

House District: All
Senate District: All

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

Log No: 36-C

For Legislature's Use Only

Type of Grant or Subsidy Request:

- 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 and CEO

Phone # 808-372-6055

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

6. DESCRIPTIVE TITLE OF APPLICANT'S REQUEST:

PHASE I OF CAPITAL CAMPAIGN FOR A NEW HOME FOR PBS HAWAII

4. FEDERAL TAX ID #: _____

5. STATE TAX ID #: _____

7. AMOUNT OF STATE FUNDS REQUESTED:

FY 2012-2013: \$ 2,000,000

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 \$2,000,000
FEDERAL \$0
COUNTY \$0
PRIVATE/OTHER \$10,200,000

TYPE NAME & TITLE OF AUTHORIZED REPRESENTATIVE:

LESLIE WILCOX, PRESIDENT AND CEO
NAME & TITLE

1/26/12
DATE SIGNED

Application for Grants and Subsidies

I. Background and Summary

1. A brief description of the applicant's background

The mission of Hawaii's only public television station is to inform, inspire, and entertain by sharing high-quality programming and services that add value to our diverse island community. PBS Hawaii has a 43-year history of presenting groundbreaking programs such as *Masterpiece* and *Frontline*, and producing local programs including *Insights on PBS Hawaii*, *NA MELE: Traditions in Hawaiian Song*, and many outstanding documentaries. PBS's famed curriculum-based children's programming helps young children develop critical academic skills and is especially beneficial to those children whose families cannot afford preschool. From its roots as the State-funded Hawaii Educational Television Network, providing closed-circuit educational TV for the University of Hawaii, the organization transitioned to a private nonprofit organization and has received no state or local operating funds since 2000. PBS Hawaii is a rare locally-owned, independent voice in Hawaii media and one of the most trusted and relied-upon private nonprofit organizations. It is Hawaii's storyteller, a haven for children, the nation's largest stage, and a trusted window to the world.

Recent accomplishments include:

- Adding a suite of local programming including the nation's first statewide student news network, HIKI NŌ;
- Adding more international perspectives through public broadcasters in Asia and Europe, to reflect Hawaii's diverse audience;
- Adding standards-based children's programs to the morning line up and becoming the new home to the Hawaii State Spelling Bee;
- Partnering with Pacific Islanders in Communications to present Hawaii's historic and cultural stories on PBS stations across the country.

2. The goals and objectives related to the request

PBS Hawaii is embarking on the first-ever building campaign for this statewide organization. For the past 10 years, PBS Hawaii has leased facilities from the University of Hawaii at Manoa. Because the University needs the space PBS Hawaii is occupying to house its own scholastic programs, its lease will expire in 2014. Using money that the PBS Hawaii Board of Directors set aside when the economy was strong, the station made a debt-free purchase of an optimal replacement property located at the corner of Nimitz Highway and Sand Island Access Road, the former site of KHNL/KFVE's Newsplex. A one-story office building that houses a television studio remains standing on the highly visible property. According to the State Highways Division, more than 80,000 automobiles pass by per day on this most heavily traveled Honolulu roadway. Using the existing structure as a base, architects have completed a full schematic design for a new two-story media complex which incorporates Hawaiian cultural elements and "green" energy-efficient technology. Building on top of the existing framework also lowers the cost of the renovation. The goal of this request is to seek funding which 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 four decades, PBS Hawaii has been using media to strengthen the social, democratic, and cultural health of Hawaii. Today, at a time of economic troubles, failing media business models, and the widening gap between the “haves” and “have nots,” PBS Hawaii is adding value to the community by becoming more inclusive and interactive, and by deeply engaging with communities on every island.

The centerpiece of this strategy is HIKI NŌ: The Nation's First Statewide Student News Network. HIKI NŌ is a collaboration between PBS Hawaii and Hawaii's public, private and charter schools to give students across the state equal access to real world media training that helps them master the 21st century skills needed to excel in high school, college and life. In only its second season, this thriving community-building enterprise and far-reaching showcase for student achievement is now considered a prime jewel of PBS Hawaii.

PBS Hawaii continues to evolve on-air and online to best serve the people of Hawaii:

- In addition to providing award-winning children’s programs to underserved communities, PBS Hawaii is leveraging the tremendous power of media across all platforms – TV, online, mobile and more – to give all children across the state equal access to the tools they need to learn reading, science and math, thereby helping to close the achievement gap;
- With traditional media shrinking and gaps widening in news coverage, PBS Hawaii is committed to bring trustworthy information and civil discourse; and
- Amid severe cuts in arts education, including the loss of the education and outreach program at the Honolulu Symphony, PBS Hawaii fills the void by providing compelling music, theater, dance and visual arts to those who might not ever have the opportunity to experience them otherwise.

Through quality programming and community interaction, PBS Hawaii connects with citizens of all ages to share trustworthy information, culture and the arts, and lifelong learning.

4. Describe the target population to be served

PBS Hawaii is committed to programming and projects that promote informed and engaged communities. All of the programs produced at PBS Hawaii aim to be inclusive of, and give voice to, the state's diverse island community, from *keiki* to *kupuna*.

Although most households in the state of Hawaii subscribe to local cable services, a significant segment of the community includes seniors on fixed incomes, the economically disadvantaged that cannot afford cable services, and residents who live in rural areas that are not serviced by cable companies. These individuals depend on receiving signals with an antenna. By providing both antenna and cable signals, PBS Hawaii is able to reach more than 400,000 households in Hawaii. Its programming is also carried on cable and satellite television and online on their website.

The new statewide student news network, HIKI NŌ, allows PBS Hawaii to work directly with the state’s public, private and charter middle and high schools as well. There are currently 73 schools from all the main Hawaiian islands participating in HIKI NŌ.

While our target population remains the same as with the relocation, many of the new building's design elements are geared to help PBS Hawaii better accommodate the public – as is appropriate for a public television station. Its new home will be a community gathering place – a place with live cultural events, live spontaneously-initiated town hall meetings, with on-stage participants, in-studio audience participation and statewide participation through social media platforms and other communication technologies yet to be invented. The new building will have space for audience seating, moveable stages and sets, and a large area to accommodate community volunteers. There will also be a dedicated space for a HIKI NO student news center.

5. Describe the geographic coverage

PBS Hawaii is a statewide organization. Because the station services areas that are not profitable for commercial enterprises, PBS Hawaii has the largest broadcast footprint of any other television broadcaster and its award winning programs reach 98% of the state.

II. Service Summary and Outcomes

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

A \$2.0 million grant-in-aid will enable PBS Hawaii to purchase and install equipment at the Sand Island Access site to serve as the new home for PBS Hawaii. PBS Hawaii’s Board of Directors will be responsible for the capital improvement project. A project manager will also 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 the station’s unique needs, they have hired a highly respected, local architectural firm. Taking the input gathered from staff, board and stakeholders, the architect designed a dynamic space that incorporates the wide variety of services that PBS Hawaii wants to continue to provide to the community as well as allowing ample room to grow into a gathering place.

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. Progress will be measured against a timeline for Phase I and updates will be provided 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 2012-2013.**

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

3. **The applicant shall provide a listing of all other sources of funding that they are trying to obtain for fiscal year 2012-2013.**

Local and Mainland Foundations \$1,000,000

4. **The applicant shall provide a listing of all state and federal tax credits that have been granted within the prior three years. Additionally, the applicant shall provide a listing of all state and federal tax credits they have applied for or anticipate applying for pertaining to any capital project, if applicable.**

Not applicable

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 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 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, 2012 to June 30, 2013)

Applicant: PBS Hawaii

BUDGET CATEGORIES	Total State Funds Requested (a)	Private Funding (b)	Foundations (c)	2011 GIA Funds (d)
A. PERSONNEL COST				
1. Salaries				
2. Payroll Taxes & Assessments				
3. Fringe Benefits				
TOTAL PERSONNEL COST				
B. OTHER CURRENT EXPENSES				
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				
TOTAL OTHER CURRENT EXPENSES				
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL	2,000,000	5,200,000	6,000,000	2,000,000
TOTAL (A+B+C+D+E)	15,200,000			
SOURCES OF FUNDING		Budget Prepared By:		
(a) 2012 GIA Request	2,000,000	Leslie Wilcox	808-372-6055	
(b) Private Funding	5,200,000	Name (Please type or print)	Phone	
(c) Foundations	6,000,000			
(d) 2011 GIA Funding	2,000,000	Signature	Date	
TOTAL BUDGET	15,200,000	Leslie Wilcox, President and CEO		
		Name and Title (Please type or print)		

BUDGET JUSTIFICATION PERSONNEL - SALARIES AND WAGES

Applicant: PBS Hawaii

Period: July 1, 2012 to June 30, 2013

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

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Applicant: PBS Hawaii

Period: July 1, 2012 to June 30, 2013

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

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

BUDGET JUSTIFICATION CAPITAL PROJECT DETAILS

Applicant: PBS Hawaii

Period: July 1, 2012 to June 30, 2013

FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OTHER SOURCES OF FUNDS REQUESTED	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2010-2011	FY: 2011-2012	FY:2012-2013	FY:2012-2013	FY:2013-2014	FY:2014-2015
PLANS		\$ 1,000,000				
LAND ACQUISITION	\$ 5,200,000					
DESIGN		\$ 1,000,000				
CONSTRUCTION		\$ 3,000,000	\$ 2,000,000	\$ 3,000,000		
EQUIPMENT						
TOTAL:	\$ 5,200,000	\$ 5,000,000	\$ 2,000,000	\$ 3,000,000		
JUSTIFICATION/COMMENT	The lease with the University of Hawaii where PBS Hawaii currently leases its facilities expires in 2014. Funding is critical for for this CIP project to ensure that PBS Hawai can continue to operate once the lease expires.					

**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, Hawai'i 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.

Leslie Wilcox

(Typed Name of Individual or Organization)



(Signature)

1/26/12

(Date)

Leslie Wilcox

(Typed Name)

President and CEO, PBS Hawaii

(Title)

PBS HAWAII ORGANIZATIONAL CHART

Board of Directors

Leslie Wilcox, President and CEO

Senior Vice President and CFO
Karen Yamamoto

Office Manager
Kathleen Kosaka

Director of Grant Support
Lynn Haff

Administrative Assistant to CEO
Meriel Collins

Administrative Assistant
Karen Maddocks

Receptionist
Faa Sataraka

VP of Advancement
Lisa Levine

VP of Programming/Communications
Roberta Wong Murray

VP of Digital Networking
Vacant

VP of Creative Services
Robert Pennybacker

Sr. Advancement Specialist
Christina Sumida

Advancement Specialist
Kaylee Noborikawa

Advancement Specialist
Tara Liu

Advancement Specialist

Advancement Assistant
Stephanie Joe

PT Student Assistant

Programmer
John Kovacich

Graphic Communications Specialist
Bryan Bosworth

Traffic Manager
Paula Rapoza

Traffic Coordinator
Jill Matsumoto

Communications Assistant
Abby Tateishi

Chief Engineer
Stephen Komori

Engineer
John Nakahira

Master Control Technician
Vicky DeMercer

PT Master Control Operator
Albert Carter

Web Technician
Jeff Langcaon

HIKI NŌ Editor
Lawrence Pacheco

Multimedia Writer
Liberty Peralta

PT Student Technicians (12)

Production Manager
Paul Hayashida

Director/Crew Chief
Glenn Yamamoto

Crew Chief
Terrence Quinsaas

Editor/On-Air Designer
Daryl Harada

Editor
Mike Powell

Editor
Forest Butler

Production Coordinator
Cheryl Sakai