



**QUARTERLY LIST OF PROGRAMMING PROVIDING THE
MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

**KFVE First Quarter 2011
January 1, 2011 — March 31, 2011**

(Revised April 2011)

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I.

OVERVIEW OF ISSUE-RESPONSIVE PROGRAMMING

<u>Program</u>	<u>Day</u>	<u>Time</u>
Local News		
Hawaii News Now: Sunrise at 8:00	Monday to Friday	8:00-9:00 AM
Hawaii News Now at 6:30	Monday to Friday	6:30-7:00 PM
Hawaii News Now at 9:00	Monday to Sunday	9:00-9:30 PM

All of the above programs are locally produced news programs presenting a mix of news, weather, sports and issue-responsive feature stories and segments. Regularly recurring segments include:

(1) *University of Hawaii "Athlete of the Week"*: A segment that features a student-athlete who has demonstrated outstanding skill, spirit, and sportsmanship on and off the playing field, airs during the 9 PM Wednesday news and the Thursday sunrise news.

(2) *Job Link Now*: A segment describing job opportunities and offering tips on how to succeed in job hunts during these tough economic times, airs in the Sunrise at 8:00 AM news on Mondays.

Editorials ("Think About It...")

General Manager John Fink prepares, writes, and presents editorials for airing on KFVE. During the quarter, two editorials were aired each week, each of which airs twice during the given week. The first editorial airs within KFVE newscasts on Monday, 9-9:30 PM and on Tuesday, 6:30-7 PM, and the second weekly editorial airs within newscasts on Thursday 9-9:30 PM and Friday, 6:30-7 PM. The editorials are typically 75-90 seconds in length.

Public Services Messages

Over the quarter, KFVE aired over 200 public service announcements of thirty seconds in length and hundreds more announcements of other lengths. Causes promoted included the Families in the Fire crisis center, the Foundation for a Drug Free World, and the Hawaii Foodbank Food Drive.

Local Amateur Athletics (various broadcast times and lengths)

KFVE provides a broadcast outlet for presentation of local sporting activities of special interest to the area. For example, during the past quarter the station broadcast sixteen (16) University of Hawaii baseball games, seven (7) University of Hawaii softball games, eight (8)

University of Hawaii men's basketball games, seven (7) University of Hawaii women's basketball games, and twelve (12) University of Hawaii men's volleyball games.

Living Local With the Baraquios

Sundays

9:30-10:00 PM

A half-hour weekly series in which former TV news anchor-reporter Bernadette Baraquio with her sister Angela Baraquio (a former Miss America) feature, in a magazine format, good news Hawaii stories, a look at local people, customs, fashion and entertainment of the Islands.

Cheap Eats

Wednesdays
Saturdays

During All HNN News Broadcasts
During HNN News at 9:00 PM

In these tough economic times, folks are looking for a way to save money. To assist, each week Lyle Galdeira and Russell Yamanoha introduce our viewers to local eateries where they can get great food at affordable prices.

II.

PROGRAMMING PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

A. COMMUNITY ISSUES, including local and state laws and regulations, elections, local events, and matters concerning local businesses.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 01-04-11 (8:00 AM)
01-05-11 (9:00 PM)
Length: 1:30

PROGRAM SUMMARY
Rainbow Wahine junior Courtney Gaddis is a dedicated student both in the classroom and on the court. In fact, the Klani graduate garnered academic all-WAC honors as a pre-med major last year. But one of her greatest acts came this past fall when she donated her bone marrow to save an ailing four year old boy on the mainland.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 01-11-11 (8:00 AM)
01-12-11 (9:00 PM)
Length: 1:30

PROGRAM SUMMARY
Liz Kaaihue's ability to excel on the volleyball court came as no surprise to Hawaii sports fans during her four year career. After all, competition runs deep in her blood.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 01-25-11 (8:00 AM)
01-26-11 (9:00 PM)
Length: 1:30

PROGRAM SUMMARY
His exploits on the court are well documented but there's a lot we don't see behind the scenes from the soft spoken Jonas Umlauf who usually lets his play do all the talking for him.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 02-07-11 (9:00 PM)
Length: 2:00
PROGRAM SUMMARY If you've taken a drive down Kaka'ako, you will have a noticed a tent city opened up overnight.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 02-08-11 (6:30 PM, 9:00 PM)
Length: 1:30
PROGRAM SUMMARY Chinatown merchants say when they close up shop at 5p the homeless appears in front of their stores with blankets & personal items.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 02-08-11 (8:00 AM)
02-09-11 (9:00 PM)
Length: 1:30
PROGRAM SUMMARY It's a true family affair: Chanteal Satele comes from a long line of family members who have suited up for the Univeristy of Hawaii. So after spending two years on the mainland playing volleyball at Saint Mary's College the Wahiawa native is happy to be home and playing for the green and white.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 03-01-11 (8:00 AM)
Length: 4:00
PROGRAM SUMMARY There are dozens of homeless shelters around the state. They're almost always full with people who you might not expect. We show you why your neighbor, friend or even co-workers might be living a sheltered life.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 03-03-11 (8:00 AM)
Length: 4:00

PROGRAM SUMMARY

Advocates for the homeless estimate there's a shortage of 40-thousand affordable homes in Hawaii. And for the homeless, moving from the streets to the shelter and to transitional housing is key to getting their lives back to normal.

PROGRAM:

Hawaii News Now

DATE/TIME AIRED & LENGTH:

03-15-11 (9:00 PM)

Length: 1:00-3:00

PROGRAM SUMMARY

Deadline day for the homeless in Kakaako came and went. Dozens living in the tent city had until today to remove their personal belongings and leave the area without protest. Then the city and state came in with backhoes to clean the place up.

PROGRAM:

Editorial

DATE/TIME AIRED:

01-03-11 (9:00 PM)

01-04-11 (6:30 PM)

PROGRAM SUMMARY

Just 23% of eligible voters bothered to mail in their ballots in the recent City Council elections in Hawaii. Winner Tom Berg received just 18% of the vote, meaning that he received votes from 4% of eligible voters. That's a sad state of affairs from an area in dire need of strong leadership and action.

PROGRAM:

Editorial

DATE/TIME AIRED:

01-24-11 (9:00 PM)

01-25-11 (6:30 PM)

PROGRAM SUMMARY

The Hawaii legislature got underway last week, and there are only 60 days to legislate. With the projected \$800-million deficit hanging over this session, legislators cannot simply wish away the red ink. Since it is often easier to tackle difficult issues in non-election years, this would be a good year for change and enlightened thinking. The legislature should focus on "hard stuff" rather than frivolous bills that are doomed to fail.

PROGRAM: *Editorial*
DATE/TIME AIRED: 02-03-11 (9:00 PM)
02-04-11 (6:30 PM)
PROGRAM SUMMARY Hosts of the Eddie Aikau surf event cancelled the event because there were not enough quality waves to host the competition, so thousands were treated to an exhibition instead. How refreshing that producers opted not to go forward based on reverence for the event and the late Eddie Aikau.

PROGRAM: *Editorial*
DATE/TIME AIRED: 02-21-11 (9:00 PM)
02-22-11 (6:30 PM)
PROGRAM SUMMARY People are upset by the apparent naiveté or ignorance at the annual choice for Best Hawaiian Music Album at the Grammy Awards. But let's not blame the artists or the "system." Grammy voting is more subjective. More Hawaiian musicians should join the National Academy of Recording Arts & Sciences and make their voices heard.

PROGRAM: *Editorial*
DATE/TIME AIRED: 02-28-11 (9:00 PM)
03-01-11 (6:30 PM)
PROGRAM SUMMARY Local private sector leaders are visiting with outside experts regarding the possibility of resurrecting the now bankrupt Honolulu Symphony. The possibility of it re-emerging is good news, adding classical to the diverse forms of music available to hear in Hawaii.

PROGRAM: *A New Beginning: State of the State*
DATE/TIME AIRED & LENGTH: 01-24-11 (10:00 AM)
Length: 1:00:00
PROGRAM SUMMARY Live coverage of the "State of the State" address by Governor Neil Abercrombie.

PROGRAM: *Living Local With the Baraquios*

DATE/TIME AIRED & LENGTH:

Sundays (9:30 PM)

Length: 30:00

PROGRAM SUMMARY

A half-hour weekly series in which former TV news anchor-reporter Bernadette Baraquio with her sister Angela Baraquio (a former Miss America) feature, in a magazine format, good news Hawaii stories, a look at local people, customs, fashion and entertainment of the Islands.

Public Service Announcements:

- *Hawaii Foodbank Statewide Food Drive:* During the quarter, KFVE aired 20 public service message for this cause of 30 seconds in length. The statewide Food Drive, held annually, helps raise money and collect food donations to help needy families in Hawaii.
- *Pacific Aviation Museum:* During the quarter, KFVE aired 55 public service message for this cause of 30 seconds in length. The museum features the history of aircraft used during WWII.
- *Special Olympics Hawaii Polar Plunge:* During the quarter, KFVE aired 66 public service message for this cause of 15 seconds in length. The messages promote a benefit event where people jump into an icy pool of water to raise money for Special Olympics athletes.
- *Hawaii Association of Broadcasters:* During the quarter, KFVE aired 7 public service message for this cause of 30 seconds in length. The Hawaii Association of Broadcasters campaign raises awareness of the contributions made by radio, television, and print media to the community.

B. ECONOMIC ISSUES, including local issues, labor matters, job opportunities, and the state of the economy.

PROGRAM: *Hawaii News Now*
DATE/TIME AIRED & LENGTH: 01-10-11 (8:00 AM)
Length: 2:40
PROGRAM SUMMARY Beth Bush, President of Success Advertising tell us about all the companies who will be at the January 19th job fair at the Blaisdell.

PROGRAM: *Hawaii News Now*
DATE/TIME AIRED & LENGTH: 01-31-01 (8:00 AM)
Length: 2:40
PROGRAM SUMMARY Ivy Nagayama, Managing partner for both Sansei is looking for a sushi chef and DK Steakhouse, is looking for a bartender.

PROGRAM: *Hawaii News Now*
DATE/TIME AIRED & LENGTH: 02-07-11 (8:00 AM)
Length: 3:00
PROGRAM SUMMARY Positions in restaurants are open for job applications from cooks to servers to kitchen manager and controller positions at the Big City Diner.

PROGRAM: *Hawaii News Now*
DATE/TIME AIRED & LENGTH: 02-09-11 (9:00 PM)
Length: 1:30
PROGRAM SUMMARY Makapuu Road construction delays the improvement work along Kalaniana'ole started in February 2009 and meant to be wrapped up in December 2010. Residents are complaining why the delay in finishing up the project.

PROGRAM: *Hawaii News Now*
DATE/TIME AIRED & LENGTH: 02-14-11 (8:00 AM)
Length: 2:40
PROGRAM SUMMARY Christina Strunk, HR specialist, is here to talk about the job openings.

PROGRAM: *Hawaii News Now*
DATE/TIME AIRED & LENGTH: 02-16-11 (8:00 AM)
Length: 2:00
PROGRAM SUMMARY Major fixes to the Honolulu airport are underway, but not enough to keep up with the complaints. The state pays to maintain the airport, but look a look at some of the areas around the airport and you wonder why isn't it fixed?

PROGRAM: *Hawaii News Now*
DATE/TIME AIRED & LENGTH: 02-21-11 (8:00 AM)
Length: 2:30
PROGRAM SUMMARY Hawaii Electricians union leader Damien Kim describes inside electrician apprenticeships.

PROGRAM: *Hawaii News Now*
DATE/TIME AIRED & LENGTH: 03-14-11 (8:00 AM)
Length: 2:55
PROGRAM SUMMARY Claudette Bond Springer from Sea Life Park describes job openings for group sale manager, special event coordinator, photo, video, and retail positions.

PROGRAM: *Hawaii News Now*
DATE/TIME AIRED & LENGTH: 03-21-11 (8:00 AM)
Length: 2:40
PROGRAM SUMMARY There are job openings in bulldozer and excavator operator positions.

PROGRAM: *Hawaii News Now*
DATE/TIME AIRED & LENGTH: 03-28-11 (8:00 AM)
Length: 3:40
PROGRAM SUMMARY Beth Bush from Success Advertising here to talk about the virtual job fair where you don't have to get dressed up for.

PROGRAM: *Editorial*

DATE/TIME AIRED:

02-10-11 (9:00 PM)

02-11-11 (6:30 PM)

PROGRAM SUMMARY

The governor's decision to cut \$10 million from funding the Hawaii Tourism Authority's \$44-million marketing budget is a blow to tourism. With an \$800 million shortfall, the state must make tough choices, but marketing can help stimulate travel. Let's hope the marketing money can be restored at some point.

PROGRAM:

Editorial

DATE/TIME AIRED:

02-17-11 (9:00 PM)

02-18-11 (6:30 PM)

PROGRAM SUMMARY

The number of jobs in Hawaii is expected to grow for the first time in four years. But nationally, companies remain hesitant to hire. So while the jobless rate in Hawaii may dip below 5%, it does not look like it will return to 2-3% soon.

PROGRAM:

Editorial

DATE/TIME AIRED:

03-03-11 (9:00 PM)

03-04-11 (6:30 PM)

PROGRAM SUMMARY

It was sobering last week when Honolulu Mayor Peter Carlisle delivered a speech reminding everyone of the city's bad fiscal situation. With the projected state and city shortfalls, small answers are not enough. The mayor stated that people are going to have to pay more for certain things and a variety of government-run programs might end up in the private sector, and we should expect these changes. A businesslike, serious approach at all levels of our government is vital.

PROGRAM:

Editorial

DATE/TIME AIRED:

03-17-11 (9:00 PM)

03-18-11 (6:30 PM)

PROGRAM SUMMARY

It cannot be business as usual either in Hawaii or in Washington, D.C., where trillions of dollars need to be trimmed from some combination of Medicare, Medicaid, Social Security, and the defense budget. Losing ground to emerging markets proves we've got to work to get our mojo back. And we can, and we will.

C. EDUCATION ISSUES, including education standards, school safety, budget matters, outside-of-the-classroom learning, etc.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 02-23-11 (8:00 AM)
Length: 2:00

PROGRAM SUMMARY
Island Pacific Academy, in in Kapolei is 7 years old with a growing enrollment of 600 students. It's designed as a college preparatory type school that focuses on math, science & art.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 03-14-11 (Various)
Length: 1:30

PROGRAM SUMMARY
The governor now has the power to appoint the School Board instead of having the people vote on it. Proponents believe the new law will give accountability to Hawaii's public school system.

PROGRAM: *Editorial*

DATE/TIME AIRED: 02-07-11 (9:00 PM)
02-08-11 (6:30 PM)

PROGRAM SUMMARY
While one might correctly argue that there are a lot of cool things about our public schools, one thing is not cool: the air. It's a joke to have kids sitting in classroom saunas and expect them to be engaged. Trees to block sunlight, solar power, and other ideas are needed. Air conditioning and fans are expensive, but the alternative is poor education.

PROGRAM: *Editorial*

DATE/TIME AIRED: 02-14-11 (9:00 PM)
02-15-11 (6:30 PM)

PROGRAM SUMMARY

The governor's first appointment to the Board of Education is First Hawaiian Bank CEO Don Horner. Not only is he a public school graduate, but he possesses the kind of pragmatic, real-world experience that should be represented on the Board.

PROGRAM:

Editorial

DATE/TIME AIRED:

03-10-11 (9:00 PM)

03-11-11 (6:30 PM)

PROGRAM SUMMARY

If you've ever had an interest in serving, now is the time to step forward and put your name in for consideration for the new, to-be-appointed Board of Education. The people have demanded accountability by changing the selection format, and should now pay close attention to the new Board's activities. The legislature must focus on funding, and the Board must focus on better tests of accountability, from students to teachers up to the governor.

D. ENVIRONMENTAL AND WEATHER ISSUES, including conservation, global warming, littering, environmental issues particular to Hawaii, environmental education, and political issues, as well as tsunamis, typhoons, volcanoes, earthquakes, and other severe and non-severe weather.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 01-14-11 (8:00 AM, 9:00 PM)
Length: 1:30

PROGRAM SUMMARY Raging waters in this area of Puhawai trapped some people in their cars as they tried to cross the road. It took firefighters a while to get everyone out.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 01-14-11 (9:00 PM)
Length: 1:30

PROGRAM SUMMARY The Waimanalo Gulch landfill is closed and will remain closed until the water recedes. In the meantime, the city is sampling ocean water at Ko'olina to determine how much of it is contaminated by the runoff.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 02-02-11 (8:00 AM)
Length: 4:38

PROGRAM SUMMARY A big wave surfer who was knocked unconscious underwater was brought back to life thanks to the veteran lifeguards at Waimea Bay.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 02-18-11 (6:30 PM & 9:00 PM)
Length: 1:30

PROGRAM SUMMARY With a lot of volcanic activity in Kilauea this week, new images from the crater were released and we explain why scientists are giddy over their findings.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH:

02-20-11 (8:00 AM)

Length: 3:00

PROGRAM SUMMARY

At the University of Hawaii, there's a team of astronomers scanning the skies looking for asteroids that was on a collision course. In fact, they've already discovered an asteroids with the potential of splashing down in the Pacific Ocean not far from Hawaii.

PROGRAM:

Hawaii News Now

DATE/TIME AIRED & LENGTH:

02-27-11 (8:00 AM)

Length: 4:14

PROGRAM SUMMARY

It's hard to believe a year has gone by since last years February tsunami scare. From the minute the warning signs went off, until the all clear six hours later, we braced for a direct hit. So, what have we learned and how is Hawaii better prepared for the next big one?

PROGRAM:

Hawaii News Now

DATE/TIME AIRED & LENGTH:

03-06-11 (9:00 PM)

Length: 1:30

PROGRAM SUMMARY

Dramatic changes at the Pu'u O'o vent: A sudden collapse of the crater floor estimated at 370 feet was caught on video thanks to a newly installed camera nearby.

PROGRAM:

Hawaii News Now

DATE/TIME AIRED & LENGTH:

03-11-11 (8:00 AM, 6:30 PM, 9:00 PM)

Length: 1:00-2:00

PROGRAM SUMMARY

Extensive coverage of the Japan earthquake and tsunami, as well as its potential impact on Maui, Kailua-Kona, and Napo'opo'o.

PROGRAM:

Hawaii News Now

DATE/TIME AIRED & LENGTH:

03-24-11 (6:30 PM)

Length: 2:00

PROGRAM SUMMARY

Predicting what a tsunami will do is anything but an exact science. But why did certain areas of the Big Island get hit harder than the rest of the state? We talk to a University of Hawaii expert who tell us it has to do with Sea Mounts in the way.

PROGRAM:

Editorial

DATE/TIME AIRED:

01-13-11 (9:00 PM)

01-14-11 (6:30 PM)

PROGRAM SUMMARY

With a bio-diesel plant projected to be completed within three years on the Big Island, more wind power on its way, cold water power service coming from the ocean, and electric cars arriving this month, could Hawaii be at the forefront of an energy revolution? These are exciting developments, especially when there is a plausible business plan.

PROGRAM:

Editorial

DATE/TIME AIRED:

01-31-11 (9:00 PM)

02-01-11 (6:30 PM)

PROGRAM SUMMARY

Medical waste is washing up at the beaches of Ko Olina. The pictures and stories are disturbing and harm tourism. Something must be done to ensure that this is a one-time aberration and containment is a priority. We can't afford these problems again.

PROGRAM:

Editorial

DATE/TIME AIRED:

03-14-11 (9:00 PM)

03-15-11 (6:30 PM)

PROGRAM SUMMARY

A whole slew of people did a great job handling things during last week's tsunami warning. Maui and the Big Island did not escape unscathed, but all in all the problems were moderate. And perhaps this will serve as a warning to be more "heads up" to those who chose to remain on the beach. Everyone did a great job, and this may be a dress rehearsal for bigger problems to come.

E. NEIGHBOR ISLAND ISSUES, including matters of particular concern to residents of and visitors to Hawaiian islands other than Oahu, including events, park status, tourism, politics, and local culture.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 01-16-11 (8:00 AM)
Length: 1:30

PROGRAM SUMMARY A new tool being used by the Kauai County rescue personnel will help with searching for any individual underwater.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 03-07-11 (6:30 PM)
Length:

PROGRAM SUMMARY A look at an innovative way to cut the cost of running a business using a smaller space. We travel to Maui to the Paia courtyard Market where business owners like the smaller store concept.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 03-14-11 (6:30 PM)
Length: 2:00

PROGRAM SUMMARY Four Big Island hotels suffered the worst damage from the tsunami. Two of them are closed, one of them operating while cleanup continues and the other suffered minor damage.

PROGRAM: *Editorial*

DATE/TIME AIRED: 01-27-11 (9:00 PM)
01-28-11 (6:30 PM)

PROGRAM SUMMARY We take it for granted, but the creeping lava flows on the Big Island are an amazing sight. Unfortunately, some lose their homes, though lava flows are relatively predictable compared to other natural disasters. Nevertheless, the slow-moving waves of lava are an awesome, though destructive, reminder of Hawaii's uniqueness.

F. PUBLIC SAFETY ISSUES, including health education and awareness, homeland security, crime prevention, police conduct, and fire safety.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 02-10-11 (9:00 PM)
Length: 2:00

PROGRAM SUMMARY: Hawaii News Now has learned that a handivan last week just might have saved lives. A potentially deadly problem prompted an emergency fix to protect thousands of elderly and disabled residents.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 03-09-11 (8:00 AM)
Length: 1:30

PROGRAM SUMMARY: A convicted car thief is on the run and may be up to his old tricks.

PROGRAM: *Hawaii News Now*

DATE/TIME AIRED & LENGTH: 03-10-11 & 03-11-11 (9:00 PM to 9:00 AM next morning)
Length: 12:00:00

PROGRAM SUMMARY

Live, "wall-to-wall" coverage of the Japan tsunami and earthquake. Hawaii News Now provided the most comprehensive coverage in the state of a 9.0 Japan earthquake on March 10 that triggered a tsunami watch and then a tsunami warning that waves were expected to hit our shores at 3:07 am March 11. HNN was on the air first (9 pm Thursday, March 10) and off last (9 am Friday March 11) with first-rate coverage that kept viewers glued to our commercial-free broadcast for 12 hours. We had our four live trucks in operation all night from the Pacific Tsunami Warning Center, the Emergency Operations Center, Civil Defense and on the shores of Diamond Head, where we were monitoring what we expected to be 7-to-8-foot waves. Those waves never materialized but HNN provided answers to questions that viewers had about what they needed to prepare for the worst. HNN had multiple other traffic cameras trained throughout Oahu and the Neighbor Islands that gave our viewers a birds-eye view of the wave patterns. Coverage was lauded by viewers from as far away as the UK and Belgium.

PROGRAM:

Hawaii News Now

DATE/TIME AIRED & LENGTH:

03-23-11 (8:00 AM)

Length: 1:30

PROGRAM SUMMARY

A thief with a history of abuse is on the loose.

PROGRAM:

Editorial

DATE/TIME AIRED:

03-21-11 (9:00 PM)

03-22-11 (6:30 PM)

PROGRAM SUMMARY

The American Red Cross responds to 70,000 disease annually. March is Red Cross month, and giving or volunteering would help our island "ohana" and elsewhere. Over 2,000 military families in Hawaii rely on Red Cross, and over 33,000 Hawaii residents learn vital skills like CPR and first aid.

PROGRAM: *Editorial*

DATE/TIME AIRED: 03-24-11 (9:00 PM)
03-25-11 (6:30 PM)

PROGRAM SUMMARY The homeless situation is like a bad case of musical chairs, shifting from one location to another. It is a horrible situation with no easy answers. But there is a beacon of light, as non-profits, volunteers, the local government, and a collation of religious groups offer more hope, help, and housing than ever before.

PROGRAM: *Editorial*

DATE/TIME AIRED: 03-28-11 (9:00 PM)
03-29-11 (6:30 PM)

PROGRAM SUMMARY Reports last week of cases of dengue fever remind us that mosquitoes can cause serious damage. Given the reports, Pearl City denizens would be wise to be extra cautious to make sure they have no collected water in their yards or gutters where mosquitoes are likely to breed and congregate.

Public Service Announcements:

- *Hawaii Meth Project:* During the quarter, KFVE aired 19 public service message for this cause of 30 seconds in length.
- *Hawaii Tobacco Quitline:* During the quarter, KFVE aired 74 public service message for this cause of 15 seconds in length and 160 messages of either 30 or 5 seconds in length. The campaign helps people quit smoking.
- *Red Cross Hawaii Chapter:* During the quarter, KFVE aired 67 public service message for this cause of 30 seconds in length. The campaign encourages volunteers and raises awareness for Red Cross Hawaii.
- *Foundation for a Drug Free World:* During the quarter, KFVE aired 22 public service message for this cause of 30 seconds in length. The campaign promotes anti-drug messages especially geared toward teens.
- *Families in the Fire:* During the quarter, KFVE aired 40 public service message for this cause of 30 seconds in length. Families in the Fire is a family crisis center offering help for alcohol and drug abuse.

