



PBS HAWAII

2023 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**.

OUR MISSION

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

OUR VISION

We see PBS Hawai'i as a digital touchstone for the community, connecting and convening citizens of all ages in civil discourse, appreciation of culture and the arts, lessons of history and in shaping Hawai'i's future.

LOCAL VALUE

At PBS Hawai'i, we like to say, Home is Here. It is here where we cultivate stories of our Islands and share them with the world, where music fills our walls and ultimately your souls. It is here where we present transforming and healing discussions and where our keiki have their own space to inspire change.

In Fiscal Year 2023, we brought Hawai'i to the world in new and innovative ways.



- Through broadcast programs like **Home is Here** and **Nā Mele**, and a rapidly growing and robust digital presence, we are celebrating and preserving our cherished mo'olelo ... the stories, traditions and voices that make Hawai'i special.
- We completed five new **Nā Mele** productions, featuring some of Hawai'i's best artists, including Grammy Award-winning slack key artist Jeff Peterson and the very talented Paula Fuga. A holiday concert at Palikū Theatre with Robert Cazimero and Kuana Torres Kahele, and a special in-studio performance by multi Nā Hōkū Hanohano Award winning Kulāiwi, the amazing trio of Lehua Kalima Alvarez, Kawika Kahiapo and Shawn Kekoa Pimental. We wrapped up a phenomenal year with a magical evening with the Mākaha Sons at Halekulani's House Without A Key.
- **HIKI NŌ on PBS Hawai'i** remains the central hub of a statewide student journalism network that includes teachers, mentors, community partners and funders. In Fiscal Year 2023, **HIKI NŌ on PBS Hawai'i** moved to a digital-first method of delivering student stories, then curating them into a 30-minute program. The major benefits of this change in the process was to create broadcast shows more thematically and reach a broader audience with stories formatted specifically for YouTube and other social media platforms. The response was positive with immediate engagement across the organization's social media outlets. May 30, 2023 marked the end of the school year and with it, the final regular show for season 14 of **HIKI NŌ on PBS Hawai'i**. In the 2022-2023 school year, **HIKI NŌ on PBS Hawai'i** student participation increased to 4,551 students, or 25 percent from the previous year, bringing student participation back to pre-pandemic levels. Of the 4,551 students served, 2,320 **HIKI NŌ on PBS Hawai'i** students were from 45, Title I schools.
- An important part of our mission is providing civic engagement and public access to trusted information. Our weekly, **INSIGHTS ON PBS Hawai'i** community program, provides a vessel for respectful, productive and solution-minded conversations on relevant and timely issues.



- In Fiscal Year 2023, we raised the bar by hosting six consecutive months of town hall meetings, ranging from workforce development, climate change, concealed carry, habitual offenders, the brain drain and Honolulu Rail.
- We continued to connect the past to the present through **PBS HAWAII CLASSICS** and **PBS HAWAII PRESENTS**, important programs that remind all of us to appreciate our history and embrace the future.
- PBS Hawai'i is and will always be the most trusted source of news, cultural information and quality educational programs. As a public television station, we are responsible for protecting journalistic integrity and the preservation of a free and independent public television system. National programs, including **PBS NewsHour**, **NOVA**, **Nature**, **Frontline**, **All Creatures Great and Small** and **Antiques Roadshow**, and iconic keiki content like **Sesame Street** and **Daniel Tiger's Neighborhood**, further support our important role in our diverse communities.



- Improvements to PBS Hawai'i's network infrastructure in were made in FY23 with a heightened emphasis on security. Our network firewall and core switches were updated to take advantage of improved safety measures and monitoring technologies. The new equipment also improved the speed and capacity of the network.
- The domain controller server was replaced to maintain secure, reliable access to the station's computer network. With protection as a continued top priority for our organization, the station's security system got a refresh with a new digital video recorder and video cameras.

QUALITY LOCAL PROGRAMMING

Insights on PBS Hawai'i

We dedicated our weekly live one-hour public affairs program to extensive election coverage through the primary and general elections of 2022 highlighting 27 races across the state. These included the Democratic and Republican primary races for governor, the Maui County mayoral contest, State Senate races from three islands, county council races from three counties, State House races from multiple islands, the Office of Hawaiian Affairs, the race for the 2nd congressional seat and a look at County Charter Amendment proposals.

Insights also highlighted the dangers of Rat Lungworm Disease, an emerging and debilitating parasitic disease. The program was tied-in with a Hawai'i-centric independent film about the disease called *Accidental Host: The Story of Rat Lungworm Disease*. Insights also highlighted several contentious issues heard during the legislative session including bills to curb government corruption, legalizing the recreational use of marijuana, banning flavored e-cigarettes, a proposal to abolish the Hawai'i Tourism Authority, the lack of affordable housing, expanding access to preschool and the future of Aloha Stadium.

We also looked at the growing fentanyl crisis in Hawai'i in which the panel included a woman who lost a teenage son to a fentanyl overdose and the state of mental health of Hawai'i's youth. That panel included a teenager who stutters and founded a non-profit that cares for people with speech challenges.

Nā Mele

This program showcases Hawai'i's music. We featured Maui-born slack key artist Jeff Peterson, Paula Fuga and her six-piece band along with Kulāiwi, which includes Shawn Pimental, Kawika Kahiapo, Lehua Kalima Alvarez and hula dancer Pono Fernandez. We also produced two Nā Mele pledge programs. One, with Robert Cazimero and Kuana Torres Kahele, was recorded at Palikū Theatre at Windward Community College, and the other was a concert with Mākaha Sons (Jerome Koko, Kimo Artis and Hanalē Ka'anapu) recorded at Halekulani's House Without A Key.



Home is Here

This monthly 30-minute program shares stories of the diverse people, places, and cultures of Hawai'i. One show included the story of a Native Hawaiian-owned business which grows and sell native plants, the newly-hired University of Hawai'i football coach and a transplant from California who makes a living selling gourmet cookies.

Other stories highlighted non-profits that help teenage runaways, catch and neuter stray cats, clean our local beaches, provide emergency medical care to injured native turtles, help the 1 in 6 Hawai'i adults who cannot read, and that hires low-income local residents to plant, grow and prepare food. Other stories featured an Okinawan drum and dance group, a break dancing group training for the Olympics, a local high school football player from Moloka'i who was recruited by and plays for a big five conference school on the mainland. One program was devoted to the cataloging at the Hawai'i State Archives of two donated vintage collections of Hawaiian music that included rare pieces from the early 1900s.



KĀKOU: Hawai'i's Town Hall

PBS Hawai'i presented six live 90-minute episodes of KĀKOU: Hawai'i's Town Hall. The programs featured panels with varied voices about the topic at hand as well as questions sent in by viewers via phone, email, and social media.

Where Are the Workers? As Hawai'i's economy recovers from the COVID-induced downturn, employers in both the public and private sectors struggle to find workers to fill vacancies.

Climate Change Our Disappearing Beaches Pristine beaches that set Hawai'i apart are disappearing at an alarming rate. Is climate change to blame? Is it mismanagement? What must we do?

Concealed Carry: Should the Government Restrict Where Guns are Allowed? Hawai'i's four counties are issuing concealed carry permits to gun owners. Should the government designate so-called "sensitive locations"?



How Do We Keep Habitual Offenders off the Road?

Habitual offenders wreaking havoc on Hawai'i roadways is not new and the problem is statewide. Why does this keep happening? What is being done to change that?

Should I stay or Should I Go? (Young adults/students served as moderators and guests) Thousands of Hawai'i students head out of state every year for an education and an opportunity. How do we get them to stay or to come back?

Honolulu Rail: Worth the Wait? The city of Honolulu is set to open its controversial, delayed and overbudget rail project in June. The project has been plagued with problems. The train is coming ... was it worth the wait?



PBS Hawai'i Presents

PBS Hawai'i showcased seven independent films, four of which were made by first-time feature-length filmmakers. *School Stories* is two short films put together about two elementary schools on separate islands. One story was about Ke'elikōlani Middle School in Honolulu, renamed in honor of Princess Ruth Ke'elikōlani who was part of the Hawaiian Monarchy. The second story called *Sustainability in Action*, focused on a program at Waimea High School on Kaua'i that provides students with hand-on training in Native Hawaiian farming techniques.

Another film that was mentioned earlier in this report was *Accidental Host: The Story of Rat Lungworm Disease*. This film told the story of the emerging parasitic disease that thrives in tropical locations like Hawai'i.

Jeri is a film that follows a young woman who trained for, competed in and won the women's fireknife championship at Polynesian Cultural Center. *Himalayan Prayer for World Peace* is the latest film by Maui filmmaker Tom Vendetti. It takes viewers on a pilgrimage through remote areas of India, Nepal and Tibet and highlights the religious customs of the region. *Keep It A Secret* explained the birth of surfing in Ireland spearheaded by enthusiasts who saw an opportunity and researched techniques of the sport and business of making surfboards in Hawai'i and California. *The Queen's Influence: The Vanishing Culture of Hiko in Tonga* is a film about the art of hiko, or juggling, in the Kingdom of Tonga. Hiko dates back thousands of years and is practiced only by women.



PBS Hawai'i Presents Classics

In November of 2022, PBS Hawai'i launched PBS Hawai'i Classics which runs most Wednesdays at 7:30 pm. Classics are vintage, archived programs produced decades ago by Hawai'i Public Television.

They include *Spectrum Hawai'i*, which ran from 1983 to 1998 and *Pau Hana Years* which ran from 1966 to 1982. The programs featured Native Hawaiian cultural practices, revered entertainers, business leaders, neighborhoods, the arts, various cultures that make Hawai'i home and a whole lot more.



GET CAUGHT READING

PBS Hawai'i continues to produce GET CAUGHT READING spots that range from 30 seconds to 90 seconds and feature people from all walks of life reading a passage from a favorite book or poem. Animation of the spoken words accompany the read to encourage reading for all ages.



CONNECTING WITH OUR COMMUNITY, NEAR AND FAR

Connecting Across the World

This past year, we continued to increase our reach and communicate our story beyond our broadcast and beyond our state.

Independent Lens Pop-up Screenings

In partnership with Independent Lens, we hosted virtual film screenings. These free screenings allowed us to further our reach and generate awareness on a variety of subjects affecting our local communities and our nation. These included issues centered around spinal injuries, drug abuse, social causes and bridge-building through small community actions.

Panel discussions were held with local representatives and attendance continued to grow through our virtual platform, reaching statewide and worldwide audiences.

PBS Hawai'i Presents Screenings

We also engaged with our community through PBS Hawai'i Presents virtual screenings. These included the screening of two new films. *Accidental Host: The Story of Rat Lungworm Disease* told the story of the emerging parasitic disease that thrives in tropical locations like Hawai'i.

We also hosted *Keep It A Secret*, a film that told the birth of surfing in Ireland spearheaded by enthusiasts who saw an opportunity and research techniques of the sport and business of making surfboards in Hawai'i and California.