

PIS Outreach and Media Update

June 2019

The new Kaho‘olawe exhibit at the Maui Ocean Center was installed and open for a preview on January 29, 2019 during the VIP opening of the new Humpback Whale exhibit and 3D movie. The KIRC staff was invited to attend and host an information table in the exhibit hall for invited VIP guests. Several staff members were able to attend and work the booth. The new PIS, Maggie was hired and officially started on February 11th. Prior to that date, two KIRC admin staff members visited the exhibit and set up an information table on two separate days.

March had 5 off-site Outreach events. KIRC set up a table at Maui Ocean Center on three different occasions, the first being the MOC ‘Ohana Night. The second and third were the first weekday and weekend dry runs for the KIRC’s “regular presence” in the Kaho‘olawe Exhibit. Traffic was consistent on both days, there was some interaction with the KIRC reps. The PIS also traveled to Waldorf School in Makawao to support the Restoration program and give a talk to the entire high school on the history of Kaho‘olawe, as well as current program efforts to restore the natural environment and to lay the groundwork for a more sustainable future. Finally, the PIS took part in an interview for a local Maui Radio Show called Island Environment 360, which focused primarily on the history of the Island and KIRC, as well as past and current restoration efforts.

April had several off-site Outreach events. The PIS was test running a set schedule for MOC this month, setting up an information table on Tuesdays and Sundays from 11am-1pm. Due to pressing grant deadlines and lack of staff available and volunteer support, this was only executed successfully 4 times throughout the month. Traffic and engagement was more consistent and meaningful on the weekend days, and when there were school groups present during the week. It might benefit KIRC to only attend special events and targeted days as opposed to a twice a week schedule. The PIS also tried to sit down with Tapani to discuss membership and reciprocity agreements, but again, due to scheduling conflicts on both the MOC and KIRC side, the meeting was rescheduled for May 2nd. There were three additional outreach events that were conducted off-site. Dean Tokishi, the Ocean Program Manager, gave a talk at the MOC on April 3rd that was organized by the Maui Nui Marine Resource Council. The event was extremely well attended (approx. 130 people). The MOC staff even had to turn away people at the door. These types of talks will be part of the KIRC/MOC reciprocity agreement moving forward as it was a very good opportunity to highly Kaho‘olawe and KIRC activities and served as a great space to engage potential members and donors. On April 21st, the PIS, along with one restoration program staff and one ocean program staff, attended and hosted a table at the Maui Earth Day Festival at the Kihei VFW. The KIRC should probably not agree to this event again unless it returns to the Maui Botanical Gardens. Although the foot traffic was good, the level of engagement was not. The event was also poorly organized and there was a total lack of communication between organizers and the KIRC. The third off-site event was hosting a table at the Haiku Ho‘olaule‘a and Flower Festival on April 27th. Two restoration program staff attended the event and highly encouraged us to continue to attend if invited. They both shared that the foot traffic was great and the level of engagement was really positive. This month also saw several new memberships and donations come in. Hopefully this will pick up after the spring newsletter goes out in May.



Images from the Kaho ‘olawe Exhibit at the Maui Ocean Center; ED Naho ‘opi ‘i and Commissioner Kaakaua manning an outreach table at MOC ‘Ohana night.



KIRC Staff at the Haiku Ho ‘olaule ‘a (top) and an event attendee checking out the display board (bottom).

May was a light month for outreach and media. The majority of outreach was done at the Maui Ocean Center on Tuesdays, and two Sundays, per our agreement with the MOC for the month of May. The PIS made a call for volunteers to serve as docents in the exhibit through constant contact and got a quite a few responses. The first came to train on the last Friday of the month, and will continue to come on Fridays through the next few weeks. Several other worthy candidates will be coming throughout the month of June to train and hopefully be setting their own schedules over the summer. On the 22nd, some of the staff attended a performance put on by the 4th grade students and teachers at Pomaika'i Elementary. The performance was a culminating activity of the BWET partnership program between the school and the KIRC Ocean team. One article was published early in the month by the Maui News about the 25th anniversary of the conveyance of the island back to the State from the US military. In addition to the article, the Spring newsletter was published later in the month and mailed out to members, legislators and commissioners. The digital copy will be sent out via constant contact in the next week. At the end of the month, the PIS also sent out an ad for the Cultural Resources Project Coordinator position via constant contact. Responses for the position will go directly to the ED.

June was relatively heavy outreach month with several appearances at the Maui Ocean Center and two presentations to local youth. Several past KIRC volunteers responded to the call for volunteer docents needed for the MOC exhibit. Those that were a good fit based on their letter of intent and in person interviews were trained throughout the month of June, and ready to take on the kuleana by the end of the month. We have one volunteer (Aheone) coming in on Wednesdays, and two coming in on Fridays (Matt and Marty) for two hours shifts between 10am and 2pm. One of the potential volunteers (Mason) was not able to come in for an interview until July. He is scheduled to meet the PIS in the exhibit on July 14th. The Ocean Program also agreed to support the PIS in hosting a table at the Maui Ocean Center's World Ocean's Day event. The event an all day (8am-3pm) on Saturday, June 8th and the KIRC table drew a steady flow of visitors. The PIS and Ocean program manager also went to Kamhema Schools Maui Campus on June 27th and engaged in a talk-story session with a 40-student group enrolled in a middle school summer program. The following day the Ocean program manager gave a presentation to roughly 30 youth participating in the Maui Police Department summer leadership institute.



Youth from the KS Maui Summer School program.



Dean Tokishi and MPD Summer Leadership Institute program participants.