

FCC-EEO Annual Report

Long-Term Initiatives Two Year Period: October 1, 2014 – September 30, 2016

Reporting Period: October 1, 2015 – September 30, 2016

1. *Establishment of an intern program designed to train students for a career in the broadcasting industry.*

PBS Hawaii's Creative Services Department employs college students on a part-time basis as paid interns and provides ongoing, hands-on training and mentoring in all areas of broadcast production including floor management, set construction, remote production and the operation of production equipment. The interns assist with many of the station's broadcast productions such as: 1 hour segments of a public affairs program on Thursday evenings, regular taped half-hour segments highlighting a prominent local figure and taped 1-hour musical productions of traditional Hawaiian songs in our studio. Additional work would include broadcasting our live fund drives and taping any promotional shoots. 10 part-time student technicians constitute the majority of the crew—operating cameras, audio equipment, video switcher, teleprompter, character generator, as well as floor directing and set lighting. These students are also employed on location shoots, where they learn different skills for sound and lighting, all under the guidance of highly skilled, veteran, full-time production staff. Some of them also assist the Production Coordinator with the clerical and administrative needs of the department. After graduating, some of these students have gone on to successfully pursue careers in the broadcast industry. Last year one of our students was hired by a commercial broadcaster. This year two of our graduating students have gone on to production jobs – one for a large cable company working in their production department and the other for a production house.

2. *Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

PBS Hawai'i offers full-time employees the opportunity to further their education by providing the Educational Training Reimbursement program, which helps them toward their goals for future advancement. Employees may qualify for full tuition and course material reimbursement for classes in pursuit of a degree relating to their current position. Since the program was instituted, we have assisted a staffer in attaining her Masters in Human Resources and also another staffer received a second degree in IT.

Throughout the year, employees are encouraged to enroll in seminars and workshops that help to expand their skills and enhance their job performance. This year three staffers attended the PBS National Conference to sharpen their skills on various topics.

3. *Provide training to management level personnel on methods of ensuring equal employment opportunity and preventing discrimination.*

Newly hired and promoted managers are required to attend Hawai'i Employers Council's "Supervisory Certificate Series" workshops. This is a series of eight classes spanning four days. Classes include: "Supervision 101," "Basic Employment Laws," "Avoiding Sexual and Other Harassment Claims," "Interviewing and Selection," "Performance Appraisal I – Overview," "Performance Appraisal II – Communicating with the Employee," "Building Employee Performance," and "Addressing Misconduct." This

year we did not have the opportunity to send our newly hired managers as the training program did not occur between their hire date and the reporting period.

- 4. Participation in at least four events or programs sponsored by educational institutions and organizations representing groups present in the community relating to career opportunities in broadcasting, including conventions, career days, workshops and similar activities.***

Learning Initiatives is a division of PBS Hawai'i, which oversees and produces HIKI NŌ (Can Do), the nation's first statewide student news network. HIKI NŌ is broadcast on PBS Hawai'i and will start its 8th season on September 29, 2016. Participation has grown to include more than 90 public, private and charter schools throughout the state. Regardless of economic or geographic limitations, students and their teachers are provided equal access to the tools and training needed to tell their stories using today's digital media technology.

The Director of Learning Initiatives, HIKI NŌ Managing Editor, HIKI NŌ Editor, a core-group of advanced HIKI NŌ teachers known as Hawai'i Creative Media and industry professionals conduct workshops for teachers and students in order to equip them with the skills and knowledge to produce quality segments for broadcast. These workshops were held on the following days and locations throughout the state:

October 3, 2015

HIKI NŌ Teachers Conference at Moanalua High School in Honolulu on O'ahu.
Approximately 60 participants.

October 17-18, 2015

On-camera host training/production clinic at Aiea High School on O'ahu. Approximately 6 attendees.

October 26-27, 2015

On-camera host training/production clinic at Kua O Ka La Public Charter School in Pahoia on Hawai'i Island. Approximately 8 participants.

October 30-31, 2015

On-camera host training/production clinic at Waiakea Intermediate School in Hilo on Hawai'i Island. Approximately 8 participants.

November 3-4, 2015

On-camera host training/production clinic at Hana K-12 School in Hana Maui.
Approximately 10 participants.

November 4, 2015

HIKI NŌ presentations at Schools of the Future convention. Hawai'i State Convention Center in Honolulu on O'ahu. Approximately 150 participants.

November 30, 2015

Home-Base orientation at McKinley High School in Honolulu on O'ahu. Approximately 12 participants.

December 1, 2015

Home-Base orientation at 'Ewa Makai Middle School in 'Ewa on O'ahu. Approximately 15 participants.

December 9, 2015

Home-Base orientation at Waipahu Intermediate School in Waipahu on O'ahu. Approximately 15 participants.

December 11, 2015

Home-Base orientation at Hongwanji Mission School in Honolulu on O'ahu. Approximately 8 participants.

January 15, 2015

Home-Base orientation at Kamehameha Schools Hawai'i Campus in Keaau on Hawai'i Island. Approximately 8 participants.

February 25, 2016

Saint Francis School (in Honolulu) station tour and group discussion about journalism at PBS Hawai'i (Dole Street location) on O'ahu. Approximately 20 participants.

March 17, 2016

HIKI NŌ presentation at Alliance for Community Media conference. Ala Moana Hotel in Honolulu on O'ahu. Approximately 50 participants.

March 23, 2016

HIKI NŌ mentor orientation/strategy session. In Honolulu on O'ahu. Approximately 8 participants.

March 24, 2016

HIKI NŌ mentor orientation/strategy session. In Honolulu on O'ahu. Approximately 8 participants.

May 5, 2016

Home-Base orientation at Mililani High School, in Mililani on O'ahu. Approximately 8 participants.

June 4-7, 2016

Kaua'i HIKI NŌ Media Camp/Workshop, for students and teachers. Chiefess Kamakahahei Middle School in Lihu'e, Kaua'i. Approximately 70 participants.

June 9-12, 2016

Hilo HIKI NŌ Media Camp/Workshop, for students and teachers. Waiakea High School in Hilo on Hawai'i Island. Approximately 25 participants.

June 27-30, 2016

Oahu HIKI NŌ Media Camp/Workshop, for students and teachers. Wai'anae High School in Wai'anae on Oahu. Approximately 50 participants.

July 11-14, 2016

Maui HIKI NŌ Media Camp/Workshop, for students and teachers. Maui High School in Kahului, Maui. Approximately 40 participants.

August 20, 2016

HIKI NŌ Teachers Conference at new PBS Hawai'i location, 315 Sand Island Access Road, in Honolulu on O'ahu. Approximately 80 participants.

August 26, 2016

Hawai'i Technology Academy voiceover recording session/training, editing demo, and station tour at PBS Hawai'i in Honolulu on O'ahu. Approximately 10 participants.

September 1, 2016

Pearl City High School voiceover recording session/training, and station tour at PBS Hawai'i in Honolulu on O'ahu. Approximately 6 participants.

September 3, 2016

HIKI NŌ presentation/panel participation at IUCN World Conservation Congress at Hawai'i State Convention Center in Honolulu on O'ahu. Approximately 50 participants.

September 20, 2016

Castle High School voiceover recording session/training, and station tour at PBS Hawai'i in Honolulu on O'ahu. Approximately 6 participants.

September 28, 2016

Damien High School voiceover recording session/training, and station tour at PBS Hawai'i in Honolulu on O'ahu. Approximately 6 participants.

During this period of time a HIKI NŌ curriculum was developed and field-tested by eight Hawai'i public schools. Using feedback from the eight field-test teachers, the curriculum was tweaked and revised into a final, pre-release version. Once the curriculum has been piloted by one Hawai'i Department of Education school (with the commitment of one teacher and his or her principal), and that school places the HIKI NŌ

course in its catalogue of offered elective courses, the course will become an official DOE elective offered at all public middle and high schools in Hawai'i. DOE assistant superintendent Suzanne Mulcahy has confirmed this and is an advocate for HIKI NŌ becoming an official, DOE-sanctioned elective. Having a statewide HIKI NŌ elective class will greatly increase the sustainability of the HIKI NŌ program on PBS Hawai'i. The curriculum will also be offered to all private and charter middle schools and high schools. Also during this period of time, PBS Hawai'i opened its new facility, which includes a large workshop/event space known as the Learning Zone. This space has already been utilized for the August 20, 2016 HIKI NŌ Teachers Conference and will be used for a great many HIKI NŌ workshops and educational activities.