

PBS Hawai'i, a 501(c) 3 nonprofit organization, is the Hawaiian Islands' only member of the trusted Public Broadcasting Service (PBS). We provide quality multimedia programming for the educational enrichment of our local communities with the support of individuals, businesses, charitable foundations and the private nonprofit organization, **Corporation for Public Broadcasting**.

## LOCAL VALUE

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**PBS Hawai'i** is the only locally owned statewide multimedia television station in Hawai'i. Today, technology has provided numerous choices for people to be able to find, consume and share content. We pay attention to local consumer preferences and have taken steps to meet our viewers where they are, including a strategic move toward digital technology and in-person experiences. During a time where many of us are on-the-go, mobile technology is the norm for how we consume information. Sitting in front of a television to watch a program is no longer the first choice for many. We have made a significant shift to offering educational content for all ages across multi-platforms. We produce weekly local programming and we are the home of HIKI NŌ, an initiative that focuses on student voices and fair and creative storytelling by students from grade school to high school.

### Our Mission

We advance learning and discovery through storytelling that profoundly touches lives.

### Our Vision

PBS Hawai'i is a touchstone for island communities, connecting and convening Hawai'i's citizens of all ages in civil discourse and education, appreciation of culture and the arts, lessons of history and in shaping Hawai'i's future.

In our ethnically and culturally diverse island state, we are committed to upholding these universal values of Hawai'i:

- **Pono** - rightness and balance
- **'Imi na'auao** - knowledge and wisdom
- **Aloha kekahi i kekahi** - respect for the dignity of others
- **Kūlia i ka nu'u** - strive for excellence
- **Kuleana** - responsibility for the collective good
- **Lōkahi** - collaboration and unity
- **Mālama** - care for and protect

*“We are new to Hawaii. Your local programming is outstanding and has helped our family learn more and appreciate living in Hawai‘i. Mahalo!”*

**THE PETTY FAMILY**

## KEY SERVICES 2019

In FY 2019, PBS Hawai‘i provided quality local programming to our community:

### Quality Local Programming

From the Maui Mayoral and Kaua‘i Mayoral races on *Insights on PBS Hawai‘i*



From left: For Maui Mayoral race, candidates Mike Victorino and Elle Cochran



From left: For Kaua‘i Mayoral race, candidates Mel Rapozo and Derek Kawakami

- **Insights on PBS Hawai‘i** kicked off the fiscal year by convening candidates in election races throughout the state, presenting weekly, one-hour, live on-air/online candidate forums for almost four months. This represented far more forums than any other media outlet in the state.
- **HIKI NŌ** (Hawaiian language for “can do”) continued to bring together student voices and quality storytelling from all of Hawai‘i’s counties. HIKI NŌ made significant strides in partnering with key institutions in Hawai‘i’s educational community and in helping to forge a pathway for students to Early College.
- In **GET CAUGHT READING**, our newly launched literacy program, many individuals are choosing to share passages from books and poems of personal significance. Elements of the Hawaiian culture are a major theme. These brief read-aloud videos run on the air between our TV programs and are aggregated on our website.

- **PBS KIDS 24-7** was secured for Hawai'i's first online/on-air television station from PBS National – and launched ahead of schedule in July 2019. The new channel's curriculum-based programming is aligned with online educational video games.
- **Long Story Short with Leslie Wilcox** featured engaging, one-on-one conversations with some of Hawai'i's most intriguing people sharing their personal stories and experiences with viewers. It was another season of learning how an individual's early influences and formative values play out in his/her decisions in life and work. And once again this year, it was confirmation that failure can open a powerful opportunity to learn, grow, and go in a positive new direction.



**KĀKOU – Hawai'i's Town Hall**  
"The Future of Work" held on October 25, 2018



**Nā Mele – Traditions in Hawaiian Song**  
Josh Tatofi (center) with bandmates  
Travis Kaka (left) and Laupepa Letuli (right)

- **KĀKOU – Hawai'i's Town Hall** program held its third live town hall event – a two-hour discussion with diverse members of our statewide community to explore what Hawai'i needs to do to prepare students for the "Future of Work," and how close we are to doing what is required. We saw participants leave differences aside and listen respectfully to one another's viewpoints in a deeper and more meaningful way.
- Through **Nā Mele: Traditions in Hawaiian Song**, the only weekly television program in the world devoted to traditional Hawaiian music, we are preserving and perpetuating traditional Hawaiian music and attracting multigenerational viewers.
- **PBS Hawai'i Presents** offered independent documentaries, dramas, music showcases and special event programming with Hawai'i connections.

## Community Efforts 2019



Community members join in on a conversation about indigenous people after viewing the documentary, *Dawnland*.



Scouring through books for clues at our GET CAUGHT READING scavenger hunt at Thelma Parker Memorial Public Library in Waimea, Hawaii

In FY 2019, we held film screenings, Keiki Club events and GET CAUGHT READING activities. Additional community efforts included:

- To build a better informed electorate and a stronger democracy, we presented Election 2018, July-November 2018. We scheduled more than four months of live weekly candidate discussion sessions. These weren't formal debates; instead we sought civil discourse in election contests across the state. Viewers called in or wrote in questions. Our candidate coverage was more extensive than that of any other television broadcaster in Hawai'i.
- Our third **KĀKOU – Hawai'i's Town Hall** invited community members to speak on the 'Future of Work,' looking at whether and how Hawai'i is preparing children for a future in which disruptive technology will transform the workplace and much of the way we live.
- For the fourth year in a row, we co-hosted community pop-up film screenings in partnership with **Independent Lens** and **Hawai'i Women in Filmmaking**. Held in the heart of Kaka'ako at Impact Hub, evening screenings were centered on the overarching theme of *how to be a good neighbor*. After each screening, we hosted conversations with community members and representatives from various industries, engaged individuals in discussion and provided a safe, trusted space for voices to be heard.
- We hit the road to share the love of reading. This included participating in such community activities as the North Shore Ocean Fest on O'ahu and Child and Family Fair on Kaua'i.

- Through our new **GET CAUGHT READING** program, we hosted three events at public libraries on Kaua'i and Hawai'i Island that included scavenger hunts, story time, craft-making and video opportunities. Attendees included keiki, their parents/caregivers and school groups.
- We visited Hawai'i to host an advance screening of **Nā Mele: Traditions in Hawaiian Song** that featured the Lim Family of Kohala. Members of that rural community were invited to enjoy the film before it aired statewide on our airwaves and online. On O'ahu, viewers were able to watch a behind-the-scenes sneak peek of the filming of Josh Tatofi for a Nā Mele: Traditions in Hawaiian Song. And we premiered **Pinkalicious & Peterrific** to a gathering of Keiki Club members and their parents in Honolulu.
- Thanks to 24/7 online digital access and an increased investment in social media, we have deepened our engagement with our existing donors and are working to solidify our relationship with the next generations of consumers.
- We have invested a significant amount of time, resources and energy in refreshing our existing website to make it more user-friendly, searchable and discoverable. Our social media platforms have been enhanced to include targeting messaging to reach different audiences through photography and video content.
- Due to the Federal Communications Commission repack, we replaced two translators (junior transmitters) on Hawai'i Island, using a grant from T-Mobile Foundation. In doing so, we also upgraded the reliability of these over-the-air installations at Hakalau, north of Hilo, and the Kūlani Cinder Cone, south of Hilo.
- We upgraded our Exchange mail server. The hardware was refreshed and the server is running Microsoft Exchange Server 2016.
- More was done in the process of upgrading staff workstations to Microsoft Windows 10 Professional, as the support for Windows 7 comes to an end in January 2020.
- A multiviewer was added at the Camera Control Station. This allows the engineer to monitor all the recording and playback devices used during studio productions.

## HIKI NŌ



BIG smiles from two of our HIKI NŌ students from Kaua'i's Kapa'a Middle School



A HIKI NŌ student from O'ahu's Āliamanu Middle School with Pearl Harbor attack witness Jimmy Lee at the World War II Valor in the Pacific National Monument

The nation's first statewide student news network completed its 9th school year, during which **HIKI NŌ** teachers, mentors and staff helped train 4,313 students in digital media statewide – an 18% increase over last year. Students tackled a wide variety of topical, meaningful subjects in their HIKI NŌ stories: from foster care, to teen depression, to the importance of kuleana (taking responsibility), to ways in which food creates communities, to integrating the disabled into the mainstream.

HIKI NŌ continues to help students develop skills needed to thrive in the new global economy: critical thinking, creative problem solving, teamwork, collaboration, adaptability and entrepreneurialism. The recognition that these skills are essential to students' success in college and beyond has led to dynamic partnerships between PBS Hawai'i's HIKI NŌ and the state's Early College and P-20 programs.

## LOCAL IMPACT 2019

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- Our **HIKI NŌ** students have continued to rank with youth journalism's best of the best. At the prestigious national Student Television Network's 2019 competition in Seattle, 23 Hawai'i HIKI NŌ school teams competed against schools from across the continental U.S. and won a total of 35 awards – roughly 20% of all awards given out. The rigorous four-day exercise drew 3,000 high and middle school students and teachers from across the nation.
- HIKI NŌ has been continually evolved, and last year was a game-changer for the program. The State Department of Education invested in the important summer workshops in which HIKI NŌ teachers and students receive basic training in digital storytelling skills needed to begin successful participation in HIKI NŌ. School districts decided to absorb costs previously borne by PBS Hawai'i. Working with the statewide Career Technical Education (CTE) Center, the school districts successfully secured Perkins federal funding for HIKI NŌ workshops held in the summer of 2019. Some 200 students and teachers received training. The school districts are preparing to directly take on the funding of subsequent summer HIKI NŌ workshops.
- In partnership with **Independent Lens**, we hosted free film screenings that included talk-story sessions. These active discussions with community members provided them with an opportunity to not only learn more about pressing community issues, but also to weigh in and share their personal viewpoints and opinions in a safe and respectful setting.

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*PBS Hawai'i is devoted to offering a bright alternative to commercial media that resonates with Hawai'i's values and concerns. We strive to truly listen to our viewers, not only speak to them. The personal touch is emphasized at PBS Hawai'i; our goal is to be direct, authentic, inclusive and responsive.*