

House District All  
Senate District All

THE TWENTY-SIXTH LEGISLATURE  
HAWAII STATE LEGISLATURE  
APPLICATION FOR GRANTS & SUBSIDIES  
CHAPTER 42F, HAWAII REVISED STATUTES

Log No: 41-C

For Legislature's Use Only

Type of Grant or Subsidy Request:

Rec'd JAN 28 2011

GRANT REQUEST - OPERATING

GRANT REQUEST - CAPITAL

SUBSIDY REQUEST

"Grant" means an award of state funds by the legislature, by an appropriation to a specified recipient, to support the activities of the recipient and permit the community to benefit from those activities.

"Subsidy" means an award of state funds by the legislature, by an appropriation to a recipient specified in the appropriation, to reduce the costs incurred by the organization or individual in providing a service available to some or all members of the public.

"Recipient" means any organization or person receiving a grant or subsidy.

STATE DEPARTMENT OR AGENCY RELATED TO THIS REQUEST (LEAVE BLANK IF UNKNOWN): Department of Commerce and Consumer Affairs  
STATE PROGRAM I.D. NO. (LEAVE BLANK IF UNKNOWN): \_\_\_\_\_

1. APPLICANT INFORMATION:

Legal Name of Requesting Organization or Individual:  
Hawaii Public Television Foundation

Dbas: PBS Hawaii

Street Address: 2350 Dole Street, Honolulu, HI 96822

Mailing Address: 2350 Dole Street, Honolulu, HI 96822

2. CONTACT PERSON FOR MATTERS INVOLVING THIS APPLICATION:

Name LESLIE WILCOX

Title President & CEO

Phone # 808-973-1999

Fax # 808-973-1090

e-mail lwilcox@pbshawaii.org

3. TYPE OF BUSINESS ENTITY:

- NON PROFIT CORPORATION  
 FOR PROFIT CORPORATION  
 LIMITED LIABILITY COMPANY  
 SOLE PROPRIETORSHIP/INDIVIDUAL

4. FEDERAL TAX ID #: \_\_\_\_\_

5. STATE TAX ID #: \_\_\_\_\_

6. DESCRIPTIVE TITLE OF APPLICANT'S REQUEST:

Phase I of the Capital Campaign for a New Home for PBS Hawaii

7. AMOUNT OF STATE FUNDS REQUESTED:

FY 2011-2012: \$4,000,000

8. STATUS OF SERVICE DESCRIBED IN THIS REQUEST:

- NEW SERVICE (PRESENTLY DOES NOT EXIST)  
 EXISTING SERVICE (PRESENTLY IN OPERATION)

SPECIFY THE AMOUNT BY SOURCES OF FUNDS AVAILABLE AT THE TIME OF THIS REQUEST:

STATE \$0  
FEDERAL 0  
COUNTY \$0  
PRIVATE/OTHER \$5,200,000

TYPE NAME & TITLE OF AUTHORIZED REPRESENTATIVE:

\_\_\_\_\_

Robert Alm, Board Chair, PBS Hawaii  
NAME & TITLE

January 27, 2011  
DATE SIGNED

## Application for Grants and Subsidies

### I. Background and Summary

#### 1. A brief description of the applicant's background

The mission of PBS Hawaii is to inform, inspire, and entertain by sharing high-quality programming and services that add value to our diverse island community. PBS Hawaii traces its beginnings back to 1965 as the State-funded Hawaii Educational Television Network, providing closed-circuit educational TV for the University of Hawaii. The organization transitioned into a larger educational role as Hawaii Public Television, a PBS station, broadcasting exceptional national and local programming. On July 1, 2000, all general fund appropriations from the State ended and the organization became a private nonprofit organization. In February 2003, the trade name of Hawaii Public Television became PBS Hawaii.

PBS Hawaii remains the islands' sole member of the Public Broadcasting Service. We have a 42-year history of presenting groundbreaking educational series such as *Sesame Street* and *NOVA*, signature art and performance programs such as *Great Performances* and *Masterpiece Theater*, and in-depth news shows that include *PBS NewsHour*, *Frontline* and *Washington Week*. Important locally-produced programs are televised alongside these exceptional shows, including Hawaii's only hour-long interactive public affairs forum, *Insights on PBS Hawaii*; *Na Mele: Traditions in Hawaiian Song*; *Long Story Short with Leslie Wilcox*, interviews with a wide range of prominent guests; the intergenerational sports show, *Leahey & Leahey*; and *PBS Hawaii Presents*, showcasing the work of independent filmmakers from Hawaii and the Pacific. No other organization in Hawaii provides this caliber of cultural and instructional programming. Locally-owned and globally-focused, PBS Hawaii is a rare independent voice in Hawaii media and one of the most trusted and relied upon private nonprofit organizations.

#### 2. The goals and objectives related to the request

After four decades of renting space from the University of Hawaii at Manoa, PBS Hawaii is in urgent need of a new home. Because the University needs the PBS Hawaii space to house its growing scholastic programs, the University cannot renew our lease when it expires in 2014. An exhaustive search for a new home has resulted in the purchase in January 2009 of an optimal replacement property -- the former site of KHNL/KFVE's Newsplex at the corner of Nimitz Highway and Sand Island Access Road. Using money that our Board of Directors set aside when the economy was strong, we made a debt-free purchase of the site. This property has an existing one-story office building housing a television studio. Using the existing structure as a base, our architects have completed a full schematic design for a new two-story media complex which incorporates Hawaiian cultural elements and energy efficient technology. The goal of this request is to seek funding which would be used for planning, designing, engineering, demolishing and renovating the new home for PBS Hawaii. In addition, funds would be used for the purchase and installation of necessary equipment and other related costs at the Sand Island Access Road facility.

### **3. State the public purpose and need to be served**

For 42 years, PBS Hawaii has been using media to strengthen the social, democratic, and cultural health of Hawaii in the following ways:

Trustworthy Information. PBS Hawaii continues to be dedicated to civil discourse, providing reliable reporting and impartial information. Because of this approach, *PBS NewsHour* is the most trusted news source, and *Frontline* is considered the best source of investigative journalism. *Insights on PBS Hawaii* is the only local live call-in program that engages viewers on important issues facing our state. A strong and vibrant democracy requires accurate and trustworthy information and PBS Hawaii helps Hawaii residents be more informed, connected and empowered.

Access to the Arts. PBS Hawaii brings compelling music, theater, dance and art to people who might not ever have the opportunity to experience them otherwise. With increasingly limited arts and music programs in Hawaii schools, including the loss of the education and outreach program at the Honolulu Symphony, PBS Hawaii fills the void by providing a broad spectrum of first-rate culture and arts programming spanning from international, *Great Performances*, to our local, *Na Mele: Traditions in Hawaiian Song*.

Access to Education. No one compares to PBS Hawaii when it comes to delivering children's programming that educates and enriches. Public television programs align with national standards and dovetail with the curriculum that public and private schools have in place. For years, PBS Hawaii has been a leading source of educational materials, and today 293 Hawaii teachers are users of the PBS Teachers website that offers program supplements including well-designed lesson plans, teacher guides, classroom activities, and online resources for students to independently explore.

As part of the priority we place on education, in February PBS Hawaii launches *Hiki Nō*, the nation's first statewide student news program. This collaboration between PBS Hawaii and more than 55 of Hawaii's public, private and charter schools will provide original news from the voices of youth. By allowing Hawaii's schools equal access to this educational opportunity, regardless of geographic boundaries or economic challenges, *Hiki Nō* is an example of media and education working together for a better society.

### **4. Describe the target population to be served**

PBS Hawaii offers programming for an audience that spans generations -- from *keiki* to *kupuna*. By transmitting free over-the-air signals to the widest possible area (98% of the state), we are able to broadcast our curriculum-based children's programs to more underserved children, helping to close the achievement gap and prepare our youngest children for kindergarten. Our programs are also known to help many of Hawaii's immigrant children learn English. And now our new statewide student news network, *Hiki Nō*, allows us to work directly with the state's public, private and charter middle and high schools as well.

While our target population remains the same as we plan our move into our new home, we see this relocation as an opportunity to reinforce our vision of PBS Hawaii as a virtual gathering

place that connects and convenes citizens of all ages in civil discourse, appreciation of culture and the arts, lessons of history and in shaping Hawaii’s future.

**5. Describe the geographic coverage**

PBS Hawaii is a statewide organization that has the largest broadcast footprint of any other television broadcaster. We transmit free over-the-air signals, as well as making our programming available online and via cable and satellite. Because we broadcast in areas that are not profitable for commercial enterprises, our award-winning programs reach more than 400,000 households in Hawaii.

**II. Service Summary and Outcomes**

**1. Describe the scope of work, tasks and responsibilities.**

A \$4.0 million grant-in-aid will enable PBS Hawaii to plan, design, demolish, renovate, and purchase and install equipment at the Sand Island Access site to serve as the new home for PBS Hawaii. A general contractor will be hired through a bid process to perform the renovations. PBS Hawaii’s Board of Directors will be responsible for the capital improvement project. A project manager will also be hired to ensure that the project is completed on time and on budget.

**2. The applicant shall provide a projected annual timeline for accomplishing the results or outcomes of the service.**

2011	2012	2013	2014	2015
Planning and Design	Planning and Design	Begin Demolition/ Renovations	Continue Renovations	Complete Renovations

**3. The applicant shall describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results.**

To ensure the building design would meet our unique needs, we hired a highly respected, local architectural firm. Taking the input we had gathered from staff, board and stakeholders, the architect designed a dynamic space that incorporates the wide variety of services we want to continue to provide to the community as well as allowing ample room to grow into the virtual gathering place we envision.

PBS Hawaii will go through a bid process to select a licensed contractor. A project manager will oversee construction. Evaluation of the construction project will be reviewed on an on-going basis by the Facilities Committee of PBS Hawaii’s Board of Directors and progress reports will be made to the full board of PBS Hawaii.

**4. The applicant shall list the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency). The measure(s) will provide a standard and objective way for the State to assess the program's achievement or accomplishment. Please note that if the level of**

**appropriation differs from the amount included in this application that the measure(s) of effectiveness will need to be updated and transmitted to the expending agency.**

If awarded, PBS Hawaii shall provide reports to the State listing additional funds secured to match the grant-in-aid funds. We will measure progress against our timeline for Phase I and provide updates to the State on the project once the renovation is underway.

**III. Financial**

**Budget**

- 1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.**
- 2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2011-2012.**

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$1,000,000			\$3,000,000	\$4,000,000

- 3. The applicant shall provide a listing of all other sources of funding that they are trying to obtain for fiscal year 2011-2012.**

Local Foundations                      \$1,000,000

**IV. Experience and Capability**

**A. Necessary Skills and Experience**

**PBS Hawaii Facilities Committee**

Under the leadership of Board Chair, Robert Alm, and President and CEO, Leslie Wilcox, a Facilities Committee was convened that includes members of the PBS Hawaii Board of Directors and other community leaders with expertise in general contracting, development and building supplies and manufacturing.

**Beth Lum, Capital Campaign Consultant**

Beth joined Creative Fundraising Associates, Inc. in 1995 and currently serves as Executive Vice President. As a fundraising consultant, she has helped to secure over \$125 million for various non-profit organizations in Hawaii over the past sixteen years.

For the past two years, Beth has also taught the fund development module for the *Kapiolani Community College Not For Profit Management Program* and serves as an instructor for the Weinberg Fellows and Castle Colleagues Programs. She currently serves as second vice

president of the Ronald McDonald House Charities of Hawaii board, was past board president of Moiliili Community Center and continues to serve on their board.

## **B. Facilities**

Currently, PBS Hawaii leases its facilities from the University of Hawaii. The lease expires in 2014 at which time the University will be moving its own scholastic programs into PBS Hawaii space. PBS Hawaii has already purchased property at the corner of Nimitz Highway and Sand Island Access Road for its new home. This site previously housed KHNL/KFVE's Newsplex. PBS Hawaii will use the existing framework as a base for the new building, lowering the cost of the renovation. The new facility will be designed to be ADA compliant and accessible to the public.

## **V. Personnel: Project Organization and Staffing**

### **A. Proposed Staffing, Staff Qualifications, Supervision and Training**

Proposed staffing for the new PBS Hawaii home will remain the same. PBS Hawaii's 22 member board consisting of leaders from the community will be responsible for ensuring proper implementation of the capital campaign, along with President and CEO Leslie Wilcox.

### **Key PBS Hawaii Staff**

#### **Leslie Wilcox, President and CEO**

Leslie's journalistic experience spans 34 years and includes newspaper and broadcast work. She has held many roles in Hawaii's television newsrooms including anchor of top-rated newscasts, assistant news director, executive morning news producer, show producer, reporter, and documentary-maker. Seeing so many social problems up-close as a regular field reporter, Leslie co-founded the highly successful major charity drive, the Lokahi Giving Project, which, since 1985, has been helping to meet the needs of the most deserving families and individuals in Hawaii. Leslie took the helm of PBS Hawaii in 2007, a job which allowed her to combine her love of storytelling, lifelong learning and working for the public interest. Under her leadership, PBS Hawaii has added local programming including the nation's first statewide student news cast, *Hiki Nō*.

#### **Robert Pennybacker, VP Creative Services**

Robert began his career as a producer-director at Hawaii's CBS affiliate (later to become Promotion Manager for that station), and moved to the NBC affiliate in 1994 as its Director of Marketing. In 2001 he left the FOX station to start his own production and marketing firm—Pennybacker Creative, LLC. Under that banner he has written approximately twelve television documentaries and has written, produced, and directed award-winning marketing videos, commercials, and PSAs. Robert recently added Executive Director of the student newscast, *Hiki Nō*, to his job responsibilities and is overseeing the production aspects of that project. He will ensure that the newscasts meet PBS Hawaii's standards in production quality, creativity, branding, program lengths, and production deadlines.

**B. Organization Chart**

See attached.

**VI. Other**

**A. Litigation**

PBS Hawaii is not a party to any pending litigation.

**B. Licensure or Accreditation**

PBS Hawaii is a member of the Public Broadcasting Service and is licensed by the Federal Communications Commission (FCC).

**BUDGET REQUEST BY SOURCE OF FUNDS**  
(Period: July 1, 2011 to June 30, 2012)

Applicant: PBS Hawaii

<b>BUDGET CATEGORIES</b>	<b>Total State Funds Requested (a)</b>	<b>Private Funding (b)</b>	<b>Foundations (c)</b>	<b>(d)</b>
<b>A. PERSONNEL COST</b>				
1. Salaries				
2. Payroll Taxes & Assessments				
3. Fringe Benefits				
<b>TOTAL PERSONNEL COST</b>				
<b>B. OTHER CURRENT EXPENSES</b>				
1. Airfare, Inter-Island				
2. Insurance				
3. Lease/Rental of Equipment				
4. Lease/Rental of Space				
5. Staff Training				
6. Supplies				
7. Telecommunication				
8. Utilities				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
<b>TOTAL OTHER CURRENT EXPENSES</b>				
<b>C. EQUIPMENT PURCHASES</b>				
<b>D. MOTOR VEHICLE PURCHASES</b>				
<b>E. CAPITAL</b>	<b>4,000,000</b>	<b>5,200,000</b>	<b>1,000,000</b>	
<b>TOTAL (A+B+C+D+E)</b>	<b>10,200,000</b>			
<b>SOURCES OF FUNDING</b>		Budget Prepared By:		
(a) Total State Funds Requested	4,000,000	Robert Alm	808-543-7651	
(b) Private Funding	5,200,000	Name (Please type or print) Phone		
(c) Foundations	1,000,000	[REDACTED]		
(d)		Signature of Authorized Official Date		
<b>TOTAL BUDGET</b>	<b>10,200,000</b>	Robert Alm, Board Chair, PBS Hawaii Name and Title (Please type or print)		



## BUDGET JUSTIFICATION PERSONNEL - SALARIES AND WAGES

Applicant: PBS Hawaii

Period: July 1, 2011 to June 30, 2012

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
<b>Not Applicable</b>				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
<b>TOTAL:</b>				
<b>JUSTIFICATION/COMMENTS:</b>				

# BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Applicant: PBS Hawaii

Period: July 1, 2011 to June 30, 2012

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
<b>Not Applicable</b>			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>				
<b>JUSTIFICATION/COMMENTS:</b>				

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>				
<b>JUSTIFICATION/COMMENTS:</b>				

**BUDGET JUSTIFICATION  
CAPITAL PROJECT DETAILS**

Applicant: PBS Hawaii

Period: July 1, 2011 to June 30, 2012

FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OF FUNDS REQUESTED	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2009-2010	FY: 2010-2011	FY:2011-2012	FY:2011-2012	FY:2012-2013	FY:2013-2014
PLANS			1000000			
LAND ACQUISITION		5200000				
DESIGN			1000000			
CONSTRUCTION			2000000	1000000		
EQUIPMENT						
<b>TOTAL:</b>		<b>5200000</b>	<b>4,000,000</b>	<b>1,000,000</b>		
<p><b>JUSTIFICATION/COMMENT</b> The lease with the University of Hawaii where PBS Hawaii currently leases its facilities expires in 2014. Funding is critical for</p> <p align="center">for this CIP project to ensure that PBS Hawai can continue to provide programs for the community once the lease expires.</p>						

**DECLARATION STATEMENT  
APPLICANTS FOR GRANTS AND SUBSIDIES  
CHAPTER 42F, HAWAII REVISIED STATUTES**

The undersigned authorized representative of the applicant acknowledges that said applicant meets and will comply with all of the following standards for the award of grants and subsidies pursuant to section 42F-103, Hawaii Revised Statutes:

- (1) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant or subsidy is awarded;
- (2) Comply with all applicable federal and state laws prohibiting discrimination against any person on the basis of race, color, national origin, religion, creed, sex, age, sexual orientation, or disability;
- (3) Agree not to use state funds for entertainment or lobbying activities; and
- (4) Allow the state agency to which funds for the grant or subsidy were appropriated for expenditure, legislative committees and their staff, and the auditor full access to their records, reports, files, and other related documents and information for purposes of monitoring, measuring the effectiveness, and ensuring the proper expenditure of the grant or subsidy.

In addition, a grant or subsidy may be made to an organization only if the organization:

- (1) Is incorporated under the laws of the State; and
- (2) Has bylaws or policies that describe the manner in which the activities or services for which a grant or subsidy is awarded shall be conducted or provided.

Further, a grant or subsidy may be awarded to a non-profit organization only if the organization:

- (1) Has been determined and designated to be a non-profit organization by the Internal Revenue Service; and
- (2) Has a governing board whose members have no material conflict of interest and serve without compensation.

For a grant or subsidy used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant or subsidy was awarded and disposes of the land in fee simple or by lease, the organization shall negotiate with the expending agency for a lump sum or installment repayment to the State of the amount of the grant or subsidy used for the acquisition of the land.

Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

Robert Alm  
(Typed Name of Individual or Organization)

  
(Signature)

1/27/2011  
(Date)

Robert Alm  
(Typed Name)

Board Chair, PBS Hawaii  
(Title)

# PBS Hawaii – Organizational Chart

