

## **Maui Community Problems and Issues January – February – March 2016**

Dated: April 1, 2016

### **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, KHEI FM And KEWE AM 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 even with the cost of travel, and closing of local retail locations have increased employment. Some very part time opportunities have returned but the lack of growth is a major problem, as well as, the ever increasing higher cost of living (especially gas). The new Safeway and Target has helped, unemployment is at a low level. HC & S stops cane harvesting.
- 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 and the need for Upcountry meters.
- 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 and is almost completed.
- 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 building stage. Our programs have focused on the cost of energy and its ramifications in the economy, the environment, and our future. The sale of Maui Electric to a Florida company, also in the works. 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 little improvement during the quarter.
- 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, but with HC & S suspending cane. VOG may be come an issue.

**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

**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 2016**

Dated: July 1, 2016

### **Problems:**

- 1) Local Business Activity Slow Down
- 2) Water Supply
- 3) Traffic Congestion
- 4) Energy
- 5) Affordable Housing
- 6) Change structure of Government on Maui

**During the preceding Quarter KDLX FM, KNUQ FM, KAOI AM & FM, KHEI FM And KEWE AM 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 even with the cost of travel, and closing of local retail locations have increased employment. Some very part time opportunities have returned but the lack of growth is a major problem, as well as, the ever increasing higher cost of living (especially gas). The new Safeway and Target has helped, unemployment is at a low level. HC & S stops cane harvesting and more than 900 employees are scheduled to be let go.
- 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 and the need for Upcountry meters.
- 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 and is almost completed.
- 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 building stage. Our programs have focused on the cost of energy and its ramifications in the economy, the environment, and our future. The sale of Maui Electric to a Florida company, also in the works.
- 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 no improvement during the quarter.
- 6) **Discussion of Changing the Structure of Control of the County Government.** A strong county manager is being considered.

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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 in a two hour program. 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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## **Maui Community Problems and Issues July – August – September 2016**

Dated: October 1, 2016

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- 1) **Local Affordable Employment.** The return of tourist and more airline seats have helped even with the cost of travel, and closing of local retail locations have increased employment. Some very part time opportunities have returned, as well as, the ever increasing higher cost of living. The new Safeway and Target has helped, unemployment is at a low level. HC & S stops cane harvesting and more than 900 employees are scheduled to be let go by year end.
- 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 and the need for Upcountry meters.
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- 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 building stage. Our programs have focused on the cost of energy and its ramifications in the economy, the environment, and our future. The sale of Maui Electric to a Florida company, failed during the quarter.
- 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 no improvement during the quarter.
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## **Maui Community Problems and Issues October – November – December 2016**

**Dated: January 1, 2017**

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