



PBS HAWAII

2020 Local Content and Service Report to the Community

PBS Hawai'i is a 501(c) 3 nonprofit organization. We are the Hawaiian Islands' only locally owned statewide television station, the only member of the nationally trusted Public Broadcasting Service and the only federally licensed statewide educational broadcaster in the Islands.

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

PBS Hawai'i is the only locally owned statewide multimedia television station in Hawai'i. We continue to take steps to meet our viewers where they are, through online streaming and access through digital technology whether they are on-the-go or at home.

This proved to be even more important this fiscal year due to the devastating fallout from COVID-19 in Hawai'i and the world. The financial impact on PBS Hawai'i was sharp and deep, reflecting the suffering of our fellow Islanders. When schools shut down, students lacking digital access were hard pressed to join their classmates online.

As an educational media organization, and thanks to taking ongoing steps to provide digital and broadcast access statewide, we were able to address the needs of all, including those in under-resourced areas by:

- Substantially strengthening our statewide over-the-air broadcast relay system so that many homes in under-resourced areas across the Islands could better receive our programming, without the household cost of wi-fi, cable, or satellite dishes.
- Launching an additional channel, PBS KIDS 24-7, which is distributed over-the air, on cable, online and via satellite. This online channel provides curriculum-rich, engaging programming for children ages 2-8 and includes educational video games.
- Making available a vast free archive of online resources, PBS LearningMedia, with separate, easy-to-use tracks for teachers, parents and students from Pre-K to 12, containing video lessons and activity plans.



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- Speedily training and equipping HIKI NŌ students in all counties to report from home and share how the pandemic is shaping their daily lives and their thoughts about the future. HIKI NŌ is a rare school-based program that continued uninterrupted during the early school closures.
 - Partnering with the Hawai'i Community Foundation on a series of five INSIGHTS ON PBS HAWAII 60-to-90-minute live, primetime forums called "What's It Going to Take?" Community leaders, experts and others offered insights and ideas to elevate Hawai'i's quality of life, which even before the novel coronavirus outbreak was declining on a number of fronts.
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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

KEY SERVICES 2020

In FY 2020, PBS Hawai'i provided quality local programming to our community:

Quality Local Programming

While our viewers were “social distancing,” we invited them to explore the world by traveling through our vast library of local content and to experience powerful, enriching stories on PBS Hawai'i. We brought community leaders together to discuss how to solve long-standing community problems, invited viewers to learn more about community members, new places, other cultures and different time periods, and as the pandemic hit, we focused on bringing timely information about COVID-19 to our state.

- On **What's it Going to Take?**, a live two-hour interactive program hosted by Leslie Wilcox, top Hawai'i executives spoke about their data-driven proposals for local business to take a proactive and longterm role and responsibility in working with others in Hawai'i to meet serious community needs. Viewers called in to underscore the urgent need for action—especially on affordable housing, early education and higher wages.
- As COVID-19 swept into the state, we dedicated 10 consecutive episodes of **INSIGHTS ON PBS HAWAII**, a live weekly one-hour public affairs show, discussing how the deadly disease was affecting the islands. This included ways people can protect themselves from the virus; how the government shut-downs put a quarter of a million people out of work; and the economic fallout that ensued. The interactive shows included sometimes passionate and emotional questions and comments from viewers from across the state.
- **Nā Mele: Traditions in Hawaiian Song** is the only weekly television program devoted to showcasing and perpetuating traditional Hawaiian music.



- **PBS Hawai'i Presents** offered independent documentaries, dramas, music showcases and special event programming about Hawai'i and the Pacific.



- **Long Story Short with Leslie Wilcox** featured personal, one-on-one conversations with some of the most intriguing people in Hawai'i and around the world. Viewers were able to get a peek into the personal lives and experiences of these individuals who help to shape our communities.

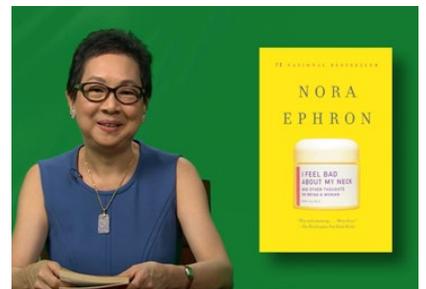
LONGstorySHORT
with **LESLIE WILCOX**



- Our ongoing partnership with Pacific Islanders in Communications enabled us to showcase Season 9 of **PACIFIC HEARTBEAT**, a nationally distributed series of documentaries about Hawai'i and the Pacific Islands. The year's series also aligned with Asian Pacific American Heritage month.



- We continued the adventure of reading through our video read-aloud initiative, **GET CAUGHT READING**. Eager participants continued to share excerpts from their favorite book or poem on-air, online and on social media. This curated collection of videos is housed on our online playlist. The videos air in between our TV programs for all to access and enjoy.



Community Efforts 2020

Before COVID-19, we engaged in person with our communities through read-alouds at public libraries, advanced film screenings, keiki activities and more. During the pandemic, we relied on remote technology for our ‘gatherings’ to provide safe alternatives to maintain community engagement, including online film screenings, our PBS KIDS Games App, PBSKids.org website and PBS LearningMedia, where individuals have access to resources and content, 24/7.

This included:

- In partnership with Independent Lens, Impact Hub and Hawai‘i People’s Fund, we co-hosted film screenings in the heart of Kaka‘ako. These free screenings helped to spark conversations in our community about issues that are affecting them – including mental health, racism and climate change – in a safe and reliable environment. With COVID-19, we pivoted these conversations to virtual screenings, permitting larger participation, and were able to enhance the conversations with national insights and perspectives.
- As students went from in-school learning to distance-learning, PBS Hawai‘i educated the community about PBS LearningMedia - a free curriculum-based resource that supports engaging distance learning for grades Pre-K through 12.
- Keiki had access to PBS KIDS 24/7, our online channel that streams fun, interactive curriculum-based activities and offers nearly 200 educational video games that can be downloaded for offline play anytime and anywhere.
- HIKI NŌ students didn’t miss a beat when the schools closed statewide. Appropriately sheltering at home these HIKI NŌ students stepped up with “Student Reflections.” Substituting use of their cell phones for the cameras and other equipment in their school-based classes, and with technical support from teachers and loaned microphones from HIKI NŌ/PBS Hawai‘i, students began to document the impact of COVID-19 on their families’ lives in quarantine. These Student Reflections are “proof of performance” of life skills learned through participation in HIKI NŌ.



- Locally, we pivoted INSIGHTS ON PBS HAWAII to focus on delivering reliable novel coronavirus news and information to help viewers understand what was happening in our communities and to enable them to voice their concerns and questions about this unprecedented health scare.
 - Our weekly COVID-19 shows began airing in March and ran for three months. As national programming spotlighted COVID-19, we scheduled these programs for prime time viewing, responding to the intensity of our communities' "need to know."
 - For our younger viewers, we provided COVID-19-related content through social media to help children, parents and teachers navigate these complicated issues. The posts included techniques for dealing with feelings of stress, caring about each other and ways to answer questions kids had about the pandemic.
 - Even before the pandemic crisis, PBS Hawai'i had begun replacing translators on two islands to strengthen audio and video signals, and we laid new fiber optic cable to provide a direct signal from O'ahu to the southern portion of Hawai'i Island.
 - A longstanding commitment of public broadcasting has been universal access to education. PBS Hawai'i has routinely served rural and other under-resourced communities that lack digital access (Wi-Fi). Our over-the-air broadcast network reaches farther than that of local commercial television broadcasters, which find it unprofitable to build the same level of infrastructure.
 - In 2019 we began the process of replacing and strengthening 11 translators (junior transmitters) on Hawai'i Island and Kaua'i. We also began outfitting our high-power transmitters on O'ahu and Maui with new modulators that improve audio and video signals. Among the places that we particularly aimed to boost service is the remote area of South Point on Hawai'i Island and communities such as Miloli'i and Hawaiian Ocean View Estates. This was accomplished in February 2020.
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HIKI NŌ started the year with a new positioning statement and ended with a response to the COVID-19 pandemic that lifted student engagement and student voices to a new level. HIKI NŌ's original positioning statement, “the Nation’s First Statewide Student News Network” was changed to “Hawai‘i’s New Wave of Storytellers” to reflect the power of student storytelling and a shift of focus from HIKI NŌ as a news service to a state and worldwide venue for student expression.

As COVID-19 began to accelerate and affect all of us in different ways, our HIKI NŌ students used this as an opportunity to document the impact that COVID-19 had on them.

- When HIKI NŌ students traveled to Washington, D.C. for the annual Student Television Network (STN) convention, they discovered that the event was cancelled the day before its planned opening due to restrictions on gatherings of more than 1,000 people put into place by the city of Washington, D.C. Out of this chaotic and challenging predicament came **HIKI NŌ at STN 2020: Life Goes On**, a documentary that chronicled the students’ emotional progression from shock and disappointment, to acceptance, resilience and a resolve to tell their stories regardless of the fact that they were no longer doing so for a competition.
- Innovative adaptations occurred during the statewide COVID-19 restrictions on the part of HIKI NŌ staff, teachers and students. With students’ sheltering in their homes, they could not convene in person with their HIKI NŌ teammates and were not allowed to go outside of their homes to shoot their stories. As a result, a brand new genre of HIKI NŌ story was invented—the Student Reflection—in which individual students would look into their smartphone cameras and chronicle what they were experiencing during the lockdown.
- Strict guidelines were put in place to ensure that the students produced their video reflections only from the safety of their homes. Student correspondents from twenty-five elementary, middle and high schools created the reflections across all four counties, from Urban Honolulu (Farrington High School) to rural East Maui (Hāna High and Elementary School).
- Professional mentoring continued as each student correspondent was guided through the creation of their reflection with live, real-time WebEx pre-production sessions between student, teacher and industry professionals. The resulting Student Reflections were diverse, poignant, evocative, enlightening and optimistic.

