

List of Issues for Q4 2017

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

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 36% of all Asians, and 25% of Hawaii's total population. Japanese comprise the second largest segment of Hawaii's population, representing 33% of all Asians and 23% of Hawaii's total population. Coverage of Filipino and Japanese news and subjects keeps Hawaii's ethnic population in touch with information of importance to them and helps preserve cultural ties.
2. Aging Population – Hawaii's senior population is increasing dramatically and the elderly are in need of services. Providing education about the resources available to them is important.
3. Supporting the Ilocano community in Hawaii. Although 80% of Hawaii's ethnic Filipino population originated from the Ilocos region, today, the primary Filipino language available in media in Hawaii is Tagalog. Very little programming in the Ilocano language exists on TV or radio to serve the Ilocano community.

¹ 173.3526(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 months 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 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 Q4 2017

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Section II: Programs Responsive to Issues

1. Serving Hawaii's ethnic populations

- a. Station produced 30-second Japanese Word of the Day segments with the goal of promoting a wider understanding of Japanese culture by introducing Japanese words and phrases.

- i. Tanoshii (10/1/17) aired 1x
- ii. Obake (10/2/17-10/15/17) aired 18x
- iii. Kowai (10/16/17-10/29/17) aired 16x
- iv. Genki Desu (10/30/17-11/12/17) aired 14x
- v. Doko Desu ka (11/13/17 – 11/26/17) aired 17x
- vi. Naruhodo (11/27/17-12/10/17) aired 17x
- vii. Doumo (12/11/17-12/24/17) aired 13x
- viii. Kanpai (12/25/17-12/29/17) aired 3x

- b. Station produced Naruhodo segments to create more awareness of local Japanese customs and cultural practices.

- i. Tsukimi (10/2/17-10/8/17) aired 12x (2:40)
- ii. Maneki Neko (10/9/17-10/22/17) aired 12x (4:16)
- iii. Tamago (10/23/17-11/5/17) aired 21x (4:00)
- iv. Taiko (11/6/17-11/19/17) aired 14x (3:10)
- v. Shoyu (11/20/17-12/3/17) aired 16x (2:45)
- vi. Mochi (12/4/17-12/17/17) aired 12x (2:45)
- vii. Toshikoshi Soba (12/18/17-12/24/17) aired 7x (4:00)

- c. Station promoted cultural events in the community by producing and airing its 1:00 KIKU Community Calendar.

- i. Izumo Taisha Mission Thanksgiving Festival, Honolulu Orchid Festival, Haleiwa Jodo Mission Craft Fair (10/2/17-10/8/17) aired 18x
- ii. Honomu Henjoji mission Bazaar (10/9/17-10/15/17) aired 16x
- iii. UH Kimono Project (10/23/17-10/29/17) aired 11x

- iv. Hilo Hongwanji Bazaar (10/30/17-11/5/17) aired 17x
- v. Japanese Culture Day in Hawaii (11/13/17-11/19/17) aired 12x
- vi. Wahiawa Ryusenji Soto Mission Craft Fair (11/20/17-11/26/17) aired 14x
- vii. Rainbow Bonsai Exhibit (12/11/17-12/17/17) aired 12x
- viii. Aiea Hongwanji Mochitsuki (12/18/17-12/24/17) aired 10x
- ix. Kotohira Jinsha and Izumo Taisha Hatsumode Blessings (12/25/17-12/31/17) aired 10x.

2. Aging Population

- a. Station created a Senior Resource Center page on its website and promotes the Senior Resource Center page over the air. Aired 324x 15-second promos for the Senior Resource Center from 10/1/17-12/31/17.

3. Supporting the Ilocano community in Hawaii

- a. Station is reaching out to this underserved community to help restore pride in Ilocano people. Station produced a series of segments in Ilocano titled Ammoyo Kadi with information about Filipino foods, people, events, culture, and traditions.
 - i. Fil-Am History (10/1/17-10/8/17) aired 7x (3:45)
 - ii. National Flag (10/9/17-10/22/17) aired 7x (4:25)
 - iii. Halloween Undas (10/23/17-10/31/17) aired 6x (2:45)
 - iv. Fil-Am Veterans (11/1/17-11/10/17) aired 12x (2:50)
 - v. Thanksgiving (11/20/17-11/26/17) aired 9x (3:00)
 - vi. Fil-Am Firsts (11/27/17-12/3/17) aired 4x (2:45)
 - vii. Noche Buena (12/10/17-12/17/17) aired 6x (3:00)
 - viii. New Year's Traditions (12/18/17-12/31/17) aired 6x (2:05)

Section III: PSA Library List

Below are some of the topics covered by Public Service Announcements that aired in Q3 2017.

- Alcoholics Anonymous
- American Heart Association
- American Red Cross
- Autism Awareness
- Bullying Prevention
- Canine Companions for Recruitment
- Childhood Asthma
- Children Passenger Safety
- Discovering Nature
- Diversity and Inclusion
- Domestic Violence Prevention
- Drunk Driving Prevention
- Emergency Preparedness
- Fatherhood Involvement
- Friends of Hawaii Charities
- Hurricane Relief
- Lions Club International
- Meals on Wheels
- Office on Smoking and Health
- Pool Safety

- Recycling
- Reducing Food Waste
- Rescue Our Wetlands
- Shelter Pet Adoption

- Text and Driving Prevention
- The Foundation for a Better Life
- Type 2 Diabetes Prevention
- World Wildlife Fund