – 3/31/16) aired 5x
 - 8) Elections in the Philippines segment (3/31/16) aired 1x
 - b. An exhibit of Philippine religious art is currently showing in Honolulu. The tour encourages students and adults to explore religion and culture, making connections between art and everyday life. Feature story on Kababayan Today 3/30/16 of 4:06 length.
 - c. Station produced Japanese Word of the Day with the goal of promoting a wider understanding of Japanese culture by introducing widely used Japanese words and terms.
 - 1) Undo (1/11/16 – 1/17/16) aired 10x
 - 2) Gambatte Kudasai (1/25/16 – 1/31/16) aired 12x
 - 3) Doko desu ka (2/1/16 – 2/7/16) aired 10x
 - 4) Iru and Iranai (2/5/16 – 2/14/16) aired 12x
 - 5) Kore, Sore and Are (2/22/16 – 2/28/16) aired 13x
 - 6) Mata (3/1/16 – 3/13/16) aired 24x
 - 7) Kakkoi (3/14/16 – 3/27/16) aired 21x
 - 8) Ikura desu ka (3/28/16 – 3/31/16) aired 9x
 - d. Station produced Naruhodo segments to create more awareness of Japanese cultural practices.
 - 1) Ozoni (1/1/16 – 1/8/16) aired 8x
 - 2) Toshikoshi Soba (1/1/16 – 1/5/16) aired 1x

- 3) Mochi (1/11/16 – 1/28/16) aired 28x
- 4) Setsubun (1/31/16 – 2/7/16) aired 14x
- 5) Hinamatsuri (2/22/16 – 3/6/16) aired 25x

2. Economy

- a. Friends of Hawaii Charities is a non-profit organization which generates funds for non-profit endeavors in Hawaii benefiting women, children, youth, and the needy. Its largest fundraiser is the Sony Open, which generates more than \$1 million annually. Aired four 30-second PSAs from 1/1/16 – 1/16/16 (See Exhibit A).

PSA Library List

Below are some of the topics covered by Public Service Announcements that aired in 1st Quarter 2016.

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|------------------------------|--------------------------------|------------------------------|
| • Act Against Aids | • Childhood Asthma | • Pulmonary Hypertension |
| • Alcoholics Anonymous | • College Access | • Seat Belt Safety |
| • American Heart Association | • Communities in Schools | • Teacher Recruitment |
| • Autism Awareness | • Domestic Violence Prevention | • Text and Drive Prevention |
| • Bullying Prevention | • Habilitat for Humanity | • Type 2 Diabetes Prevention |
| • Buzzed Driving Prevention | • Hunger Prevention | • United Spinal Association |
| • Caregiver Assistance | • March of Dimes | |
| • Child Fund International | • No Kid Hungry | |
| | • Protect Children | |

Exhibit A: Friends of Hawaii Charities Q1 2016 : 01/01/16 - 01/16/16

Air Date	Aired Time	Aired Length	Program	Sched Time	Material Title
Advertiser/Product: KIKU-TV/Aloha Hawaii Charities					
01/03/16	5:51:10 PM	:30	Losing Heaven	5:51:20 PM	Aloha Hawaii Charities 2016 for Sony Open
01/10/16	9:08:49 PM	:30	The Emperor's Chef	9:08:42 PM	Aloha Hawaii Charities 2016 for Sony Open
01/11/16	6:39:03 PM	:30	Kuru Kuru Japan	6:39:02 PM	Aloha Hawaii Charities 2016 for Sony Open
01/16/16	7:27:39 PM	:30	Partners 10	7:27:36 PM	Aloha Hawaii Charities 2016 for Sony Open
		0:02:00			
		2:00			

KIKU/KIKU : 01/01/16 - 01/16/16
[Sorted by: Advertiser/Product]