

FOR IMMEDIATE RELEASE

November 16, 2010

**PBS Hawaii Receives \$1.2 Million
from Local and National Funders To Launch
the First Statewide Student News Network in the Nation**

***PBS Hawaii and Students from More Than 60 Public, Private and Charter Schools Are Busy
Preparing for the First Hiki Nō Newscasts Scheduled to Premiere February 2011***

The Hiki Nō (“can do”) attitude prevailed as major funders stepped up again with generous enthusiasm in support of PBS Hawaii’s plans to work with teachers and middle and high school students from all of Hawaii’s inhabited islands to create a collaborative network that will deliver community-based news and information to the entire state via PBS Hawaii’s broadcast and web platforms.

The impressive list of foundations and companies supporting Hiki Nō now includes major funding and services from The Wallace Alexander Gerbode Foundation (\$225K), W.K. Kellogg Foundation (\$195K), tw telecom Honolulu (\$119K), with additional funding and support from Atherton Family Foundation, Cooke Foundation, George Mason Fund, the Stupski Family Fund and Bays Deaver Lung Rose and Holma Attorneys at Law. PBS Hawaii also received more than \$7,000 from individuals’ donations.

"Hawaii has come up with a fresh answer for pressing needs in a changing world. We're grateful that prominent national and local organizations share our conviction: Hiki Nō will be a model for creating 21st-century learners and communicators, and for filling gaps in community information and engagement," said Leslie Wilcox, PBS Hawaii President & CEO.

In January 2010 PBS Hawaii announced the Corporation for Public Broadcasting and the Clarence T.C. Ching Foundation were Hiki Nō’s founding funders providing \$200K and \$100K respectively to support the critical startup phase of Hiki Nō. Commercial Data Systems was also named at that time as an early corporate partner of Hiki Nō.

The Hawaii Community Foundation announced in September it was the recipient of a \$240,500 Knight Community Information Challenge grant from the John S. and James L. Knight Foundation. The grant would be given over a period of 3 years to PBS Hawaii for Hiki Nō, the first Hawaii grantee to ever receive funding from the Knight Foundation.

Meanwhile, broadcast and journalism veterans have been working with a teacher steering committee and the schools for quite some time in media camps and various training sessions. Executive Producer Robert Pennybacker and Managing Editor Susan Yim are working with teachers and students on story ideas, show formatting and production details for the first newscast scheduled to air February 28, 2011 on PBS Hawaii. Initially there will be one new newscast produced weekly with a slow but steady ramp up to 5 new shows weekly Monday-Friday with a sixth show that will air on weekends looking back on stories from the previous week.

PBS Hawaii will also air a documentary-style program in February that tracks the development of this ground-breaking media and education initiative that has received national support from respected educators and locally from the leadership of the D.O.E., Hawaii Association of Independent Schools and Hawaii's Charter Schools.

For more information including FAQs, a list of participating schools, photos, video and comments from teachers and students go to <http://www.pbshawaii.org/hikino/index.php>

Or Contact Linda Brock – 808.973-1383 – lbrock@pbshawaii.org

About The Wallace Alexander Gerbode Foundation

The Wallace Alexander Gerbode Foundation is interested in programs and projects offering potential for significant impact. The primary geographical focus is on the San Francisco Bay Area and Hawaii. The Foundation's interests generally fall under the categories of arts and culture, environment, population, reproductive rights, citizen participation, building communities, inclusiveness, strength of the philanthropic process and the nonprofit sector, and Foundation-initiated special projects.

www.gerbode.org

About W. K. Kellogg Foundation

The W.K. Kellogg Foundation, established in 1930, supports children, families and communities as they strengthen and create conditions that propel vulnerable children to achieve success as individuals and as contributors to the larger community and society. Grants are concentrated in the United States, Latin America and the Caribbean, and southern Africa.

www.wkkf.org

About tw telecom

tw telecom, headquartered in Littleton, CO., provides managed network services, specializing in converged services, Ethernet and data networking, Internet access, local and long distance voice, VPN, VoIP and network security, to enterprise organizations and communications services companies throughout the U.S. including their global locations. As a leading provider of integrated and converged network solutions, **tw telecom** delivers customers overall economic value, quality service, and improved business productivity.

www.twtelecom.com

About PBS Hawaii

PBS Hawaii's mission is to inspire, inform and entertain by providing high-quality programming and valuable services for our diverse island community. Major support of the station comes from the people and businesses of Hawaii.

www.pbshawaii.org

Comments

"We are deeply gratified by the strong support we have received nationally for Hiki Nō. It shows just how ground-breaking and significant this program is to the nation, and offers Hawaii (and PBS Hawaii) another chance to lead the nation in the telling of both great and common stories." **Robert Alm, Chair – PBS Hawaii Board of Directors**

"Hiki Nō provides students with an opportunity to assume a new role in representing their schools and communities. Individually they will be a new voice for community-based news. Collectively their impact will benefit an entire state. The Gerbode Foundation is pleased to support such a pioneering and inclusive partnership between public, private and charter schools and PBS Hawaii." **Tom Layton, President – Gerbode Foundation**

"At tw telecom Honolulu we are proud to be a part of this bold initiative that will showcase the skills and determination of our local students. With Hiki Nō, technology will overcome the geographic boundaries of the past and empower Hawaii students to tell the stories of the diverse communities that make up our island state."

Cliff Miyake, Vice President & General Manager – tw telecom Honolulu

“We are tremendously pleased to receive this award from the John S. and James L. Knight Foundation to help with the development of Hiki Nō, especially since Hawaii is not technically a ‘Knight community’. We applaud the Knight Foundation for its ongoing commitment to informed and engaged communities across America and especially here in Hawaii where Hiki Nō’s virtual newsroom will help to link schools on different islands. We’re also very pleased for the opportunity to partner with PBS Hawaii on this significant initiative.” **Kelvin Taketa, President & CEO - Hawaii Community Foundation (Sept. 2010 press release)**

“We see this as a bold and innovative project that understands our young people, growing up in the digital age, and it knows how to prepare them to succeed.” **Kenneth Okamoto, Trustee – Clarence T.C. Ching Foundation (Jan. 2010 press release)**