



Hiki Nō Frequently Asked Questions

Is Hiki Nō open to all schools or just the schools with established video or media programs and curriculum?

Hiki Nō is open to middle and high school students--in public, private, charter, and home schools--throughout Hawaii. PBS Hawaii and the schools will work together to assess the available resources of each school's program. Inter-school teams will be set up every year to collaborate across physical distance to create newscasts in a web-based virtual newsroom. The newscasts will have prominent broadcast and web exposure. Each team will bring knowledge of different school communities, as well as complementing strengths and contributions. These teams will make up the Hiki Nō statewide student news network.

Day-to-day how will this work within the schools' regular curriculum and activities? With such a diverse representation, who will facilitate introducing Hiki Nō into the regular culture and routine of each school?

Hiki Nō is not a top-down type of organization. The schools will be making many of the decisions, especially in the area of implementation.

Participation in Hiki Nō is meant to add value, not increased work, for teachers or students. There will be a Steering Committee made up of 10 to 12 schools. This group will meet regularly as representatives and decision-makers. They will vet the process of incorporating Hiki Nō into the daily routine of the schools, as well as other procedures and criteria for participating in Hiki Nō.

PBS Hawaii will host statewide workshops, providing transport between the islands. The schools will have about a year to plan and decide how to incorporate Hiki Nō regular participation into their existing programs or decide whether the program is an elective course or after-school activity. One suggestion made by the schools is to make Hiki Nō an option as a student's required senior project.

Since Hiki Nō is an education-based initiative, regular reviews and evaluations will be done by the schools. With help from PBS Hawaii, the goals will be set. The distribution and quality of the Hiki Nō-produced content will continually improve as the bar is raised on a regular basis.

What is PBS Hawaii's role?

Overall, PBS Hawaii is providing a vehicle for the kind of transformational change that educators and employers agree is needed in the information-based economy of the 21st century.

Within the scope of Hiki Nō, PBS Hawaii's role is really defined in two basic areas. The first is as a facilitator providing resources, funding, professional guidance and infrastructure. This is a new model and unprecedented undertaking. The leadership of the station believes it's exactly what a public television station can do best, part of our continuing commitment to education and life-long learning.

PBS Hawaii will also serve as distributor of Hiki Nō. That includes the station's broadcasting footprint and web platform. Hiki Nō content will be available 24/7 on one of the PBS Hawaii public platforms.

Our first funder for Hiki Nō, the Corporation for Public Broadcasting, also believes that Hiki Nō could be a model for other public television stations to partner with schools throughout the country.

What will a Hiki Nō newscast look like?

The creative direction and format for the Hiki Nō newscasts will be determined by the students and teachers. Will Hawaii television viewers see the traditional news set and anchor format? Theme-based newscasts or a compilation of story packages? It will be interesting to see what the students and teachers decide.

PBS Hawaii will ensure that Hiki Nō news coverage reflects the fair standards and practices that we're committed to uphold as a PBS member and as a licensed broadcaster using public airwaves. Like all regular programming on PBS Hawaii, there will be no commercial interruptions.

It's been broadly reported that students today don't watch television. How will that impact Hiki Nō?

Television ratings surveys often do show that young people are quite selective about what they watch on TV and do spend much of their time online. Hiki Nō will give Hawaii students an opportunity to produce their own content for broad statewide distribution via a major over-the-air broadcaster. The newscast content will not be driven by advertisers or consultants –nor will it be created by an adult who thinks he/she knows what students want to watch.

At the same time, the broader community will have an opportunity to learn more about the values and ideas of young people, and gain a better perspective on what's going on in our schools and communities throughout the state. The PBS Hawaii audience/online community will also see a new, fresh approach to news coverage and storytelling.

PBS Hawaii also plans to make Hiki Nō newscasts available On Demand at pbshawaii.org – and in the future the broadcasts will be streamed on the station's website.

How much money will PBS Hawaii need to raise to launch and sustain Hiki Nō?

Hiki Nō is a start-up and a new type of education/multi-media initiative. Some of the costs are one-time implementation expenses, while others will be recurring and will go up or down as the Hiki Nō network grows and expands its capability and reach.

PBS Hawaii has raised a little over \$1.2 million in funds and services to support the launch of Hiki Nō. Ultimately, we expect the network will be self-sustaining through community partnerships and underwriting.

What's the timeline for Hiki Nō?

The first Hiki Nō newscast will air February 28, 2011. Initially the student teams will produce one new newscast per week with a steady ramp up to 5 newcasts each week Monday-Friday and a 6th weekend edition which will review some of the stories that aired in the previous week.

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