Fiscal Year 2019 | Year in Review | July 2018 - June 2019
Dear Viewers and Supporters,

We want to thank you for enabling us to maintain, improve and expand video programming and services for the people of Hawai‘i.

Here are highlights of our fiscal year ending June 30, 2019:

- **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 presenter 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. It made significant strides in partnering with key institutions in Hawai‘i’s educational community and helping to forge a pathway for students to Early College.

- **GET CAUGHT READING**, our newly launched literacy program, found that most 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.

- We secured arrangements for Hawai‘i’s first online/on-air television station, **PBS KIDS 24-7**, from PBS National — and launched it ahead of schedule in July 2019. The new channel's curriculum-based programming is aligned with online educational video games.

Only with the support of the community can we serve as “Hawai‘i’s Largest Classroom.” And only with the support of the community are we able to bring together diverse voices of Hawai‘i in a trusted space where they can be heard.

In this new fiscal year, our organization is excited to be developing a new three-year strategic plan for FY21-FY23.

Sincerely,

Joanne Lo Grimes  
Board Chair (as of July 1, 2019)  

Leslie Wilcox  
President and CEO
OUR MISSION

We advance learning and discovery through storytelling that profoundly touches lives.
HIKI NŌ: Can Do

IN THE HAWAIIAN LANGUAGE, HIKI NŌ TRANSLATES INTO “CAN DO.” While it is what we call our student news program, it is also a belief, an attitude that we live by at our station. We are currently living in one of the most significant shifts in our environment.

Technology and social media/Internet make it possible to connect people and institutions faster than ever before. Digital technology has accelerated the way people share information and ideas. Today people know what they want and how they want to consume it, with the likely candidate being on a digital platform.

Over the years, PBS Hawai‘i has served as an educational television station. Today, we know that to stay relevant we need to be more than just a television station with a single-use platform. We need to be a multi-platform organization that meets people where they are.

This past year has been one of “can do” for us as we have adapted, enhanced and improved the ways that we connect our community to the same thoughtful and thought-provoking media. While this still includes broadcast programming at home, it has been expanded to digital platforms for on-the-go access via Internet, social media and through mobile applications, all ways that are meaningful, familiar and comfortable.
UNIQUELY POSITIONED TO SERVE HAWAI‘I

PBS Hawai‘i is the Hawaiian Islands’ only public television station, the only member of the nationally trusted Public Broadcasting Service. We’re also the only locally owned statewide television station in Hawai‘i, led by a Board of Directors from all across the Islands and a locally based team of management and staff. We are the only federally licensed statewide educational broadcaster in the Islands.

WHOM WE SERVE AND WHY

Today, technology has provided numerous choices for people to be able to find, consume and share content. So what can, and what did, we do? We listened and took steps to meet our customers where they are, which included a strategic move toward digital technology and 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 not the first choice. We have made a significant shift to offering educational content for all ages across multi-platforms.

We also designed our new GET CAUGHT READING program with the intent of it living online first and broadcast second.

Capturing the smiling faces of some of our valued volunteers who attended this year’s annual Volunteer Mahalo Luncheon with special guest speaker, Nanette Napoleon (seated, fourth from left), Hawai‘i’s “cemetery” lady, and our President and CEO, Leslie Wilcox (seated, third from left).
MAKING IT HAPPEN

PBS Hawai‘i’s free, over-the-air transmission reaches farther than that of any other television broadcaster in Hawai‘i, serving areas that commercial broadcasters find unprofitable to reach. With two broadcast transmitters on O‘ahu and Maui, along with 12 translators on Kaua‘i and Hawai‘i Island, our broadcasting system provides no-cost broadcast service to six populated islands, including all 25 of the most financially disadvantaged areas in Hawai‘i, as identified by the 2012 U.S. Census. In some of these areas, we are the only available broadcaster. With cable, online and live streaming delivery of locally produced programs, we’re also reaching the world with stories of Hawai‘i and the Pacific.

PBS Hawai‘i IN NUMBERS

– 30 Full-Time Staff
– 2 Part-Time Staff
– 7 Production Students
– 21 Unpaid Statewide Board Members
– 10 Statewide Community Advisory Board Members
– 83 Volunteers
– 1,065.75 Volunteer Hours
– 483 Volunteer Days
– 12,559 Citizen Donors
– 62 Programming Sponsors
– 40 Grantors
PBS Hawai‘i
Statewide Board of Directors
As of June 30, 2019
PBS Hawaiʻi Statewide Community Advisory Board
As of June 30, 2019

Karen Knudsen
Chair

Momi Akana
Chuck Boller
Dennis Bunda

Kainoa Horcajo
Dr. Shawn Kanaʻiaupuni
Cheryl Kaʻuhane Lupenui

Lei Kihoi
Les Murashige
Marissa Sandblom
PBS Hawai‘i Management
As of June 30, 2019
PBS HAWAI‘I STRIVES FOR DIVERSIFICATION OF REVENUES TO PROVIDE FINANCIAL STABILITY during times of economic decline, to create a more stable financial environment and as a hedge against any attempts by others to gain editorial influence. Here’s our mix of major funding sources:

- **We** are grateful to have grassroots support from individuals and families throughout the state, from urban centers to small rural communities, which amounted to $1,791,340 in fiscal year 2019. The average annual individual gift was $132.74. A continued and emerging bright spot in this area is Passport, a web portal offering supporters streaming access to new and classic PBS programming. This content is popular with viewers, and we are continuing to see an increase in sustainer memberships as a result. To date, we have over 8,000 members. This membership provides predictability and stability as their monthly gifts are automatically debited.

- Charitable foundations, which award both restricted and unrestricted grants, were vital to upholding our mission, especially in funding our HIKI NŌ statewide news network and the launch of our newly GET CAUGHT READING initiative.

- **Federal** funding is never assured, however PBS Hawai‘i has received regular federal funding via the private, nonprofit Corporation for Public Broadcasting. The sum is generally about 15 percent of our operating income. The measure typically clears Congress in a broad bipartisan vote, with advocates pointing out that public broadcasting does a fine job of leveraging public funding with private monies and providing exceptional educational value.

- **We** do not seek or receive operating funds from County governments or the State government. However, the State Department of Commerce and Consumer Affairs directs two cable companies to send 1% of cable franchise fees directly to PBS Hawai‘i. These funds are part of our largest revenue source, business support.
PBS Hawai‘i Revenue Sources

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Individuals’ Contributions</td>
<td>1,791,340</td>
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<tr>
<td>Business Support</td>
<td>4,254,255</td>
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<tr>
<td>Federal Funding via the private nonprofit Corporation for Public Broadcasting</td>
<td>1,426,069</td>
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<tr>
<td>Other Restricted Grants including HIKI NŌ</td>
<td>891,435</td>
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<tr>
<td>Unrestricted Grants</td>
<td>92,236</td>
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<td>Residual Capital Campaign</td>
<td>600,000</td>
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<td>Investment and Interest Income</td>
<td>388,908</td>
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<tr>
<td>Royalties / Miscellaneous</td>
<td>552</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>9,444,795</strong></td>
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Grantors

Annie Sinclair Knudsen Memorial Fund of the Hawai‘i Community Foundation
Armstrong Foundation
Bank of Hawaii Foundation
Bendon Family Foundation
Castiglione Casauria Foundation
Dr. and Mrs. L.Q. Pang Foundation
Elaine and Robert Lang Foundation
Ernest H. Hui Family Foundation
Friends of Hawaii Charities
George Mason Fund of the Hawai‘i Community Foundation
HPM Building Supply Foundation
Hazel H. Takumi Foundation
Jack and Marie Lord Fund of the Hawai‘i Community Foundation
Jhamandas Watumull Fund
John R. Halligan Charitable Fund
Kamehameha Schools
Koaniani Fund of the Hawai‘i Community Foundation
Kosasa Foundation
Kubota Foundation of the Hawai‘i Community Foundation
Larry and Beatrice Ching Foundation
Marilyn and James Pappas Charitable Foundation
O. L. Moore Foundation
Paul S. Honda Foundation
R.E.A.P. Foundation
Reverend Takie Okumura Family Fund of the Hawai‘i Community Foundation
Richard Smart Fund of the Hawai‘i Community Foundation
Robert Emens Black Fund of the Hawai‘i Community Foundation
Sidney Stern Memorial Trust
State Farm Mutual Auto Insurance Company
Stupski Foundation
Susan M. Kosasa Fund of the Hawai‘i Community Foundation
Taketa ‘Ohana Fund of the Hawai‘i Community Foundation
The Cheeryble Foundation
The Clarence T.C. Ching Foundation
The Doyle Foundation
The Freeman Foundation
The Harry & Jeanette Weinberg Foundation
The Michael B. Wood Foundation
Thomas and Elizabeth Brodhead Foundation
Wade & Harue McVay Family Foundation
# Programming Sponsors

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<tr>
<th>Sponsors</th>
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<td>AARP</td>
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<td>ABC Stores</td>
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<td>Aloha Island Mart</td>
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<td>Aloha Petroleum</td>
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<td>Associa Hawaii</td>
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<tr>
<td>Atsuhiko and Ina Goodwin Tateuchi Foundation</td>
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<td>Bank of Hawaii Foundation</td>
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<td>Bendon Family Foundation</td>
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<td>Cades Foundation</td>
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<td>Cades Schutte LLP</td>
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<td>Carlsmitth Ball LLP</td>
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<td>Castle Medical Center</td>
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<td>Caswell Orthodontics</td>
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<td>Cronin, Fried, Sekiya Kekina &amp; Fairbanks</td>
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<tr>
<td>Dr. Belinda Aquino</td>
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<tr>
<td>Dr. John Mirikitani, J.D., PhD</td>
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<td>DUNKIN’</td>
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<td>Farmers Insurance Hawaii</td>
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<td>Fendu Boulangerie</td>
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<td>George Mason Fund of Hawai’i Community Foundation</td>
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<td>HALM’S Enterprises</td>
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<td>Hanalani Schools</td>
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<td>Hawaii Dental Service (HDS)</td>
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<td>Hawaii Government Employees Association (HGEA)</td>
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<td>Hawaii Medical Service Association (HMSA)</td>
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<td>Hawaii National Bank</td>
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<td>Hawaii State Federal Credit Union</td>
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<td>Hawaiian Airlines</td>
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<td>Hawaiian Telcom</td>
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<td>HI529 College Savings Plan</td>
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<td>Honolulu Museum of Art</td>
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<td>Ice Palace Hawaii</td>
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<td>Jeffrey Samuels Real Estate Services</td>
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<td>John &amp; Clifford Mirikitani Foundation</td>
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<td>John R. Halligan Charitable Fund</td>
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<td>Kamehameha Schools</td>
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<td>Keiki Care Center of Hawaii</td>
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<td>Kīnā ‘Ole Estate</td>
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<td>Le Jardin Academy</td>
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<td>MATSON Foundation</td>
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<td>McCabe, Hamilton &amp; Renny Co.</td>
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<td>Mountain-Pacific Quality Health</td>
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<td>PASHA HAWAII</td>
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<td>Paul S. Honda Foundation</td>
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<td>Pearl Hawaii Federal Credit Union</td>
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<td>Riggs Distributing</td>
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<td>Robert &amp; Deanna Levy</td>
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<td>RT Hawaii Restaurants (Ruby Tuesday)</td>
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<tr>
<td>Seven-Eleven Hawai’i</td>
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<tr>
<td>Spectrum</td>
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<td>St. Francis Healthcare System</td>
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<td>Stepping Stones Academy</td>
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<tr>
<td>SUB-ZERO</td>
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<td>Ulupono Initiative</td>
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<tr>
<td>University of Hawai’i Professional Assembly (UHPA)</td>
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<td>Waikiki Health</td>
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<td>Waimea Valley</td>
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<td>Zippy’s Restaurants</td>
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A Can Do Attitude = A Game-Changing Year

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 highly relevant topics 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.

Our students have continued to rank with the best of the best. At the prestigious Student Television Network’s 2019 Convention in Seattle, twenty-three Hawai‘i/ HIKI NŌ schools competed against schools from across the continental U.S. and won a total of 35 awards – roughly 20% of all awards given out. The four-day event played host to 3,000 high and middle school students and teachers.

HIKI NŌ continues to help students develop the basic skills needed to survive 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 HIKI NŌ/ PBS Hawai‘i and the state’s early college and P-20 programs. State School Superintendent Dr. Christina Kishimoto also believes strongly that the skills required to excel in digital media are vital life skills in the 21st century – critical thinking, teamwork, oral and written communications, technology and more.
AN IMPORTANT BREAKTHROUGH

While HIKI NŌ has continued to evolve and grow, last year was a game-changer for the program. The state’s CTE (Career Technology Education Program) and the Department of Education recognized the importance of summer workshops in which HIKI NŌ teachers and students receive basic training in digital storytelling skills needed to successfully participate in HIKI NŌ. They applied for and secured Perkins federal grant funds to provide the HIKI NŌ workshops held in the summer of 2019, while school districts prepare to fund subsequent training workshops for the summer 2020 workshops. 200 students and teachers received training at the 2019 summer workshops.

This shift toward the educational institutions funding the training of its teachers and students represents a sea change for HIKI NŌ. It acknowledges that the educators are equal partners in the HIKI NŌ process and brings into focus the distinct roles that the two worlds must play: Hawai’i’s educators teach Hawai’i’s students, while PBS Hawai’i provides them with the real-world, professional experience plus statewide (broadcast) and worldwide (online) platforms for their voices to be heard.

The program continues to attract major multi-year funding from Kamehameha Schools, Kosasa Foundation (ABC Stores), the Stupski Foundation and the Freeman Foundation.

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.
HIKI NŌ
Participating Schools
2018 - 2019 School Year

90 Participating Schools

OʻAHU (46)
Aliamanu Middle School
Campbell High School
Dole Middle School*
ʻEwa Makai Middle School
Farrington High School*
Hawaii Baptist Academy
Hawaiʻi Technology Academy
Hawaiian Mission Academy
Highlands Intermediate School
Hongwanji Mission School
ʻIlima Intermediate School*
ʻIolani School
Ka Waihona o ka Naʻauao
Public Charter School*
Kaʻala Elementary School*
Kaimuki High School*
Kainalu Elementary School
Kaiser High School
Kalāheo High School
Kalākaua Middle School*
Kalani High School
Kamehameha Schools Kapālama
Kapolei High School
King Intermediate School*
Leilehua High School*
McKinley High School*
Mid-Pacific Institute
Mililani High School
Mililani Middle School
Moanalua High School
Moanalua Middle School
Nānākuli High & Intermediate School*
Niu Valley Middle School
Pacific Buddhist Academy
Punahou School
Radford High School
Roosevelt High School
Sacred Hearts Academy
Saint Francis School
SEEQS

44 *Title I Schools

Participating Schools

90
63 Public schools
18 Private schools
9 Charter schools

18 Private schools
O‘AHU (continued)
Stevenson Middle School*
Waialua High & Intermediate School
Wai‘anae High School*
Wai‘anae Intermediate School*
Waipahu High School*
Waipahu Intermediate School*
Wheeler Middle School

KAUAI’I (8)
Chiefess Kamakahelei Middle School Island School
Kapa‘a High School
Kapa‘a Middle School*
Kaua‘i High School
Ke Kula Nī‘ihau O Kekaha
  Public Charter School*
Waimea Canyon Middle School*
Waimea High School*

MAUI COUNTY (15)
H. P. Baldwin High School
Hāna School*
‘Iao School*
Kalama Intermediate School*
Kamehameha Schools Maui High School
Kamehameha Schools Maui Middle School
Lahaina Intermediate School*
Lahaina‘ula High School
Lāna‘i High & Elementary School
Maui High School
Maui Waena Intermediate School*
Moloka‘i High School*
Montessori School of Maui Middle School
Pomaika‘i Elementary School
Seabury Hall Middle School

HAWAI‘I ISLAND (21)
Connections New Century
  Public Charter School*
Hawai‘i Academy of Arts & Science
  Public Charter School*
Hawai‘i Preparatory Academy
Hilo High School*
Hilo Intermediate School*
Honoka‘a High & Intermediate School*
Kahakai Elementary School*
Kamehameha Schools Hawai‘i Middle School
Kea‘au High School*
Kealakehe High School*
Kealakehe Intermediate School*
Kohala Elementary School*
Konawaena High School*
Kua O Ka La Public Charter School —
  Miloli‘i Hipu‘u Virtual Academy Site*
Parker School
Volcano School of Arts & Sciences
  Public Charter School*
Waiākea High School*
Waiākea Intermediate School*
Waikoloa Elementary & Middle School*
Waimea Elementary School*
Waimea Middle School*
Launching a New Statewide Literacy Initiative

PBS Hawai‘i launched our new video read-aloud initiative GET CAUGHT READING in March 2019, with community partners Farmers Insurance and the Hawaii State Public Library System.

We found there’s no shortage of booklovers who are excited to share their favorite book excerpt with the world — on-air, online and on social media.

And these volunteers are choosing to do more than share the joy of reading. They also want to add value to listeners’ lives with specific passages they find personally meaningful.

In other words, there’s a lot of heart going into this new literacy program.

In fact, one of our citizen readers, Nanette Napoleon, brought her hand to her heart and abruptly stopped reading: “Oh, I’m sorry,” she told our TV studio crew. “I get emotional.” Nanette was reading from an 1893 letter written by Hawai’i’s last monarch on her last day as monarch (and quoted in Helena G. Allen’s book). Facing a U.S. overthrow of her government, Queen Lili‘uokalani wrote that she was yielding her authority “to avoid any collision of armed forces and perhaps loss of life.”

From the Queen’s English, we go to Pidgin English — a quote from a Waikāne, Windward O‘ahu man in Mark Panek’s book, Big Happiness: The Life and Death of a Modern Hawaiian Warrior. Kahalu‘u nonprofit leader Kevin Chang reads aloud, in part: “Still get mana. Because t’ings can still grow up here. The watah still flowing.”
Kūha’o Zane invoked an ancestral migration to a new land.

A brand-new PBS Hawai‘i Board Member, Hilo’s Kūha’o Zane, quoted from *Ka Honua Ola*, by his illustrious auntie, Puanani Kanaka’ole Kanahele, in both English and Hawaiian. We hear of an ancestral canoe journey that came ashore at Nihoa, the island of sheer cliffs 120 miles northwest of Ni‘ihau.

Kamani Kuala‘au, a PBS Hawai‘i Board Member, found inspiration in *Change We Must*, authored by singer Emma Veary’s late mother, Nana Veary. There’s a story about Nana’s mother in shallow coastal waters, catching fish by lifting up her mu‘umu‘u like a net. She followed the fisherman’s code: Take only what you need, not what you want.

These and scores of other video read-alouds appear between TV programs on PBS Hawai‘i and you can also view the videos on demand at www.pbshawaii.org.
Other Local Programs

PBS HAWAIʻI’S LOCAL PROGRAMS PROVIDE OPPORTUNITIES for viewers to learn about our community and state.

Our programs bring community members together to discuss diverse viewpoints on issues affecting our state. They create a space to connect to one another with conversation and the sharing of appreciation for our culture, our arts and values.

INSIGHTS ON PBS HAWAIʻI

To build an informed electorate and a stronger democracy, we presented Election 2018, July-November 2018. We scheduled more than four months of weekly question and answer sessions in which citizens learned about the important issues and where candidates stood on those issues in Gubernatorial, Mayoral, City, State, Congressional, OHA and Neighbor Island races as well as the Constitutional Convention and Taxing Investment Property for Education.

During our coverage, we gave citizens greater access to information about and commentary from candidates than any other media outlet, bringing together diverse perspectives in one place so that viewers could thoughtfully make their choice.

From the Maui Mayoral and Kauaʻi Mayoral races broadcast on September 27, 2018

From left: For Maui Mayoral race, candidates Mike Victorino and Elle Cochran
From left: For Kauaʻi Mayoral race, candidates Mel Rapozo and Derek Kawakami
NĀ MELE: TRADITIONS IN HAWAIIAN SONG

There is something about music that seems to bring us closer to each other and allows us to come together as a community. Through Nā Mele: Traditions in Hawaiian Song, the only weekly television program in the world devoted to traditional Hawaiian music, we have aimed to preserve and perpetuate traditional Hawaiian music and attract multigenerational viewers.

LONG STORY SHORT WITH LESLIE WILCOX

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 early influences and the values one develops play out in an individual’s life and career choices. And how failure, and learning the lessons from it, can lead a person to a better place in life.
Other Local Programs

KĀKOU – HAWAI‘I’S TOWN HALL

This past year PBS Hawai‘i hosted its third live town hall event called KĀKOU – Hawai‘i’s Town Hall. This two-hour, live town hall discussion included members of our community who came together to talk story in a deeper and more meaningful way by leaving differences aside and listening respectfully to one another’s viewpoints.

From KĀKOU – Hawai‘i’s Town Hall, The Future of Work held on October 25, 2018

Dr. Kalehua Krug, Public Charter School Commissioner and Aisha Tanaka, Nāwahī Charter School teacher

Fred Halwany, Āliamanu Middle School student and Adria Fung, Saint Louis School teacher

Todd Nacapuy, State Chief Information Officer and Nicole Woo, Hawai‘i Appleseed Center

The Future of Work
PBS HAWAI‘I PRESENTS

PBS Hawai‘i Presents offered independent documentaries, dramas, music showcases and special event programming with Hawai‘i connections.

Lifeline: Pearl Harbor’s Unknown Hero
The story of how Joe George became an unlikely hero, and how he was recognized with a Bronze Medal more than 70 years later.

PACIFIC HEARTBEAT
In partnership with Pacific Islanders in Communications, we showcased Season 8 of Pacific Heartbeat, a nationally distributed summer series of documentaries about Hawai‘i and the Pacific islands.

Leitis in Waiting
Joey Joleen Mataele is featured in a documentary about Tonga’s transgender women, called leitis.
PBS KIDS 24/7 (off to a running start July 15, 2019)
On-air and via live streaming on digital platforms

BETWEEN AGES 0 - 5, RESEARCH SHOWS THAT 90% of a child’s brain is developing. That’s why PBS KIDS is dedicated to offering free access to educational media content that supports learning for keiki on-air and online.

The intent is to use media to provide opportunities for children to reach their full potential in school and in life no matter what their circumstances. The programs and games that PBS KIDS provides are developmentally appropriate, safe and effective learning tools with the goal of sparking learning, particularly for those who need the most support.

While we broadcast PBS KIDS programming on television, to ensure that PBS KIDS’ high-quality content is available to all children and caregivers on a platform and at a time that works for them, we began preparing for the launch of PBS KIDS 24/7. PBS KIDS 24/7 is a channel that would be streamed live on digital platforms, and readily available during primetime, weekends and other out-of-school times when children and caregivers are likely to tune in.
We quietly launched PBS KIDS 24/7 in mid-July by bringing it to a digital platform that includes it being hosted on our website, pbshawaii.org as well as the PBS KIDS Video app. This streaming channel is the first-of-its-kind with an integrated games feature that allows keiki to extend their learning through education activities, all in a seamless digital experience. We are currently working on localizing the content through added features.

**PBS KIDS – BY THE NUMBERS**

— **75%** of parents say that PBS KIDS models positive social and emotional behaviors for children. *(Source: Marketing & Research Resources, Inc. (M&RR), January 2019)*

— **71%** of parents believe that PBS KIDS is the most educational for children. *(Source: Marketing & Research Resources, Inc. (M&RR), 2019)*

— **73%** of parents believe PBS KIDS prepares children for success in school. *(Source: Marketing & Research Resources, Inc. (M&RR), 2019)*

— PBS stations are **#1** in reaching children ages 2-8 in low-income homes. *(Source: Nielsen NPOWER, 2018)*

— PBS KIDS averages **260 million** monthly streams across digital platforms. *(Source: Google Analytics April 2018 - March 2019)*

— **66%** of parents say their child exhibits positive behavior after engaging with PBS KIDS network activities. *(Source: Maru/Matchbox, 2016)*

— **81%** of parents believe that PBS KIDS is #1 in preparing their child for school. *(Source: Maru/Matchbox, 2016)*
Community Engagement

CONNECTING WITH OUR VIEWERS on a personal level is important to us. Throughout the year we have hosted and participated in events and activities that brought us one step closer to those in our community.

BEING GOOD NEIGHBORS

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 around 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 and authentic space for their voices to be heard.

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

HITTING THE ROAD

We hit the road to share the love of reading. This included participating in such activities as the North Shore Ocean Fest on O'ahu and Child and Family Fair on Kaua'i.

Through GET CAUGHT READING, we hosted three neighbor island 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 who joined in on the fun.

We visited the island of Hawai'i to host a pre-screening of Nā Mele: Traditions in Hawaiian Song that featured the Lim Family of Kohala so that community members could enjoy the film before it aired on our station. 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 roomful of our Keiki Club members and their parents.
Updated Technology

WITH AN EXPLOSION OF DIGITAL PLATFORMS, ACCESS TO CONTENT on mobile devices and social media and an overwhelming array of media sources to choose from, we have had to evolve as an organization to ensure that we remain relevant and top-of-mind with our viewers.

To serve our community with a high level of quality, it is important for us to stay in touch with the pulse of technology. Each year we strive to make updates in a variety of areas. This year included the following:

DEEPENED OUR REACH WITH THE NEXT GENERATION OF DONORS

• 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 toward solidifying our relationship with the next generation 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.

WIDENED OUR REACH

• Due to the Federal Communications Commission repack, we were able to replace two translators on Hawai‘i Island with a grant from T-Mobile Foundation. The translators at Hakalau and Kūlani Cone were purchased with these funds increasing the reliability of the over-the-air broadcast network.
ENHANCED OUR COMMUNICATIONS

• We upgraded our Exchange mail server. The hardware was refreshed and the server is running Microsoft Exchange Server 2016.

PROVIDED RESOURCES TO OUR STAFF

• We continued to upgrade staff workstations to Microsoft Windows 10 Professional as the support for Windows 7 comes to an end in January 2020.

IMPROVED OUR PROGRAMS

• We added a multiviewer at the Camera Control Station. This allows the engineer to monitor all the recording and playback devices used during studio productions.
PBS Hawai‘i Programming

CHILDREN’S PROGRAMMING

Arthur (daily)
Bob the Builder (weekly)
Caillou (daily)
The Cat in the Hat Knows a Lot About That! (daily)
Clifford the Big Red Dog (daily)
Curious George (daily)
Cyberchase (weekly)
Daniel Tiger’s Neighborhood (daily)
Dinosaur Train (daily)
Let’s Go Luna! (daily)
Martha Speaks (weekly)
Mister Rogers’ Neighborhood (weekly)
Nature Cat (daily)
Odd Squad (daily)
Peg + Cat (daily)
Pinkalicious & Peterrific (daily)
Ready Jet Go! (daily)
Sesame Street (daily)
Sid the Science Kid (weekly)
Splash and Bubbles (daily)
Super Why! (daily)
Wild Kratts (daily)
WordGirl (daily)
WordWorld (weekly)

Mahalo for your wonderful satisfying programs.
I love you.

C.H.
Hilo, Hawai‘i
THE GREAT AMERICAN READ
Margaret Atwood, author of The Handmaid’s Tale

Anime Supernova (series)
Art in the Twenty-First Century (series)
Artbound (series)
Audubon
Begin Japanology (series)
Craft In America (series)
Design Talks Plus (series)
Double Take: The Art of Elizabeth King
Fake or Fortune? (series)
Good Work: Masters of the Building Arts
The Great American Read (series)
Hamilton’s America
Hispanic Heritage Awards
Imagine-Nation (series)
Japanology Plus (series)
Julia Louis-Dreyfus: The Mark Twain Prize
Kaneko’s Monumental Risk
Kawaii International (series)
Let There Be Light
Lidia Celebrates America (series)
Light Falls
Music Row: Nashville’s Most Famous Neighborhood
Music Voyager (series)
Operan Reimagined: Animating the Cunning Little Vixen
Oregon’s Animation Magic
Poetry in America (series)
Roadtrip Nation (series)
Shakespeare Uncovered (series)
Some Kind of Spark
Sound of Tibet and Peace
State of the Art
Still Dreaming
Vermeer, Beyond Time

I get great enjoyment from your programs.
S.M.
Makiki, O‘ahu
PBS Hawai‘i Programming

DRAMA

LES MISÉRABLES ON MASTERPIECE
The lead cast of Les Misérables on MASTERPIECE: Dominic West as Jean Valjean, Lily Collins as Fantine and David Oyelowo as Javert

And Then There Were None (series)  
Anne of Green Gables (series)  
Call the Midwife (series)  
Churchill’s Secret on Masterpiece  
The Durrells in Corfu on Masterpiece (series)  
Endeavour on Masterpiece (series)  
Grantchester on Masterpiece (series)  
King Charles III on Masterpiece  
Les Misérables on Masterpiece (series)  
Little Women on Masterpiece  
The Miniaturist on Masterpiece (series)  
Mrs. Wilson on Masterpiece (series)  
Murder on the Home Front  
My Mother and Other Strangers on Masterpiece (series)  
Poldark on Masterpiece (series)  
Prime Suspect: Tennison on Masterpiece (series)  
Sherlock on Masterpiece (series)  
To Walk Invisible: The Brontë Sisters on Masterpiece  
The Tunnel: Vengeance (series)  
Unforgotten on Masterpiece (series)  
Victoria & Albert: The Wedding (series)  
Victoria on Masterpiece (series)  
The Widower (series)  
The Woman in White (series)
DOCUMENTARIES

10 Years with Hayao Miyazaki (series)
15 Minutes (series)
American Experience (series)
American Masters (series)
And Then They Came For Us
At Home with Venetia in Kyoto (series)
Boss: The Black Experience in Business
Breaking Big (series)
Central Park Five
Changing Season: On the Masumoto Family Farm
Core Kyoto (series)
The Crowd & the Cloud (series)
Emery Blagdon and His Healing Machine
Ex Libris: The New York Public Library
Going to War
Growing Bolder (series)
Hawking
Hidden Legacy: Japanese Traditional Performing Arts in World War II Internment Camps
Impossible Builds (series)
Independent Lens (series)
The Ito Sisters: An American Story
Korla
The Lavender Scare
Letters from Baghdad
Margaret: The Rebel Princess (series)
Mark Twain (series)
Mister Rogers: It’s You I Like
Monrovia, Indiana
Norman Mineta and His Legacy: An American Story
Orchard House: Home of Little Women
Our American Family: The Furutas

INDEPENDENT LENS

OUT OF STATE

O’ahu filmmaker Ciara Lacy’s film on native Hawaiian inmates practicing their culture in an Arizona prison

Personal Statement
POV (series)
POV Shorts (series)
Prince Charles at 70
Remember Pearl Harbor
Rescuing the Lost Battalion
Rising (series)
Roadtrip Nation (series)
Sacred
Saving Brinton
Seasoning the Seasons (series)
Silent Sacrifice: Stories of Japanese American Internment
Tiananmen: The People Versus the Party
Tokyo Eye 2020 (series)
True North: The Sean Swarner Story
USS Indianapolis: The Final Chapter
War for Guam
Wild Ponies of Chincoteague
Won’t You Be My Neighbor?

I like you PBS
because you
spotlight minority people and subjects.

H.H.
Kaneohe, O’ahu
PBS Hawai‘i Programming

ENTERTAINMENT

NAT KING COLE’S GREATEST SONGS

Antiques Roadshow (series)
Aretha! Queen of Soul
Betty White: First Lady of Television
Christmastime in New Orleans
Folk Legends: Isn’t This a Time!
Hanukkah: A Festival of Delights
The Jazz Ambassadors

Nat King Cole’s Greatest Songs
Remembering Leonard Nimoy
Sgt. Pepper’s Musical Revolution
Yellowstone Symphony
HISTORY AND GEOGRAPHY

KINGDOMS OF THE SKY
Snow-capped peaks in the Peruvian Andes mountains near Huascaran National Park

10 That Changed America (series)
Ancient Invisible Cities (series)
Breakthrough: The Ideas That Changed the World (series)
Dictator’s Playbook (series)
Fannie Lou Hamer: Stand Up
Finding Your Roots (series)
Forgotten Coast
Great Houses with Julian Fellowes (series)
Henry Louis Gates, Jr. – Uncovering America
Ireland’s Wild Coast (series)
Journey Home to the USS Arizona
Ken Burns: The Civil War
Ken Burns: The National Parks
Kingdoms of the Sky (series)

Korea: The Never-Ending War
Lifeline: Pearl Harbor’s Unknown Hero
Native America (series)
Nazi Mega Weapons (series)
Outback (series)
Reconstruction: America After The Civil War (series)
Remember Pearl Harbor
Rivers of Life (series)
Secrets of Scotland Yard
Secrets of the Dead (series)
Shakespeare’s Tomb
The Sultan and The Saint
Wonders of Mexico (series)

I enjoy the results of your efforts to inform and entertain us over the years.

G.C.
McCully, O'ahu
PBS Hawai‘i Programming

LOCAL AND REGIONAL PRODUCTIONS

NĀ MELE: TRADITIONS IN HAWAIIAN SONG
The Lim Family
From left: siblings Sonny Lim, Nani Lim Yap and Lorna Lim

Canefield Songs: Holehole Bushi
A Conversation with America’s Poet Laureate: W.S. Merwin
Dream Big: Nanakuli at the Fringe
Finding Kukan
The Hawaiian Room
HIKI NŌ (series)
Insights on PBS Hawai‘i (series)
Island Soldier
Journey to Emalani
Ka Hana Kapa
KĀKOU - Hawai‘i’s Town Hall (series)
Keola Beamer: Mālama Ko Aloha (Keep Your Love)
Kū Kanaka/Stand Tall
Living Your Dying
Long Story Short with Leslie Wilcox (series)

Ma Ka Malu Ali‘i: The Legacy of Hawai‘i’s Ali‘i
Nā Mele: Traditions In Hawaiian Song (series)
The Navigators: Pathfinders of the Pacific
Ohta-San: Virtuosity and Legacy
Pacific Heartbeat (series)
Papa Mau: The Wayfinder
Proof Of Loyalty: Kazuo Yamane and The Nisei soldiers of Hawai‘i
The Quietest Place on Earth
Songs of Joy: A PBS Hawai‘i Holiday Celebration
Tibetan Illusion Destroyer
Under a Jarvis Moon
W.S. Merwin: To Plant a Tree

You operate a great station.
Proud to be a member...

M.W. Waikīkī, O‘ahu
NEWS AND PUBLIC AFFAIRS

WOMEN, WAR & PEACE II
Hend Nafea, survivor of torture at the hands of Egyptian security forces, on her way to stand trial for protesting military rule

- Amanpour and Company (series)
- Amanpour on PBS (series)
- Asia Insight (series)
- BBC World News (series)
- Beyond 100 Days (series)
- Direct Talk (series)
- FRONTLINE (series)
- The Mueller Report
- Newsline in Depth (series)
- NHK Newsline (series)
- Nightly Business Report (series)
- The Open Mind (series)
- PBS Newshour (series)
- PBS Newshour Weekend (series)
- To The Contrary with Bonnie Erbe (series)
- Washington Week (series)
- Women, War & Peace II (series)
PBS Hawai‘i Programming

PERFORMANCE

ENGELBERT HUMPERDINCK IN HAWAI‘I

Austin City Limits (series)
Blends (series)
Bluegrass Underground (series)
A Capitol Fourth
Christmas with The Mormon Tabernacle Choir
Doobie Brothers Live from The Beacon Theatre
Emilio and Gloria Estefan: The Library of Congress Gershwin Prize
Engelbert Humperdinck In Hawai‘i
Eric Idle’s The Entire Universe
Foreigner Live at the Symphony
Great Performances (series)
Great Performances at The Met (series)
Highwaymen Live at Nassau Coliseum
In Flight: The Art of Ice Dance International
International Jazz Day
Josh Groban Bridges: In Concert
K.D. Lang - Landmarks Live in Concert
The Kate (series)
Les Misérables 25th Anniversary Concert at the O2
Live from Lincoln Center (series)
The National Memorial Day Concert
Neil Diamond: Hot August Night III
Peter, Paul and Mary at Newport 1963-65
Sarah Brightman: Hymn
Soundstage (series)
Symphony for Nature: The Britt Orchestra
Tree of Life: A Concert for Peace and Unity
Woody Guthrie All Star Tribute Concert 1970
Public television has made a difference to the entire family…
Honolulu, O’ahu

SCIENCE, NATURE AND HEALTH

WHEN WHALES WALKED: JOURNEYS IN DEEP TIME
Artist’s rendering of dorudon, an early whale ancestor from which both baleen and toothed whales evolved

Alzheimer’s: Every Minute Counts
Amazing Human Body (series)
Aurora: Fire in the Sky
Autumnwatch New England (series)
Beyond A Year in Space
Big Pacific (series)
Born to Explore: Namibia — Land of the Cheetah
Darwin’s Amazing Animals (series)
Earth’s Natural Wonders (series)
Growing Bolder (series)
Koko — The Gorilla Who Talks
Mayo Clinic: Faith — Hope — Science
Nature (series)
Neanderthal (series)

NOVA (series)
Ozone Hole: How We Saved the Planet
Science View (series)
Second Opinion (series)
Sinking Cities (series)
To the Ends of the Earth: East Africa
Too Soon to Forget: The Journey of Younger Onset Alzheimer’s Disease
When Whales Walked: Journeys in Deep Time
PBS Hawai‘i Programming

TRAVEL, COOKING AND DIY

Alain Ducasse: Japanese Cuisine (series)
American Woodshop (series)
America’s Test Kitchen from Cook’s Illustrated (series)
Ask This Old House (series)
Bare Feet in NYC with Mickela Mallozzi (series)
Bento Expo (series)
Best of the Joy of Painting (series)
Chef’s Life: The Final Harvest
Christopher Kimball’s Milk Street Television (series)
Classic Woodworking (series)
Classical Stretch: By Essentrics (series)
Cook’s Country (series)
Curious Traveler (series)
Cycle Around Japan (series)
Dear Albania
Destination Craft with Jim West (series)
Dining with the Chef (series)
Food Flirts (series)
Inspiring Landscapes (series)
Joseph Rosendo’s Travelscope (series)
Journeys in Japan (series)
Lidia’s Kitchen (series)
Lucky Chow (series)
Lunch On! (series)
Martha Bakes (series)
Martha Stewart’s Cooking School (series)
Mexico: One Plate at a Time with Rick Bayless (series)
Morocco To Timbuktu: An Arabian Adventure (series)
Motorweek (series)
Moveable Feast with Fine Cooking (series)
Nigella: At My Table (series)
No Passport Required (series)
Oregon Revealed: Coastal Wonders
Painting with Wilson Bickford (series)
Rick Steves’ Europe (series)
Rough Cut with Fine Woodworking (series)
Rudy Maxa’s World (series)
Samantha Brown’s Places to Love (series)
Sara’s Weeknight Meals (series)
Simply Ming (series)
Sit and Be Fit (series)
Slovakia: Treasures in the Heart of Europe
Somewhere Street (series)
A Taste of Malaysia with Martin Yan (series)
This Old House (series)
Trails to Tsukiji (series)
Train Cruise (series)
Weekend in Havana
Woodsmith Shop (series)
The Woodwright’s Shop (series)
Yan Can Cook: Spice Kingdom (series)
Your Japanese Kitchen Mini (series)

Love a lot of your programs.
Can’t do without your station.

K.A.
Honolulu, O'ahu
MOROCCO TO TIMBUKTU: AN ARABIAN ADVENTURE
Writer and explorer Alice Morrison (left) and Michelin Chef Najat in Fes, Morocco
About Us
PBS Hawai‘i advances learning and discovery through storytelling that profoundly touches lives.

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