



2022 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

At PBS Hawai'i, we recognize our responsibility to keep pace with the changing media landscape, while designing a resilient and sustainable business model. We entered Fiscal Year 2022 focused on two strategic goals:

- What does Hawai'i need now and in the future that PBS Hawai'i can best provide?
- How do we sustain and strengthen ourselves as we move into the future?

The phrase “content is king” is more relevant than ever. PBS Hawai'i took it a step further in FY2022, by reshaping our strategies and creating diverse content on different platforms, remembering content does not have to be a 30-minute show that resides only on broadcast.

We now use analytics to help identify our strengths, weaknesses and opportunities, and we are using this measurable data to help develop marketing, content and advancement strategies.

- In August 2021, PBS Hawai'i launched its first audio podcast, “**What School You Went?**” engaging Generations X, Y and Z, meeting them in their space. In less than a year, the podcast has had more than 55,000 downloads, while maintaining a 4.9 (out of 5) rating on Apple Podcasts. Analytics show the program is resonating with a diverse audience, with more than 60% of all listeners under the age of 45. The addition of exclusive digital content to our social media platforms brought these conversations to life.



- We started a new chapter at PBS Hawai'i in FY2022, with the launch of **Home is Here**, a beautifully produced ongoing monthly program that takes viewers to new and familiar places, to meet new friends and reunite with old ones.

Home is Here



- **PBS HAWAII PRESENTS** was another way that we continued to share high-quality content, including exclusive digital content, while continuing to develop relationships with Hawai'i filmmakers. In FY2022, 3,440 people from all across the globe attended 15 virtual screenings.



- Developing high-quality and value-based content for Hawai'i's keiki and tomorrow's leaders will forever be an important part of who we are. **HIKI NŌ on PBS Hawai'i** wrapped up its 12th consecutive school year with 22 new episodes. We are pleased to report that 3,389 students benefitted from training and 1,333 students worked on HIKI NŌ projects during the 2021-2022 school year.

HIKI NŌ



- An important part of our mission is providing civic engagement and public access to trusted information. On May 19, 2022, 2.4% of all households on O'ahu with a television tuned in to PBS Hawai'i for a live, moderated discussion on **INSIGHTS ON PBS HAWAII** with the four finalists for Honolulu Police Chief. The Honolulu Police Commission's trust in PBS Hawai'i to host this unprecedented discussion spoke volumes about our integrity, transparency and ability to provide a safe space for all involved.



- On August 26, 2021, PBS Hawai'i hosted **KĀKOU: Hawai'i's Town Hall: How Much Tourism is Too Much, and Who Decides?** The 90-minute live discussion featured 19 stakeholders from across Hawai'i discussing the possible next steps for our number one industry. PBS Hawai'i also hosted **KĀKOU: Hawai'i's Town Hall: The Future of Our Food** on May 26, 2022, a lively 90-minute discussion on food sustainability. Eighteen stakeholders from across the state gathered in one room to find solutions to this decades-old issue.

KĀKOU
HAWAII'S TOWN HALL

- Live Hawaiian music also returned to PBS Hawai'i in FY2022. In our role as cultural stewards, we generate content to preserve and promote Hawai'i's unique culture. We completed four new **Nā Mele** productions, featuring Kuana Torres Kahele, Mark Yamanaka, Kainani Kahaunaele and Josh Tatofi at Halekulani's House Without A Key.

**nā
mele**

• We also relearned the lesson, “what’s old is new again.” It was more than 30 years ago when Spectrum Hawaii debuted in the islands, and for two months in FY2022, **PBS HAWAII PRESENTS: CLASSICS** featured two half-hour episodes of Spectrum and Pau Hana Years every Thursday night, as they originally aired in the 80s and 90s.



• The station Wi-Fi system was upgraded to provide seamless coverage throughout our workspaces on the first and second floors. The 12 access points support faster speeds and the Wi-Fi 6 standard.

• Our video storage servers were replaced, increasing storage capacity and reliability. The transfer speed has also improved with additional processing power. The video transcoder was upgraded with the Telestream Vantage system. This allows for creating different formats of video for editing, broadcast and online.



• The Studio-to-Transmitter microwave link was replaced. This was an emergency repair as the television signal was being degraded by the existing system. The new microwave is feeding the signal to our KHET transmitter which provides the over-the-air broadcast to O’ahu and is received by the Kauai translators to serve the Garden Isle population.

• Our Protrack broadcast traffic software has been upgraded to a cloud-based system. The software provider is managing the service and we no longer need to replace an on-premises server every few years.



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 that viewers have come to appreciate and trust.

These programs cover a wide variety of important community issues that aim to build impartial understanding through distinct voices and representation and that preserve our diverse ethnic and cultural backgrounds.

Insights on PBS Hawai'i

This weekly live one-hour public affairs program never wavered from its mission to provide varying viewpoints on the issues even as it fluctuated between virtual and in-studio episodes as surges of COVID-19 swept through the community. Topics included the continued effects of the pandemic on employment and mental health and its long-term physical effects. Other hot topics included whether Hawai'i would become an open-carry state, should a new jail be built on O'ahu, should McKinley High School change its name and how to prevent an ecological disaster in Maui County caused by axis deer. Other shows highlighted lingering problems that hold Hawai'i back including the inability to solve the affordable housing crisis, the hold crystal methamphetamine abuse still has on the state, the water crisis at Red Hill and the continued proliferation of illegal fireworks.



In a special 90-minute episode, INSIGHTS featured a first for Hawai'i: the four finalists for the position of Honolulu Police Chief answering questions from the public, live. INSIGHTS also profiled two of Hawai'i's most disenfranchised communities, people from Micronesia and those who identify as transgender.



Home is Here

PBS Hawai'i's newest franchise launched in February 2022. Home is Here showcases everything that makes Hawai'i home, including people, places, culture, tradition, music and food. This monthly program is hosted by Kala'i Miller and features theme music written and composed by Hawai'i musician and composer Shawn Pimental. New episodes premiere on the last Wednesday of every month.

The inaugural episode featured KoAloha 'Ukulele founded by Alvin "Pops" Okami more than 25 years ago that is still family-run and operated today; the Hawai'i Wildlife



Center which provides emergency and rehabilitative care for Hawai'i's native birds and bats at its facility in North Kohala on Hawai'i Island; and rapper, video game designer and artist Daniel Kauwila "Wilz" Mahi who researches, translates and archives important historical Native Hawaiian documents, books, etc.

Subsequent episodes included stories on Natsunoya Tea House, one of the last remaining tea houses in Honolulu; a local conservation non-profit that uses specially-trained dogs to sniff out invasive plants; Hawai'i-born fashion designers showcased in New York City; and a therapeutic horsemanship facility in Waimānalo designed to help children and others with special needs.

KĀKOU: Hawai'i's Town Hall

PBS Hawai'i presented two live 90-minute town hall meetings bringing together people from across the state to discuss critical issues facing the community. The first program, in August, was called *KĀKOU: Hawai'i's Town Hall: How Much Tourism is Too Much, And Who Decides?*

Just before the start of the pandemic, nearly 10 million tourists visited Hawai'i. During the pandemic, Hawai'i's number one industry all but came to a halt. The negative impact on the industry was tempered by the long-sought relief for residents from overcrowded beaches, trails and popular hangouts. And when tourism began returning, it did so with a vengeance, much to the dismay of residents, who claimed to have had enough of exploitive tourism.

The KĀKOU tourism program featured industry representatives, community members, government leaders and academics. In addition, hundreds of viewers sent in questions and comments via telephone, email and social media.

The second show aired in May and was titled, *KĀKOU: Hawai'i's Town Hall: The Future of Our Food*. This show focused on the fragile nature of Hawai'i's food source. It is estimated that the state imports 85% to 90% of its food, making it vulnerable to natural and man-made disasters. This panel included stakeholders from various food producers including farmers, fishermen and ranchers, along with community organizations and experts in indigenous practices who offered insights into ancient techniques that could be adapted to a modern world. Dozens of viewers



contributed to the discussion as well via the same methods mentioned above.

Nā Mele

This program showcases musical talent from across the state and provides insights into the featured artists. The series was put on hold during the early part of the pandemic but resumed strongly with performances by Kuana Torres Kahele, Mark Yamanaka, Kainani Kahaunaele and Josh Tatofi who performed at Halekulani's House Without A Key for a live pledge program that aired in June.



PBS Hawai'i Presents

This franchise offers independent documentaries about Hawai'i and the greater Pacific. PBS Hawai'i presented eight new programs: *We, The Voyagers: Our Moana*, the second of two films by Kaua'i filmmaker Mimi George who documented the effort by Polynesians from the Southwestern Pacific island of Taumako to retain their ancient knowledge of canoe building and wayfinding; *Ho'oku'ikahi: To Unify As One*, a film produced in the early 1990s that recreated an event 200 years earlier marking the consecration of the Pu'ukoholā Heiau in Kohala on Hawai'i Island. The film was updated with a perspective on the significance of the event for current and future generations of Native Hawaiians from filmmaker Meleanna Aluli Meyer who interviewed Māhealani Wong and Sam 'Ohukani'ōhi'a Gon III.



Kai Piha: Ka'ahale Ma Waikiki by filmmaker Ann Marie Kirk which features historian and surfer John Clark sharing the history of ancient Hawaiian surfing spots in Waikiki; *Sky Blossom: Diaries of the Next Greatest Generation*, a film by Richard Lui which highlights the growing number of young people who are becoming caregivers to family members, most of whom are veterans. The film focused on five families across the country including the Kapanui 'ohana in Waimea, Kaua'i.



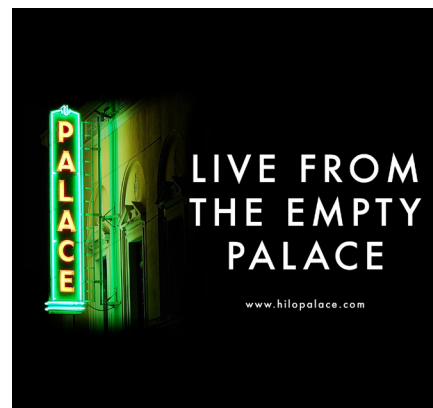
Voices Behind Barbed Wire: Stories of Hawai'i, a film by Ryan Kawamoto which documents the stories and experiences of Americans of Japanese ancestry in Hawai'i who were illegally imprisoned by the U.S. government during World War II; *Reel Wāhine of Hawai'i 3*, the third installment of this series by Hawai'i Women in Filmmaking profiling women in our community who have made and are making films about our struggles and triumphs; *Homegrown Hawai'i*, a film by Lynn Beittel of Hawai'i Island; and *Scaling Up: Hawai'i's Food Future*,



a film by Kim Bassford of O'ahu, both diving into the issue of food sustainability, or the lack thereof, with which Hawai'i is just beginning to deal.

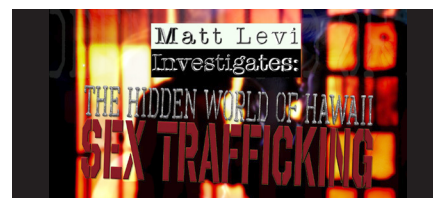
Live from the Empty Palace

PBS Hawai'i was fortunate to share 12 half-hour episodes of this program put together by filmmaker Zoë Eisenberg, Hilo Palace Executive Director Phillips Payson and musician/producer Drew Daniels, showcasing mostly unknown musical and performing artists who could not share their talents before live audiences due to pandemic-related shutdowns.



Matt Levi Investigates

PBS Hawai'i partnered with longtime Hawai'i investigative reporter Matt Levi to share the program, *The Hidden World of Hawaii Sex Trafficking* which sheds light on this darker side of life in Hawai'i.



PBS Hawai'i Presents Classics

PBS Hawai'i dug into its archives to share classic programs from the past including Spectrum Hawaii and Pau Hana Years. Episodes included a 50th anniversary celebration of Moloka'i Homesteading that featured rare footage of George Helm performing; a two-part program featuring Kumu Hula Edith Kanaka'ole of Hawai'i Island and a program highlighting the work of scholar, composer and Kumu Hula Mary Kawena Pukui, told by Pukui's hānai daughter Patience Namaka Wiggin Bacon and research assistant Eleanor Williamson.



Get Caught Reading

PBS Hawai'i continues this multimedia initiative celebrating the joy of reading.



COMMUNITY EFFORTS 2022

We continued to engage and connect with our community, near and far through virtual screenings that were hosted throughout the year.

- In partnership with Independent Lens, we hosted film screenings with localized panel discussions on a virtual platform. These free screenings allowed us to create awareness of broad-reaching topics and to localize them with our community. These included immigration, mental health awareness, teenage pressures and women coming out of incarceration. The viewer attendance of our virtual screenings has continued to grow with participation on a statewide, national and international level.
- This year we partnered with **POV: Our America**, to raise awareness of the LGBTQ+ experience. We hosted a film screening on *Pier Kids*, and paired it with a screening of the animated film, *Kapaemahu* and a panel discussion with individuals representing the LGBTQ+ community. Discussion centered around the challenges and stereotypes this community faces along with resources that are readily accessible. In addition, we were able to provide toiletries and kits for homeless LGBTQ+ youth through outreach with Waikiki Health Center, Residential Youth Services and Empowerment (RYSE) and Hawaii Harm and Reduction Center.
- We continued to engage with our community through local films, some incorporating panel discussions with filmmakers. These included: *Kai Piha: Ka'ahale Ma Waikiki*, sharing the history of ancient Hawaiian surfing spots in Waikiki; *Sky Blossom: Diaries of the Next Greatest Generation*, highlighting the growing number of young people who are becoming caregivers to family members; *Voices Behind Barbed Wire*, a film about the stories and experiences of Americans of Japanese ancestry in Hawai'i who were illegally imprisoned by the U.S. government during World War II; *Our Makawao*, a film about the Makawao, Maui community; and *Live from the Empty Palace*, which showcased mostly unknown musical and performing artists on stage.

HIKI NŌ



HIGHLIGHTS

The 12th consecutive school year of HIKI NŌ on PBS Hawai'i was marked by Collaboration, Creativity, Competition and Community.



Collaboration

HIKI NŌ on PBS Hawai'i partnered with its national sister program—the PBS NewsHour Student Reporting Labs—to produce a special collaborative episode that featured HIKI NŌ stories along with clips from the SRL (Student Reporting Labs) special, “Our New Normal: How Teens Are Redefining School Life.” Kaua'i High School junior Kate Nakamura co-hosted the SRL special and hosted the HIKI NŌ episode. In both shows, students from Hawai'i and across the country reflected on how they are working to preserve their mental health during the pandemic, how they are navigating challenges posed by social media and what they would do to reinvent their education experiences.



Creativity

The students of H.P. Baldwin High School (Maui) and media teacher Trisha Roy invented a new HIKI NŌ story genre: The Personal Narrative. This first-person format of storytelling encourages innovative and imaginative writing by the student about his or her life, coupled with inventive filmmaking techniques for the visuals. One restriction that fuels creative problem solving in the b-roll is that the student narrator cannot appear on-camera. This new genre has raised the HIKI NŌ bar for creativity.

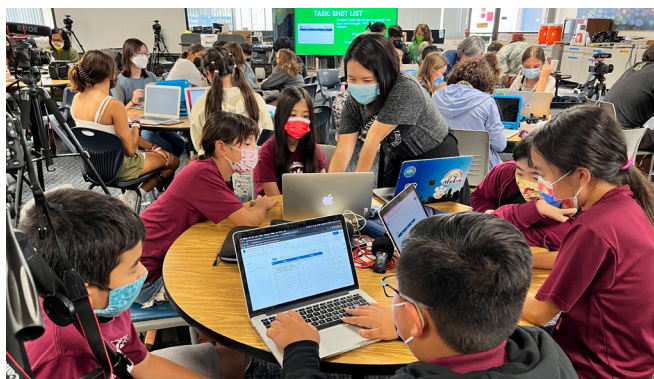
HIKI NŌ

 PBS HAWAII



Competition

In October of 2021, PBS Hawai'i launched the very first HIKI NŌ Triple Crown of Storytelling Challenge in which students competed in three story-genre categories: the traditional HIKI NŌ news feature; the How-To video; and the Student Reflection. Then, in February of 2022, HIKI NŌ on PBS Hawai'i partnered with the Hawai'i Creative Media consortium of local media teachers and HIDOE to put on the very first Hawai'i virtual hub to the national Student Television Network youth media competition held in Long Beach, California. Because school COVID travel restrictions prevented local media teachers and students from flying to Long Beach, California, Hawai'i contestants gathered at the Hilton Hawaiian Village hotel to compete long-distance with their colleagues on the continent. The Hawai'i competitors, all HIKI NŌ students, walked away with a record-breaking 40 awards! Documentation of this historic event was turned into a HIKI NŌ on PBS Hawai'i special—Limitless Aloha: STN in Hawai'i.



Community

For the first time since the beginning of the COVID-19 pandemic, HIKI NŌ teachers and students came together as a community for a 4-day, in-person, hands-on media training camp led by Hawai'i Creative Media teacher/trainers at Moanalua High School (O'ahu).