

MAUI COMMUNITY PROBLEMS AND ISSUES

January-February-March 2014

Date April 2, 2014

Problems:

- 1) Local Business Activity Slow Down
- 2) Water Supply
- 3) Traffic Congestion
- 4) Energy
- 5) Affordable Housing
- 6) Cane Burning

During the preceding Quarter KDLX FM, KNUQ FM, KAOI AM & FM and KHEI FM Programming addressed the problems through airing announcements, news coverage and interviews, and live talk shows.

- 1) **Local Employment.** The return of tourist and more airline seats have helped but the cost of travel, and closing of local retail locations have not increased employment. Some very part time opportunities are returning but the lack of growth is a major problem, as well as, the ever increasing higher cost of living (especially gas). The new Safeway has helped as well as a soon to open Target store.
- 2) **Water Supply.** Maui County's water quality and supply continues discussion with the mayor and county continue the warning for Upcountry Maui, Central, and South Maui, with consumers expected to cut back on their water consumption. The problem is long term including locating any new clean water sources. The Mayor promises on his talk on station KAOI 1110 AM & 96.7 FM to work on solving the problem. Water cut backs Upcountry continue despite some rainfall.
- 3) **Traffic Congestion.** Still continues to be the most voiced issue during our local call-in shows. The solutions to Maui's traffic problems continue to be the focus of weekly programs. Maui Department of Transportation and County public work director guests on weekly shows, as well as reports from MPD and Maui County. The airport expansion road is expected to help with this. Most of the focus this quarter was the controversy regarding the county purchase of added parcel land.
- 4) **Energy.** With the state and the county dependent on oil for its energy, movements, are underway on Maui to provide alternative energy sources, two Wind Farms are in operation and another is in the preliminary building stage. Our programs have focused on the cost of energy and its ramifications in the economy, the environment, and our future. Cane burning has detractors who may be able to stop the procedures, as we continue to air both sides. See #9 (see below).
- 5) **Affordable Housing.** Continues to be a continuing concern, with the price of home ownership still out of the reach of most. Various talk show programs and live interviews on our FM stations focused on the problem and possible solutions. The real estate slow down has not helped in the housing market, but helped in the rental area, since Bed & Breakfast and vacation rentals have been reclassified. We saw improvement during 2013.
- 6) **Cane Burning.** A series of programs on the impact of burning on the local economy as well as health issues. Cane burning has detractors who may be able to stop the procedures, as we continue to air both sides.

Programs: Thursday Morning Mayor's Talk Show (7am Thursday) - 55 minutes weekly - # 1, 2, 3, 4, 5, 6
On the Couch (council member)(7am Tuesday) - 55 minutes weekly # 1, 2, 3, 4
Island Talk (2pm Tuesday)- 55 minutes 5 x weekly - # 1, 2, 3, 4, 5, 6
18 Public Service Announcements 30 seconds community updates on all the radio stations air daily Monday thru Friday
Drop Ins during Music Shows 5 - 8 minutes each day - # 1, 2, 3, 4, 5, 6
Score, Board of Economics (7am Monday), Pacific Source (12 noon Wednesday) - weekly show on # 1, 3, 4, 5

Addendum to Maui Community Programs List:

During this quarter attached:

Every Thursday from 7:05AM to 7:58:50AM during the quarter the Mayor or a member of his staff discusses local issues and takes phone calls from listeners live on the air. Excerpts from the program are aired on the music stations as a part of daily newscast averaging 15 minutes each weekday.

Every Tuesday and Wednesday from 7:05AM to 7:58:50AM during the quarter Jack Gist discusses along with a member of government and community groups on issues facing the community. Excerpts from the programs air on the music stations as part of the updated newscast averaging 10 minutes every other day.

“Island Talk” shows airs Monday at 2PM, Wednesday at 12 noon, Friday at 12PM and 2PM with local hosts and guests addressing community concerns with some repeats on weekends 7 hours a week.

18 minutes a day of local public affairs announcements culled from issues ascertained from the Community Problems issue list. Along with guest appearances with the music DJs in their shows average 15 to 20 minutes a week.

MAUI COMMUNITY PROBLEMS AND ISSUES
April May June 2014

Date July 2, 2014

Problems:

- 1) Local Business Activity Slow Down
- 2) Water Supply
- 3) Traffic Congestion
- 4) Energy
- 5) Affordable Housing
- 6) Cane Burning

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- 2) **Water Supply.** Maui County's water quality and supply continues discussion with the mayor and county continue the warning for Upcountry Maui, Central, and South Maui, with consumers expected to cut back on their water consumption. The problem is long term including locating any new clean water sources. The Mayor promises on his talk on station KAOI 1110 AM & 96.7 FM to work on solving the problem. Water cut backs Upcountry continue despite some rainfall.
- 3) **Traffic Congestion.** Still continues to be the most voiced issue during our local call-in shows. The solutions to Maui's traffic problems continue to be the focus of weekly programs. Maui Department of Transportation and County public work director guests on weekly shows, as well as reports from MPD and Maui County. The airport expansion road is expected to help with this. Most of the focus this quarter was the controversy regarding the county purchase of added parcel land.
- 4) **Energy.** With the state and the county dependent on oil for its energy, movements, are underway on Maui to provide alternative energy sources, two Wind Farms are in operation and another is in the preliminary building stage. Our programs have focused on the cost of energy and its ramifications in the economy, the environment, and our future. Cane burning has detractors who may be able to stop the procedures, as we continue to air both sides. See #9 (see below).
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Programs: Thursday Morning Mayor's Talk Show (7am Thursday) – 55 minutes weekly - # 1, 2, 3, 4, 5, 6

On the Couch (council member)(7am Tuesday) – 55 minutes weekly # 1, 2, 3, 4

Island Talk (2pm Tuesday)– 55 minutes 5 x weekly - # 1, 2, 3, 4, 5, 6

18 Public Service Announcements 30 seconds community updates on all the radio stations air daily Monday thru Friday

Drop Ins during Music Shows 5 - 8 minutes each day - # 1, 2, 3, 4, 5, 6

Score, Board of Economics (7am Monday), Pacific Source (12 noon Wednesday) – weekly show on # 1, 3, 4, 5

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18 minutes a day of local public affairs announcements culled from issues ascertained from the Community Problems issue list. Along with guest appearances with the music DJs in their shows average 15 to 20 minutes a week.

Maui Community Problems and Issues July – August – September

Dated: October 1, 2014

Problems:

- 1) Local Business Activity Slow Down
- 2) Water Supply
- 3) Traffic Congestion
- 4) Energy
- 5) Affordable Housing
- 6) Cane Burning

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- 1) **Local Employment.** The return of tourist and more airline seats have helped but the cost of travel, and closing of local retail locations have not increased employment. Some very part time opportunities are returning but the lack of growth is a major problem, as well as, the ever increasing higher cost of living (especially gas). The new Safeway has helped as well as a soon to open Target store.
- 2) **Water Supply.** Maui County's water quality and supply continues discussion with the mayor and county continue the warning for Upcountry Maui, Central, and South Maui, with consumers expected to cut back on their water consumption. The problem is long term including locating any new clean water sources. The Mayor promises on his talk on station KAOI 1110 AM & 96.7 FM to work on solving the problem. Water cut backs Upcountry continue despite some heavy rainfall.
- 3) **Traffic Congestion.** Still continues to be the most voiced issue during our local call-in shows. The solutions to Maui's traffic problems continue to be the focus of weekly programs. Maui Department of Transportation and County public work director guests on weekly shows, as well as reports from MPD and Maui County. The airport expansion road is expected to help with this.
- 4) **Energy.** With the state and the county dependent on oil for its energy, movements, are underway on Maui to provide alternative energy sources, two Wind Farms are in operation and another is in the preliminary building stage. Our programs have focused on the cost of energy and its ramifications in the economy, the environment, and our future. Cane burning has detractors who may be able to stop the procedures, as we continue to air both sides. See #6 (see below).
- 5) **Affordable Housing.** Continues to be a continuing concern, with the price of home ownership still out of the reach of most. Various talk show programs and live interviews on our FM stations focused on the problem and possible solutions. The real estate activity has not helped in the housing market, but helped in the rental area, since Bed & Breakfast and vacation rentals have been reclassified. We saw improvement during 2014.
- 6) **Cane Burning.** A series of programs on the impact of burning on the local economy as well as health issues. Cane burning has detractors who may be able to stop the procedures, as we continue to air both sides.

Programs: Thursday Morning Mayor's Talk Show paid by Mayor (7am Thursday) – 55 minutes weekly - # 1, 2, 3, 4, 5, 6
On the Couch (council member)(7am Tuesday) – 55 minutes weekly # 1, 2, 3, 4 (not during election season)

Island Talk (2pm Tuesday)– 55 minutes 5 x weekly - # 1, 2, 3, 4, 5, 6
18 Public Service Announcements 30 seconds community updates on all the radio stations air daily Monday thru Friday
Drop Ins during Music Shows 5 - 8 minutes each day - # 1, 2, 3, 4, 5, 6
Score, Chamber of Commerce, Health Shows (7am Monday), Pacific Source (12 noon Wednesday) – weekly show on
1, 3, 4, 5

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Every Tuesday and Wednesday from 7:05AM to 7:58:50AM during the quarter Jack Gist discusses along with a member of government and community groups on issues facing the community. Excerpts from the programs air on the music stations as part of the updated newscast averaging 10 minutes every other day.

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18 minutes a day of local public affairs announcements culled from issues ascertained from the Community Problems issue list. Along with guest appearances with the music DJs in their shows average 15 to 20 minutes a week.

Maui Community Problems and Issues October – November – December 2014

Dated: January 2, 2015

Problems:

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- 4) Energy
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- 2) **Water Supply.** Maui County's water quality and supply continues discussion with the mayor and county continue the warning for Upcountry Maui, Central, and South Maui, with consumers expected to cut back on their water consumption. The problem is long term including locating any new clean water sources. The Mayor promises on his talk on station KAOI 1110 AM & 96.7 FM to work on solving the problem. Water cut backs Upcountry continue despite some heavy rainfall this winter.
- 3) **Traffic Congestion.** Still continues to be the most voiced issue during our local call-in shows. The solutions to Maui's traffic problems continue to be the focus of weekly programs. Maui Department of Transportation and County public work director guests on weekly shows, as well as reports from MPD and Maui County. The airport expansion road is expected to help with this, but its construction is causing the ups.
- 4) **Energy.** With the state and the county dependent on oil for its energy, movements, are underway on Maui to provide alternative energy sources, two Wind Farms are in operation and another is in the preliminary building stage. Our programs have focused on the cost of energy and its ramifications in the economy, the environment, and our future. Cane burning has detractors who may be able to stop the procedures, as we continue to air both sides. See #6 (see below).
- 5) **Local Employment.** The return of tourist and more airline seats have helped with the county unemployment rate at around 4% but the cost of travel, and closing of local retail locations allows for an increase of some very part time opportunities but the lack of growth is a major problem, as well as, the ever increasing higher cost of living (especially gas). The new Safeway has helped as well as a soon to open Target store
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