

PBS Hawai'i, a 501©(3) nonprofit organization, is the Hawaiian Islands' only member of the trusted national Public Broadcasting Service (PBS), providing quality multimedia programming for the educational enrichment of our island communities, with support from individuals, businesses, charitable foundations and others, and vital seed money from the private nonprofit **Corporation for Public Broadcasting**.

LOCAL VALUE

PBS Hawai'i is the only locally owned statewide television station in the Islands. We convene communities around public affairs and are a reliable news source. Other programming highlights culture and arts, science, history and drama. Half of the broadcast day is devoted curriculum-based programs for young children. PBS Hawai'i also produces weekly local programming and is the home of HIKI NŌ (Hawaiian language for can-do), a groundbreaking educational initiative and the nation's first statewide student news network. We are the only federally licensed statewide educational broadcaster in the Hawaiian Islands.

Our Mission is to 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 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

“PBS Hawai‘i is all about education, and inspiring, and taking care of the community.”

Dania Novack-Katz
Magazine Publisher, Maui



KEY SERVICES 2018

In FY 2018, PBS Hawai‘i provided these robust local services:

Quality, Local Programming

- **Insights on PBS Hawai‘i**, delivered an interactive quality-of-life series of programs on each island, setting the stage for four months of weekly hour-long and two-hour-long election forums. No other media organization provided as much discussion and debate with candidates.
- **KĀKOU – Hawai‘i’s Town Hall** programs – provided two-hour live, interactive community forums on topical issues, with the goal of achieving more understanding and finding common ground. Participants around the state civilly shared diverse perspectives. There was a willingness to listen as well as to speak.
- **NĀ MELE – TRADITIONS IN HAWAIIAN SONG** is the only Native Hawaiian traditional music weekly program and is attracting multi-generational audiences.
- **Pacific Heartbeat** is an independent summer series with Pacific Islanders in Communications (PIC), presenting new films nationally and locally.
- **HIKI NŌ** is the nation’s first statewide student news network, with 90 participating public, private and charter middle and high schools across six islands, demonstrating workforce skills through media storytelling on a weekly basis in primetime.
- **Long Story Short with Leslie Wilcox** features weekly conversations with a range of interesting individuals and preserves their oral histories.
- **PBS Hawai‘i Presents** is a weekly showcase for independent filmmakers and their stories about Hawai‘i and the Pacific region.



Insights on PBS Hawai'i
Quality of Life – Maui



Long Story Short with Leslie Wilcox
Connie Mitchell
Executive Director
The Institute for Human Services



Nā Mele – Traditions in Hawaiian Song
Kawika Kahiapo
Slack-key guitar master

Social media, now an important additional programming platform, infused more video into our posts on Facebook, Instagram and Twitter.

Community Efforts 2018

In 2018, we held Keiki Club events, film screenings, and television premiere gatherings. In other community efforts, PBS Hawai'i:

- Created a new online platform for independent filmmakers to submit films for consideration for primetime placement;
- Strengthened and maintained our technology to better serve viewers by:
 - Upgrading our studio for live productions, including versatile three-tier risers for **KĀKOU – Hawai'i's Town Halls**, enabling each guest equal opportunity to be seen and heard;
 - Quadrupling the capacity of our digital archive of locally produced programs and archival video;
 - Tightening our digital security with new server equipment; and
 - Replacing and repairing two translator stations (junior transmitters), one of which was damaged by acid air elements during a volcano eruption. The Corporation for Public Broadcasting reached out during the unfolding destruction to give support.



“Since [the stories had] to be up to broadcast standards, [the students] took a lot of care and time to set up each shot, and sometimes took a little longer waiting for conditions to be right for filming. . . The students really got a taste of what real filmmaking is about.”

Renee Adams

Kalama Intermediate School (Maui) Educator

HIKI NŌ – *The Nation’s First Statewide Student News Network*

HIKI NŌ currently serves 90 public, private and charter middle and high schools, whose students represent all districts across the islands. It’s the first program in Hawai‘i to bring together all three school systems in this island state.

This is chiefly an education initiative, and also is a weekly primetime newscast – a real-world showcase for student achievement. Students under the guidance of their teachers must meet deadlines with quality work.

Young people from Grades 5-12 develop skills in oral and written communications, problem-solving, networking, teambuilding, technology and other real-world skills as they research, conceive, write, shoot, edit, narrate and produce stories about their communities. Teachers are trained for free by HIKI NŌ professionals and one-on-one mentoring also is offered. Students and teachers attend free workshops, with HIKI NŌ covering expenses, including inter-island travel.

Learning Skills To Succeed in Life

“HIKI NŌ taught me a lot about responsibility, but it also taught me a lot about myself and how if I want to make it somewhere, I’m going to have to work hard.”

Shisa Kahaunaele

HIKI NŌ alumna, Kamehameha Schools Kapālama (O‘ahu)



LOCAL IMPACT 2018

- HIKI NŌ students have emerged as a national force in student journalism, winning a disproportionate number of awards at rigorous competitions held by Student Television Network (STN) in different cities on the Continent. In 2018, HIKI NŌ students took 33 percent of the awards given in the STN Challenge.
- HIKI NŌ developed curricula for middle and high schools in Hawai'i and gave the materials to all interested local schools at no cost. The approved high school curriculum is being used as part of a developmental pathway for a strengthened Early College program, opening doors to college affordability.
- Prominent businesses and families of Hawai'i have made multi-year funding commitments to HIKI NŌ, seeking to create a better future for children.
- Nielsen's Scarborough Research shows increased demand for our content:
 - An online audience is growing, and it is a younger viewer demographic than our television audience, which also is growing, defying national trends.
 - The television audience of **Insights on PBS Hawai'i** almost doubled in size, and market research showed more Native Hawaiians and more people of Filipino ancestry were watching amidst an overall younger audience.
- More Neighbor Islanders were seen on this television station than any other in the state, especially on **Insights on PBS Hawai'i**, **Long Story Short with Leslie Wilcox** and **KAKOU – Hawai'i's Town Hall**.
- Free film screenings resulted in some amazing discussions, with attendees feeling comfortable to share personal experiences that add a new dimension to others' understanding of community issues.

***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 here; our goal is to be direct, authentic, inclusive and responsive.*