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

At PBS Hawai‘i, we more than managed change during the 2020-2021 fiscal year - we thrived and continue to do so. We decided early in this health crisis that our role to serve Hawai‘i was more important than ever before. Each member of our team knew it would require a tremendous amount of want and desire, and ultimately, trust in each other and the mission we serve.

PBS Hawai‘i is and will always be the most trusted source of news, cultural information and quality education for keiki, kūpuna and our ‘ohana. Since 1965, we have provided viewers with rich local content that embraces and highlights Hawai‘i’s unique cultures, lifestyles and diversity. It is our responsibility to continue this legacy, using the power of media to open minds, change lives and strengthen communities.

While we understand that the challenges of the ongoing health crisis still exist, we have created ways to adapt and work through them.

We started 2021 with renewed energy, new projects and initiatives, and a promise for a new tomorrow.

• At PBS Hawai‘i, live in-studio productions returned with relevant and timely subjects on INSIGHTS ON PBS HAWAI‘I; and KĀKOU: Hawai‘i’s Town Hall, where we asked, how much tourism is too much and how does it affect the communities we live in?
• Live music filled our halls once again with Nā Mele. Kuana Torres Kahele and Mark Yamanaka kicked off a new season with a fresh sound on our longest running local series.

• We continued to reimagine HIKI NŌ, Hawai'i's New Wave of Storytellers, as it began its second decade with a strong focus on digital content and building our next generation of community leaders. HIKI NŌ students used the video journaling form of digital storytelling to share their Student Reflections, which focused on life and school under COVID-19 and the impact of distance learning on the students' lives.

• We entered the podcast world with a program called What School You Went? The weekly conversation explores Hawai'i’s traditions, communities and relationships. From stories on night marchers, to why we leave our “rubbah slippahs” at the door, special guests joined us to talk about topics, issues and subjects that make our Island home unique.

• We announced the concept of our newest program, Home is Here, and began production.

• The KHET and KMEB modulators were replaced for our two full-power transmitters. The modulators process the incoming audio/video feed and convert it to a radio frequency signal to feed the transmitters. These modulators provide a better signal for our viewers throughout the state. The building housing our translator equipment at Anahola, Kaua’i was finally replaced after many years of service. The wooden building has been replaced with a fiberglass unit that will provide a durable shelter for many years to come. An IP based closed-captioning encoder was incorporated into our production workflow. This unit streamlines the captioning process for our local programming using internet connectivity instead of analog modem connections.
OUR MISSION

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

QUALITY LOCAL PROGRAMMING

In addition to our national programming, we are dedicated to creating original programs that reflect the diversity of Hawai‘i which viewers have come to appreciate and trust. These programs cover a wide variety of important community issues which aim to build impartial understanding through distinct voices and representation and preserve our diverse ethnic and cultural backgrounds.

• Despite the pandemic, PBS Hawai‘i kept **INSIGHTS ON PBS HAWAI‘I** our live weekly one-hour public affairs program going with multiple episodes related to the virus, the economy, education, travel, vaccinations, paying rent, college and more. The program also featured 17 programs with candidates in various election contests around the state including Hawai‘i County Mayor, Honolulu County Mayor, U.S. House Districts 1 and 2, Office of Hawaiian Affairs, numerous State House and Senate races, County Council races and Charter Amendment proposals. The interactive programs included passionate and emotional questions and comments from viewers across the state.

• The **PBS HAWAI‘I PRESENTS** series showcased independent documentaries, dramas and special programming about Hawai‘i, by both Hawai‘i producers and producers throughout the Pacific. This past year we premiered seven new films during the pandemic months including: *Hawaiiana*, a profile of the late hula icon and educator Nona Beamer; *Shinnyo En Lantern Floating 2020*, a video version of the annual Lantern Floating ceremony at Ala Moana Beach Park which was called off due to COVID-19; *Dear Thalia*, a film documenting the life of a homeless family living on the streets of Kaka‘ako; *Shinmachi: Stronger than a Tsunami*, a film profiling the
resilience of Japanese immigrants and their families who built a thriving business community in Hilo which was wiped out twice by tsunami; Reel Wāhine of Hawai‘i, Season 2, a film about six women filmmakers in Hawai‘i which was produced by two other women filmmakers; Kai Piha: Nā Loko I’a, a film documenting the restoration of historic native Hawaiian fishponds on the island of O‘ahu. And We, The Voyagers: Our Vaka, a documentary about a little known Polynesian community on the island of Taumako in the Southwestern Pacific who kept their ancient wayfinding techniques alive.

• After 332 episodes, the iconic PBS Hawai‘i series, Long Story Short with Leslie Wilcox, ended its run in June 2021 on broadcast, yet remains available on our YouTube channel. The program featured engaging, one-on-one conversations with some of the most intriguing people in Hawai‘i.

• PBS Hawai‘i’s statewide multimedia initiative, GET CAUGHT READING continued to celebrate the joy that reading brings despite COVID-19. This year, we featured 11 new video selects on broadcast and on our digital platforms, including our website and YouTube channel.

• PBS Hawai‘i produced aloha&grit, dozens of shorts featuring quotes from a cross-section of Hawai‘i residents that provided words of encouragement in overcoming adversity and finding success.

• Our ongoing partnership with Pacific Islanders in Communications allowed us to showcase Season 10 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.
COMMUNITY EFFORTS 2021

As we all sheltered-in-place, we stayed connected with our community. We continued to provide profound ways for individuals to learn and discover in significant ways, despite the pandemic.

• This included a partnership with Independent Lens, where we co-hosted film screenings on a virtual platform. These free screenings helped to generate awareness and action on a range of topics that affect our local communities and our nation including women’s issues, racism, sustainability and environmental concerns. Conversations were enhanced and virtual attendance provided the largest outpouring of participants despite the inability to engage in-person. At each screening, we had an average of 500 attendees.

• We provided additional community engagement through the screening of local films. These included the screening of two new films during the pandemic months: Shinmachi: Stronger Than a Tsunami, a film profiling the resilience of Japanese immigrants and their families who built a thriving business community in Hilo which was wiped out twice by tsunamis; and We, The Voyagers: Our Vaka, a documentary about a little known Polynesian community on the island of Taumako in the Southwestern Pacific who kept their ancient wayfinding techniques alive. Both screenings included a panel discussion with the filmmakers and participants from the film. At each screening, we had an average of 300 participants in attendance.

• One of our longstanding commitments as an organization is to provide universal access to education. We do this by serving rural and other under-resourced communities that lack digital access. Residents of 25 of the most financially disadvantaged communities in the state are able to receive our main channel and our curriculum-based and educational-focused PBS KIDS 24-7 channel free-of-charge with only an antenna. To continue to provide this access, we replaced the translators at South Point, Mauna Loa and Waimea on Hawai‘i Island this year and the units at Waipake and Princeville on Kaua‘i. These translators are more efficient and employ technologies that improve the signal for our over-the-air viewers.
• What started as a simple and direct mode of self-expression in the previous school year evolved into full-blown stories with emotionally complex storylines. Student Reflections on the mental health challenges for students were a mainstay in this HIKI NŌ season.

• As a result, Mental Health America of Hawai‘i honored five HIKI NŌ students and their Student Reflections with its 1st Annual Student Voice Award. The students were recognized for having the “courage to use this platform to share their intimate stories, creating an opportunity to connect, share experiences, and offer uplifting messages of hope and inspiration.”

• With these awards, a partnership was forged between PBS Hawai‘i and Mental Health America of Hawai‘i to further develop the therapeutic aspects of the HIKI NŌ student experience.

• Student Reflections provided impactful stories such as one produced by Akeakamai Cho, a sophomore at Kua O Kā La Miloli‘i Hipu‘u Virtual Academy on Hawai‘i Island, who tells the emotional story of how her large family is struggling after both parents lost their jobs and hānaied two infants. They have had to resort to pig hunting to put food on the table and had to sew cloth diapers for the infants because they couldn’t afford disposable ones. The stresses in her life caused her mental health to deteriorate. But the emotional support from her close-knit family helped Akeakamai to make it through this rough time in her life.

• The experience of expressing their feelings about the pandemic and their observations of what their families and friends were going through helped students in their Social Emotional Learning, or SEL. The Collaborative for Academic, Social, and Emotional Learning (CASEL) defines SEL as “the process through which all young people and adults acquire and apply the knowledge, skills and attitudes to develop healthy identities; manage emotions and achieve personal and collective goals; feel and show empathy for others; establish and maintain supportive relationships; and make responsible and caring decisions.”