

KKAI DTV-50 ISSUES LIST

4th Quarter 2012

EDUCATION: Hawaii public school students test lower on average than many of their mainland counterparts. With the rest of the world catching and passing America in the education race, an emphasis needs be put on the importance of a solid educational foundation.

THE ECONOMY: In these tough economic times , many Hawaii residents struggle with the task of trying to make ends meet financially. Along with Hawaii's high cost of living, the everyday struggle to put food on the table or a roof over head is a major problem due to lack of jobs or layoffs.

THE ENVIRONMENT: Hawaii's tropical environment is home to many endangered species of plants and animals. Protecting these endangered species from extinction and educating the public on ways to help preserve these species is of great and significant importance to all Hawaii residents.

HEALTH and SAFETY: Hawaii's multi-ethnic population along with the high cost of health care, affording health care is an issue for many residents. Along with safety issues we face everyday, from pedestrians being hit by cars while crossing the street , to potholes in the roads and traffic congestion.

Education

United Way 10/1/12 thru 12/31/12

Aired: :30 second PSA aired 78 times during the above time period.

Message requesting donations for local United Way chapter.

Get Ready Hawaii: Disaster Preparedness 10/1 to 12/31/12

Aired: :30 second PSA 83 times during the above time period.

Disaster Preperation PSA from the State Civil Defense.

Kailua Town

Aired: 10/7/12 1:00 pm Duration: 28:30

Today the show covered the need for after school programs to help kids keep up with the vastly changing educational system.

Kailua Town

Aired: 10/28/12 1:00pm Duration: 28:30

Today the show covered the need for parents to take a more active role in their children's life. This involvement ranges from whom your child's friends are to how they are progressing in school.

Kailua Town

Aired: 11/11/12 1:00 pm Duration: 28:30

Today the show covered the topic of drug usage by adolescents and the need for programs to help keep kids away from drugs. The discussion covered after school programs in athletics, music, academics. There was an emphasis put on parents to become active in their child's life.

Kailua Town

Aired: 11/25/12 1:00 pm Duration: 28:30

Child psychologist Dr. Joseph Mifsud talks about the need to stimulate children through education. Dr. Mifsud speaks about children and their access to computers and educational games and toys.

The Mayors Report

Aired: 10/4/12 9:00 am Duration: 5:00

Honolulu 311: The new website allows the public to take an active role in reporting potential problems in need of repair. The public can report abandoned vehicles, potholes in the road, broken street lights, cracked sidewalks, hazardous tree branches in need of trimming, or illegal dump sites from their smart phone or tablet. It is a quick way to report a need for attention and it will save taxpayer dollars.

Economy

Helping Hands Hawaii 10/1 thru 12/31/12

Aired: :30 second PSA 70 times during the above time period.

Campaign promoting awareness for this non-profit organization.

Hawaii Food Bank 10/1 thru 12/31/12

Aired: :30 second PSA 86 times during the above time period.

Message requesting donations to the Hawaii Food Bank to help feed the hungry in Hawaii.

United Way 10/1 thru 12/31/12

Aired: :30 second PSA 77 times during the above time period.

Message requesting donations to local United Way chapter.

Feed the Pig 10/1 thru 12/31/12

Aired: :30 second PSA 85 times during the above time period.

Message encourages the public to be more conscience about frivolous spending and put money aside each payday. By saving a little each month, you help to secure your future financially.

Special Olympics 10/1 thru 12/31/12

Aired: :30 second PSA 90 times during the above time period.

Message encouraging support of the local Special Olympics.

USO 10/1 thru 10/31/12

Aired :30 second PSA for a total of 35 times during the above time period.

Campaign promoting the awareness of this non-profit organization.

City and County of Honolulu Careers 10/1 thru 12/31/12

Aired 5 minute program 12 times during the above time period.

Campaign from the City and County of Honolulu promoting career opportunities working within the city and county. The opportunities range from construction and heavy machine operators to police and fire department, to administrative and supervisor positions.

Daytime 10/1 thru 12/31/12

American Center for Law and Justice

Aired: 28:30 segment 13 times during the above time period.

American Center for Law and Justice. Jay Sekulow speaks about the protection of religious freedoms in America.

Daytime 10/1 thru 12/31/12

Aired: 28:30 one time during the above time period.

Today on Lifestyle Magazine, financial expert Cameron Ahmad talks about finances and unemployment.

Kailua Town 10/1 thru 12/31/12

Aired: 28:30 one time during the above time period.

Today's show focuses on the local businesses in Kailua and what they are doing to help promote their services, products and encourage the locals to spend money in Kailua.

Environment

H Power Plant 10/1 thru 12/31/12

Creating new energy solutions for Hawaii.

Aired: :30 second PSA 12 times during the time period above.

Don't Dump on Hawaii 10/1 thru 12/31/12

Malama the Aiana

Aired: :60 second PSA 12 times during the time period above.

Mayors Report

H-Power Plant Award

10/1 thru 12/31/12

Aired 5:30 segment 7 times during the above time period.

The H-Power Plant in Campbell Industrial Park was awarded the top H-Plant in the nation award. This facility produces enough energy to power 75,000 homes. This energy is from waste and not fossil fuel.

Mayors Report

Kawai Loa Ground Blessing 10/1 thru 12/31/12

Aired 5:00 segment 7 times during the above time period.

The Ground Blessing ceremony took place at the site of the first wind project on Oahu. This project is part of Kamehameha School North Shore plan. Once completed, this facility will produce enough clean energy to power 14,500 homes. This project will cost \$236 million.

Kailua Town

Kailua Beach Sand Replenishment 10/1 thru 12/31/12

Aired: 28:30 program 3 times during the time period above.

The City and County began the sand replenishment at Kailua Beach Park due to the eroding coast line. Sand was brought in from the canal entrance to Enchanted Lake. The beach was closed while the project was being worked on and it took 5 days to complete.

City News

Project Clean 10/1 thru 12/31/12

Aired: 5 minutes 4 times during the time period above.

Mayor Carlisle along with hundreds of other volunteers spent a Saturday cleaning up in and around Waikiki in preparation for the APEC summit. This volunteer project was to help clean up some of the areas around Waikiki and help with the image given of Honolulu to the many visitors here for the APEC summit.

Mayors Report

Bulky Trash Fines 10/1 thru 12/31/12

Aired: 4:30 program 6 times during the above time period.

Due to the 650 complaints filed last year, the City and County will be issuing \$500 fines for those violating the bulky trash ordinance. Bulky trash pickup is once a month and people are dumping their bulky trash curbside and letting it sit for weeks before pick up. The new ordinance allows for trash to be placed curbside 24 hours before pick up.

City News

Native Tree Planting 10/1 thru 12/31/12

Aired: 4:30 program 6 times during the above time period.

Hundreds of volunteers ranging in age from kekei to kapuna, gathered for a day of planting trees native to our Hawaiian Islands.

Health and Safety

Hawaii Department of Health/ Clear the Smoke 10/1 thru 12/31/12

Anti smoking campaign by Hawaii Department of Health

Aired: 30 second PSA 42 times during the time period above

Hawaii State Department of Health/Anti-Smoking Campaign 10/1 thru 12/31/12

Hawaii Tobacco Quit Line encouraging viewers to quit smoking.

Aired: 30 second PSA 44 times during the time period above.

American Diabetes Association 10/1 thru 12/31/12

Encouraging viewers to get checked for diabetes.

Aired: 30 second PSA 46 times during the time period above.

Military Recruiting 10/1 thru 12/31/12

HAB/PEP U.S. Coast Guard encouraging enlistments.

Aired: 30 second PSA 60 times during the period above.

Military Recruiting 10/1 thru 12/31/12

HAB/PEP Hawaii National Guard recruiting campaign to encourage enlistments.

Aired: 30 second PSA 58 times during the time period above.

Mayors Report

Harmony Run 10/1 thru 12/31/12

Aired: 5 minute 5 times during the time period above.

Coverage of the 25th Annual Harmony Run in Hawaii. The event kicked off in Hawaii and the torch is transported to the mainland and countries all around the world. Runners around the world join together to run for peace throughout the world.

City News

Honolulu 311 Website 10/1 thru 12/31/12

Aired: 5 minutes 5 times during the time period above.

The introduction to the public of the Honolulu 311 Website, which allows the public to report abandoned vehicles, report pot holes in the roads, broken street lights, cracked sidewalks, hazardous tree branches or illegal trash dumping from their phone or computer.

Kailua Town

Tonya Larson Fitness 10/1 thru 12/31/12

Aired: 28:30 minutes 3 times during the above time period

CPT Tonya Larson takes the viewers through a 30 minute workout. Tonya has three levels of fitness being demonstrated for each exercise 1.low, 2.moderate, 3.high.

This is a aerobic workout combined with strength training to maximize the time with the most efficient and effective workout.

Daytime 10/1 thru 12/31/12

Aired: 28:30 2 times during the above time period.

Hosted by with Wendie Pett, Visibly Fit is more than just a show about being fit. As Wendie interviews her guests, they share real stories and offer real inspiration on how to become fit...mind, body, and spirit! Learn new tools and new exercises to apply to your life today that could literally transform the way your are living.

of the walk. Information booths were set up with information from a variety of services to help victims of domestic abuse.

The Mayors Report

117th HPD Academy Graduation 10/1 thru 12/31/12

Aired: 5 minutes 7 times during the above time period.

Honolulu Police Department 116th graduation from the police academy. The 24 new recruits were sworn in by the chief of police as rookie officers. During the 6 month academy, the recruits went through 1,000 hours of training.

The Mayors Report

1st Pearl Harbor Day Parade 10/1 thru 12/31/12
times during the above time period.

Aired: 5:30 2

The 1st annual Pearl Harbor Day Parade was held in Waikiki to honor those surviving members of the military that are still alive. The purpose of honoring the past and celebrating the future was the theme of the parade. There were 8 high school bands from the mainland that marched in the parade.

Daytime 10/1 thru 12/31/12

Aired: 28:30 minute segment 13 times during the time period listed above

Lifestyle Magazine offers a close look at health, family and socially challenging issues.

Kailua Town 10/1 thru 12/31/12

Aired: 28:30 one time during the above time period.

This program helps you get your body and your faith in great shape. Workouts include contemporary Christian music, motivating quotes, inspiring scripture and, of course, heart-pounding exercises.

Culture

Mayors Report

Majuro Sister City 10/1 thru 12/31/12 Aired 4:30 4 times during the above time period.

Gifts were exchanged between the Mayor of Honolulu and the Mayor of Majuro as part of the sister city celebration between the two places.

Mayors Report

Splendor of China Festival 10/1 thru 12/31/12

Aired 4 minute 4 times during the above time period.

The Blaisdell Convention Hall was host to the Splendor of China Festival for the 25th year. Those in attendance were exposed to the Chinese culture, food and customs.

City News

Sister City Bruyers 50th Anniversary Celebration 10/1 thru 12/31/12

Aired 5 minute 4 times during the time period above.

The City of Honolulu and Bruyers, France celebrated the 51 anniversary of the two being sister cities. This was started by members of the 442nd from Hawaii when they visited Bruyers.

City News

Ikebana 10/1 thru 12/31/12

Aired 5 minute 4 times during the above time period.

A look into the Japanese tradition of flower arranging at Honolulu Hale. There were demonstrations showing how the aspects of the mountains, valley, hill and ocean are applied to each arrangement.