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May 2019

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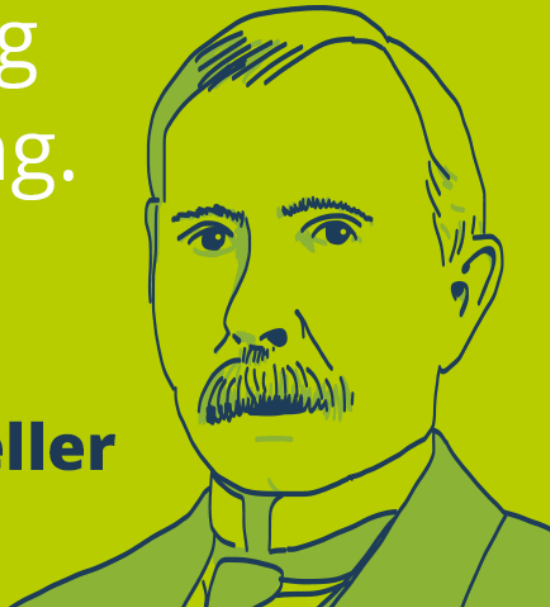


TODAY'S GOAL

To build your **confidence** and
communications skillset
to more effectively work with
media and **social influencers**
to **generate awareness**
for your event or service.

Next to doing the
right thing, the most
important thing is to
Let people know
you are doing
the right thing.

John D. Rockefeller



AGENDA



1. What is Public Relations?
2. Print & Online Media
3. Broadcast Media
4. Communications Timeline
5. Building a Media List
6. Media Relations Tools
7. Social Media
8. PR Toolkit
9. Q&A

If I was down to
my last dollar,
I would spend it
on public
relations

Bill Gates

Chairman Bill & Melinda
Gates Foundation, Microsoft



WHAT IS PR?



Public relations is a
strategic communications
process that builds mutually
beneficial relationships between
organizations and their publics.

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saying you're good.
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say you're
good.

Jean-Louis Gassée

Founder BeOS



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DON'T MISS 'MARVEL'

Brie Larson stars in "Captain Marvel" as the newest superhero to join the Marvel movie lineup
// PAGE 6

WEEKEND GUIDE



Musician John Pizzarelli performs for two nights at the Blue Note Hawaii
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Artist Leland Myano built a voyaging canoe out of branches and twigs from invasive strawberry guava and ink berry trees that were cleared from Honolulu Botanical Garden and woven together. His installation at Foster Botanical Garden is part of the Honolulu Biennial 2019 art exhibition.



For pics from Honolulu's events, visit 808ne.ws/outandabout
// online

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ISLAND WHEEL
Will return next week

Buzzworthy Biennial addresses Pacific issues through art

By Russ Fournier
Special to the Star Advertiser

Oversized pink objects began popping up around town in moving peaks at the BBN Building, large polka dot sculptures by artist Nynke Krasa. It was the premiere Honolulu Biennial, and the public's attention was captured.

Here now with its second installment, Honolulu Biennial 2019 is at hand — and with its bold art by renowned local and international artists, plenty of buzz has been generated about the lineup. On display at various locations will be the work of 47 artists, accompanied by that include artist talks, panels, art-making workshops, films and performances.

These pink exhibits were chosen

ART FESTIVAL
Honolulu Biennial 2019
"To Make Wrong / Right / Now"
WHERE: The high at Ward Center and various locations
WHEN: Friday May 5
INFO: honulubienial.org; buy tickets and RSVP to events at tickets.honulubienial.org

about two years ago, but the 2017 Biennial artists also prepped pressing issues facing Hawaii, including environmental and cultural issues. This year's Biennial addresses serious issues — colonialism in particular — but again includes room for humor, hope and light-heartedness.

"What's unique about this Biennial is it's one of the few that focuses solely on the Pacific," said curator Nina Torga.

The Biennial's theme "To Make Wrong / Right / Now" is borrowed from a poem by participating Hawaiian artist Iwaki Kalahele. The poem is about embracing what is unique about this part of the world," adds Torga. "Putting the way we do things on a platform. Encouraging our historians, our genealogy. Doing something true to ourselves, doing something that is true to the place."

Photo: Russ BERNAL, Page 8

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BLUE NOTE COMEDY SERIES
MARCH 15 & 16

BRIAN CULBERTSON
MARCH 22 & 24

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play // family

BACK TO THE FUTURE

Honolulu Festival celebrates 25 years of culture and fun

By Zenaida Serrano
zserrano@staradvertiser.com

Prepare for a weekend packed with free cultural arts and entertainment by more than 100 visiting groups from Asia, Europe, South America and more at the Honolulu Festival, Saturday and Sunday at venues throughout Honolulu.

"The festival has an abundance of activities for families to enjoy with their children," said Tatsuo Watanabe, director of the Honolulu Festival Foundation. "The experience helps educate children by giving them a better understanding of cultures and people around the world."

The Honolulu Festival's theme this year is "Looking Back to Create the Future: 25 years of Aloha." In recognition of the event's 25th anniversary, the festivities will culminate with a 25-minute Nagaoka Fireworks Show — 8:30 p.m. Sunday over Waikiki Beach — that's "not to be missed," Watanabe said.

Among highlights:
 >> **Ennichi Corner:** Through hands-on activities, children will be introduced to customary Japanese games, crafts and traditions. 10 a.m.-6 p.m. Saturday and 10 a.m.-3 p.m. Sunday, Hawai'i Convention Center.

>> **Japanese Film Festival:** Includes screenings of "Thermae Romae," "Yoko the Cherry Blossom" and "Sing My Life." 10 a.m.-6:10 p.m. Saturday and 10 a.m.-2:45 p.m. Sunday, Hawai'i Convention Center room #311.

>> **Grand Parade:** Groups and performers dancing, singing and staging cultural demonstrations will entertain throughout the route, along with colorful floats. 4 p.m. Sunday along Kalakaua Avenue.



COURTESY HONOLULU FESTIVAL FOUNDATION

25TH ANNUAL HONOLULU FESTIVAL

Free public events:

WHERE: Throughout Honolulu, including the Hawai'i Convention Center, Waikiki Beach Walk, Ala Moana Center and International Market Place

WHEN: Saturday-Sunday
INFO: For more info and a complete schedule of events go to honolulufestival.com



KEIKI KRAFTING

Courtesy HouseMart Ben Franklin Crafts.
For more craft ideas, visit benfranklinhawaii.com.

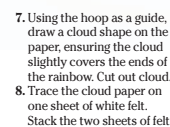
Rainbow cloud pocket

SUPPLIES NEEDED:

- >> Wooden embroidery hoop (7 inches or smaller)
- >> White felt, two pieces 9-by-12-inch
- >> Purple foamie foam, 9-by-12-inch
- >> Baby blue foamie foam, 9-by-12-inch
- >> Neon green foamie foam, 9-by-12-inch
- >> Fuschia foamie foam, 9-by-12-inch
- >> Tangerine foamie foam, 9-by-12-inch
- >> Yellow foamie foam, 9-by-12-inch
- >> 3/8-inch wide ribbon, 12 inches
- >> Scratch paper, two 8.5-by-11-inch sheets for pattern making
- >> Low-temperature glue gun and glue sticks

INSTRUCTIONS:

1. On the paper, trace half the inside and outside of the wooden embroidery hoop to create an arch.
2. Draw one arch below the initial semicircles and four arches above to create total of six arches for the rainbow. Number the arches



Now hear this, 'Superhero'

There's something about a catchy, heroic theme song that can make you, too, feel unstoppable. Enjoy an evening filled with such memorable tunes at "Superhero Soundtrack," a Hawai'i Symphony Orchestra concert Friday at Blaisdell Concert Hall.

The concert is a must for parents and children alike, said Maestro Stuart Chafetz, who will conduct an iconic program that includes the theme from "The Avengers" and music from "Batman."

"This program is perfect for families because it really includes something for everyone," Chafetz said. "From the classic William Tell/Lone Ranger theme to 'Spider-Man' to 'Wonder Woman.' Plus, 'The Incredibles' — a superhero family!"

But the fun isn't all in the music. "My absolute favorite part is seeing everyone dressed up in superhero costumes," Chafetz said. "The HSO is planning a costume contest, so come early to enter." Costumed villains are welcome, too.

"SUPERHERO SOUNDTRACK"

Presented by Hawai'i Symphony Orchestra

WHERE: Blaisdell Concert Hall

WHEN: 7:30 p.m. Friday

COST: \$27-\$79

INFO: 946-8742, hawaisymphonyorchestra.org

FAMILY FARE

FOR KIDS OF ALL AGES

Dr. Seuss Celebrations with Mr. Kneel: At the following public libraries: Thursday, 10:30 a.m. at Waipahu (675-0358) and 3 p.m. at Kaimuki (733-8422); 10:30 a.m. Friday at Salt Lake-Moanaloa (831-6831); and 1:30 p.m. Saturday at Hawaii Kai (397-5833). Hip-hop musician and educator Mr. Kneel entertains with musical magic through beatboxing. Free.

Butterfly Experience presentation: 10 a.m. Saturday, Kapolei Public Library. Learn about the transformation stages and life cycle of butterflies. Sponsored by Sharing the Butterfly Experience. Free. Info: 693-7050.

Touch a Truck: 10 a.m. to 1 p.m. Saturday, Kapolei Commons lawn. Annual event features firetrucks, military trucks, construction trucks and other big trucks for keiki to explore, along with food trucks, activities, entertainment and giveaways. Info: 808ne.ws/touchatruck19.

Teen Tech Week Trifecta: 1 to 4 p.m. Sunday, Pearl City Public Library. Learning activities include a "Breaker Space" area to take apart old appliances and electronics, and a craft station to create a cell phone holder using recycled materials. Also, learn how to use the library's databases and e-media platforms that may help with future homework assignments. For ages 12 to 18. To RSVP, call 453-6566. Free. Info: 453-6566, 808ne.ws/teenitefcta.

Find a full calendar of events at staradvertiser.com/calendar. To submit a family event, go to staradvertiser.com/calendar. Click "add event" and

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FEATURES

Honolulu Festival celebrates 25 years of culture and fun

By [Zenaída Serrano](#) · March 7, 2019



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Prepare for a weekend packed with free cultural arts and entertainment by more than 100 visiting groups from Asia, Europe, South America and more at the Honolulu Festival, Saturday and Sunday at venues throughout Honolulu.

"The festival has an abundance of activities for families to enjoy with their children," said Tatsuo Watanabe, director of the Honolulu Festival Foundation. "The experience helps educate children by giving them a better understanding of cultures and people around the world."

The Honolulu Festival's theme this year is "Looking Back to Create the Future: 25 years of Aloha." In recognition of the event's 25th anniversary, the festivities will culminate with a 25-minute Nagaoka Fireworks Show — 8:30 pm. Sunday over Waikiki Beach — that's "not to be missed," Watanabe said.

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2 Folk Festival

3 Upcoming Festivals 2019

4 Cultural Festival 2019

5 Bonnaroo Festival

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1 Man accused of sexually assaulting 13-year-old at Kawaii Kon Hawaii

2 Moped rider dies after being struck by van on Kapiolani Boulevard

3 U.S. sending carrier to Mideast over unspecified Iran threats

4 Driver dies after crashing into rock wall in Waiānae

5 ★ OHA slashes trustees' allowance

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NEWCOMER'S GUIDE



Check Out Artist Gaye Chan's Hand-Woven Plastic Baskets at Hawai'i State Art



These Hawai'i Youngsters Could Save Your Life One Day



Learn How to Make Your Own Lei Po'o for Lei Day 2019



This Hawai'i P.A. Went From Making Costco Runs to Starring Alongside Ben Affleck

Your Ultimate Guide to the 2019 Honolulu Festival

CATCH LIVE CULTURAL PERFORMANCES, INDULGE IN FOOD FROM ACROSS THE GLOBE AND MORE FROM MARCH 8-10.

BY JAYNA OMAE
PUBLISHED: 2019.02.25 05:27 PM





PHOTOS: COURTESY OF HONOLULU FESTIVAL FOUNDATION

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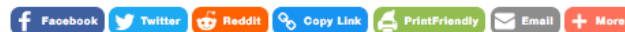
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Honolulu Festival 2019

Join a cultural event celebrating the people of Hawai'i and the Pacific Rim.

Mar. 08, 2019 9:00 a.m. to Mar. 10, 2019 8:30 p.m.
[Kalākaua Avenue](#) Kalākaua Avenue, Honolulu, Hawaii



Join tens of thousands of people in Waikiki for three days of culture, food, dancing and games, celebrating the people of Hawai'i and the Pacific Rim. This year's theme is, "Looking Back to Create the Future: 25 Years of Aloha."

The festival starts on Friday, March 8, with educational school tours, a hula program and friendship gala.

On Saturday, March 9, there will be craft and food corners, performances, a Japanese film festival, dance convention, bon dancing parties and more.

Then on Saturday, March 10, the Honolulu Rainbow EKIDEN race kicks off, followed by another Japanese film festival, craft and food corners and bon dancing. The Grand Parade begins at 4 p.m., followed by fireworks at 8 p.m.

See HONOLULU Family's write-up: "[Our Guide: Honolulu Festival.](#)"

See honolulufestival.com for details from the organizer.

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MAY 6-12

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Maui High's Japanese Club Wins 16th Annual Maui Mikoshi Design Contest


March 4, 2019, 1:11 PM HST · Updated March 4, 1:11 PM

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25th Annual Honolulu Festival 2019
Maui High School
Front




Back Left Right

Maui High School's Japanese Club has won the 16th annual Maui Mikoshi Design Contest, a program of the 25th annual Honolulu Festival, and will display its cultural artistry at the Hawaii Convention Center and Waikiki Grand Parade this weekend.

A mikoshi is a traditional decorative float that is unique to specific districts and prefectures in Japan and is often presented at special events and

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Photo: Courtesy of Honolulu Festival

Add to the List: Things to do in March 2019 in Hawaii

From fairs to festivals, here are our favorite events and happenings in the month of March.

BY KEVIN ALLEN MAR 6, 2019



OAHU

The 25th Annual Honolulu Festival

3/8-3/10

Promoting harmony among cultures, the Honolulu Festival attracts thousands every year for its three-day lineup of events, including the Friendship Gala and Honolulu Rainbow Ekiden. The final day culminates with stage performances, a grand parade and the much anticipated Nagaoka Fireworks. Honolulu, Oahu, honolulufestival.com

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HAWAII

Honolulu Festival to celebrate 25th year

By [Tovin Lapan](#) | Dec 27, 2018

[A+](#) [A-](#)



The 25th annual Honolulu Festival will close with a fireworks show over Waikiki.



The annual **Honolulu Festival** will mark a quarter-century of bringing music, arts, culture, food and fun to Oahu on the weekend of March 8 to 10.



The event promotes mutual understanding, economic cooperation and ethnic harmony between the people of Hawaii and the Pacific Rim region.



Performers from Hawaii and various countries and regions such as Japan, Australia, Tahiti, the Philippines, Taiwan, South Korea and mainland United States will be featured in performances. Events include an Aloha Dance Convention, Friendship Gala, craft fair and numerous stage performances.



The three-day event culminates on Sunday with a Grand Parade in Waikiki and the Nagaoka fireworks show.

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HAWAII

Kabuki performances set for Honolulu Festival

By [Tovin Lapan](#) | Dec 07, 2018

[A+](#) [A-](#)



For the first time since 1967, authentic Kabuki performers from Japan will bring a series of performances to Hawaii.

There will be **seven performances** in all from March 2 to 8 at the University of Hawaii Manoa's Kennedy Theater and the Hawaii Convention Center.

Kabuki is a traditional form of Japanese theater dating to the 17th century Edo period. A combination of live folk music, dance, dramatic movements, and extravagant makeup and costumes convey story and themes. Kabuki is usually performed on a special stage that incorporates revolving platforms and trapdoors, allowing for quick changes in scenery and theatrical entrances.

The Honolulu program will feature well-known Kabuki actor Shikan Nakamura VIII, part of a long line of Kabuki actors, who will be joined by his sons in a performance of "Renjishi," a tale of a lion raising its two cubs.

The Kabuki performances next March are part of the schedule of events for the 25th Annual Honolulu Festival, taking place March 6 to 8. The festival's mission is to enhance cross-cultural understanding and harmony throughout the Pan-Pacific region.

"Having Kabuki theater performed in Hawaii is a treasured honor for the Honolulu Festival and will be a joy for anyone who appreciates the importance of perpetuating cultural tradition with today's generation," Tatsuo Watanabe, director of the Honolulu Festival Foundation, said in a statement. "After a 52-year absence, we are thrilled to welcome Kabuki back to Hawaii."

Tickets prices range from \$80 to \$100 plus taxes and fees.

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Here's what's happening at the 25th annual Honolulu Festival this weekend



Fireworks during the 2018 Nagaoka Fireworks Show in Waikiki. (Photo: Honolulu Festival)

By **Algeo Rosario** | March 8, 2019 at 2:46 PM HST - Updated March 9 at 2:37 PM

HONOLULU (HawaiiNewsNow) - The Honolulu Festival celebrates its 25th anniversary this weekend, and a number of special events have been planned to commemorate the occasion.

The festival will commence Friday and run through Sunday. This year's theme is "Looking Back to Create the Future: 25 Years of Aloha."

The festival's goal each year is to celebrate cultural and ethnic ties between Hawaii and other nations. More than 100 groups from Asia, Oceania, Europe, South America and Hawaii are slated to take part in the festival.

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REQUEST A PRIVATE CONSULTATION



The 25th annual Honolulu Festival is back!

The Honolulu Festival is one of Hawaii's top cultural events -- promoting mutual understanding, economic cooperation and ethnic harmony between the people of Hawaii and the Pacific Rim region.

Friday, March 8th 2019, 8:25 AM HST by KITV Web Staff



HONOLULU - The Honolulu Festival is one of Hawaii's top cultural events -- promoting mutual understanding, economic cooperation and ethnic harmony between the people of Hawaii and the Pacific Rim region.

It showcases the rich and vibrant blend of Asia, Pacific and Hawaiian cultures to the rest of the world.

Each year, the festival attracts thousands of new and returning spectators who are looking for an experience unique to Hawaii.

Performers from various countries and regions such as Japan, Australia, Tahiti, the Philippines, Taiwan, South Korea, Hawaii and the mainland United States will give dance performances and traditional art demonstrations.

MOST POPULAR

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**Grand Jury indicts 23-year-old
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Nagaoka fireworks shows lights up the Waikiki sky for Honolulu Festival

The pyrotechnics show was 25 minutes long, in honor of the 25th anniversary of the festival.

Monday, March 11th 2019, 8:59 AM HST by KITV Web Staff



HONOLULU - A beautiful fireworks show capped off this weekend's Honolulu Festival in Waikiki.

The pyrotechnics show was 25 minutes long, in honor of the 25th anniversary of the festival.

The Honolulu Festival celebrates the cultural and ethnic ties of people from Hawaii and nations worldwide.

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**Grand Jury indicts 23-year-old
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Publicity is
absolutely critical.
A good PR story is
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effective than
a front page
ad.

Richard Branson

Founder at Virgin Group



BROADCAST



HI now

The image shows a coastal scene with dark, jagged rocks and white foam from a wave crashing against them. The water is a deep teal color. Overlaid on this scene is a teal rectangular box containing the text "HI now". The "HI" is in a white, bold, sans-serif font, and "now" is in a dark blue, cursive script font.

BROADCAST





COMMUNICATIONS TIMELINE

One Year Out

- Begin developing your communications strategy.
- Start promoting your event via email, social media, etc.
- Send out calendar advisory to long-lead publications (i.e. magazines).



COMMUNICATIONS TIMELINE

Six Months Out

- Continue promoting your event via email, social media, etc.
- Issue news release(s) to local, national and international media regarding your event.
- Finalize paid media strategy (if budget allows).



COMMUNICATIONS TIMELINE

Three Months Out

- Develop a target media list for pitches.
- Identify newsworthy story angles about your event and share them with media and social influencers.



COMMUNICATIONS TIMELINE

One to Two Months Out

- Develop additional news releases, media advisories, calendar alerts, etc.
- One month out, begin reaching out to Hawai'i-based media to secure TV opportunities (i.e. morning shows, etc.).
- One month out, begin inviting media to your event (if desired).



COMMUNICATIONS TIMELINE

Two to Three Weeks Out

- Follow up with media you have pitched to gauge their interest in covering your event.

One Week Out

- Issue a media advisory for your event, if media are welcome to attend.
- Continue to leverage social media to generate awareness for your event.

DEVELOPING A MEDIA LIST



West Hawaii Today



The Maui News



MidWeek





DEVELOPING A MEDIA LIST

- Identify the audience you want to reach (i.e. local, national, international, etc.).
- Develop a list of publications you want to contact with your information.
- When possible, identify a specific person at the media outlet you want to contact.

There is only one
thing in the world
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talked about,
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talked about.

Oscar Wilde

Author



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- Media Pitch Letter
(Email)

NEWS RELEASE



FOR IMMEDIATE RELEASE
February 27, 2019

HONOLULU FESTIVAL: CELEBRATING 25 YEARS OF CULTURAL GOODWILL, MARCH 8-10

25-MINUTE FIREWORKS SHOW OVER WAIKIKI BEACH TO CULMINATE EVENTS

HONOLULU – The Honolulu Festival, renowned for its diverse cultural performances, vibrant music, dance and special presentations, and spectacular parade and fireworks show in Waikiki, is celebrating its 25th anniversary, March 8-10.

Presented by the Honolulu Festival Foundation under the banner of "Pacific Harmony," this year's Festival theme is **"Looking Back to Create the Future: 25 Years of Aloha."**

Building on the Festival's goal of celebrating the cultural and ethnic ties of people from Hawaii and nations worldwide, this year's celebration also pays tribute to the sponsors, volunteers, performers, residents and visitors who have made this gathering Honolulu's highlight event each March for the past 25 years.

"We are very thankful for the support the Honolulu Festival has received from the people of Hawaii and organizations and individuals from far and wide in its first 25 years," said Tsukasa Harufuku, president of the Honolulu Festival Foundation. "This year will be another wonderful cultural celebration, featuring fascinating performances, thought-provoking presentations and exhibits and a magnificent 25-minute fireworks show over Waikiki Beach. We encourage everyone to join us in helping to promote a greater understanding of cultural goodwill among all people."

Two special events at the Hawaii Convention Center begin the Honolulu Festival on Friday, March 8. That morning, the invitation-only Educational School Tours will bring hundreds of students from schools throughout Oahu together with visiting international performers from Japan and other countries.

The evening of March 8 will feature an authentic performance of Kabuki, Japan's traditional theater drama, by acclaimed visiting artists from Japan. This rare performance, along with others being held that same week at the University of Hawaii's Kennedy Theatre, marks the first time Kabuki will be performed in Hawaii in more than 50 years.

The public events take place the weekend of March 9-10, with cultural performances at four locations, the Hawaii Convention Center, Waikiki Beach Walk, Ala Moana Center and International Marketplace. Admission is free. More than 100 groups from Asia, Oceania, Europe and South America, as well as Hawaii, are slated to perform. The Hawaii Convention Center will also feature crafts, exhibits, special activities and a film festival.

The festivities conclude Sunday evening in Waikiki with two highly anticipated events. First, a colorful Grand Parade along Kalakaua Avenue will commence at 4:00 p.m., with performers, floats, and cultural displays by groups internationally, as well as from Hawaii.

Following the parade, Honolulu's sister city, Nagaoka City in Japan, will light up the sky over Waikiki Beach with a spectacular 25-minute Nagaoka Fireworks Show beginning at 8:30 p.m.

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HONOLULU FESTIVAL HIGHLIGHTS

Cultural Performances and Exhibits

Saturday, March 9, 10:00 a.m. – 6:00 p.m.

Sunday, March 10, 10:00 a.m. – 3:00 p.m.

Cultural music and dance performances will be held at four locations: Hawaii Convention Center, Waikiki Beach Walk, Ala Moana Center and International Marketplace. Admission to see the performances is free. In addition, the Hawaii Convention Center will feature a wide array of cultural activities, arts, crafts, and exhibits appealing to all ages, including:

- **Ennichi Corner:** Designed specifically for children, the Ennichi Corner will offer fun, hands-on activities inspired by the traditional Japanese Saint's Day festival. Children will be introduced to customary Japanese games, crafts, and traditions.
- **Craft Fair and Exhibitions:** Crafters will display a wonderful variety of cultural art and exhibits.

Japanese Film Festival

Saturday, March 9, 10:00 a.m. – 6:10 p.m.

Sunday, March 10, 10:00 a.m. – 2:45 p.m.

Enjoy internationally acclaimed movies including *Thermae Romae*, *Yoko the Cherry Blossom*, *The Vancouver Asahi* and *Sing My Life*. Admission is free, but seating is limited and available on a first come-first served basis. The film festival will be staged on the third floor of the Hawaii Convention Center (room #311) and is co-sponsored by Japan Foundation, Consulate General of Japan in Honolulu and the Honolulu Festival Foundation.

Grand Parade

Sunday, March 10, 4:00 p.m.

Following Sunday's cultural performances, Kalakaua Avenue will take center stage for the Grand Parade. Festival groups and performers dancing, singing and staging cultural demonstrations will entertain spectators throughout the parade route, along with colorful floats.

Nagaoka Fireworks Show

Sunday, March 10, 8:30 p.m.

The Honolulu Festival will conclude with an extended version of the spectacular Nagaoka Fireworks Show over Waikiki Beach. In celebration of the festival's silver anniversary, this showcase of world-famous pyrotechnics will last 25-minutes. The fireworks will be shot from barges positioned in the waters at the midpoint of Waikiki Beach, allowing residents and visitors throughout the area to have an unobstructed view of the show.

HONOLULU FESTIVAL SPECIAL EVENTS

Educational School Tours

Friday, March 8, 9:00 a.m. – 1:00 p.m. (by invitation only)

Hawaii school students will take a cultural field trip to the Hawaii Convention Center to interact with visiting performers and artisans. Students will get an exclusive behind-the-scenes look at many of the Festival exhibits and activities.

Friendship Party "Kabuki Night"

Friday, March 8, 6:25 – 8:40 p.m.

6:25 p.m. – Doors Open

7:15 p.m. – "What is Kabuki" Presentation

7:50 p.m. – Kabuki Performance of *Renjishi*

Kabuki, the traditional theater drama of Japan, returns to Hawaii for the first time since 1967. Steeped in culture and tradition dating back to the 17th century (Edo period), kabuki is considered an art form that possesses the heart and soul of Japan.

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This special presentation for the Honolulu Festival will feature a performance of *Renjishi*, with acclaimed kabuki artists from Japan telling the classic story of a lion teaching its cubs courage and strength through tough challenges.

Tickets for the Kabuki performance of *Renjishi* at the Honolulu Festival are \$90 per person for ages 21 and older and \$75 per person for ages 6-20, which includes a dinner from RINKA Japanese restaurant. Admission is free for children ages 5 and under, with an accompanying adult. To purchase tickets, please click [here](#).

All proceeds raised will benefit local students to enhance international understanding and awareness through high-quality educational programs.

ABOUT THE HONOLULU FESTIVAL

Supported by the Honolulu Festival Foundation, Hawaii Tourism Authority, and corporate sponsors, the 25th annual Honolulu Festival featuring a weekend of art and cultural displays and entertainment performances for all to enjoy, March 8-10.

Under the banner of “Pacific Harmony” and the theme, “**Looking Back to Create the Future: 25 Years of Aloha**” the Honolulu Festival’s goal is to perpetuate the strong cultural and ethnic ties of people from Hawaii and nations around the world.

The Honolulu Festival Foundation supports educational and cultural programs for the benefit of Hawaii’s school children and the community-at-large through public outreach and charitable efforts.

For more information about the Honolulu Festival and its schedule of events, please visit www.honolulu festival.com. Follow updates about the Festival on Twitter ([@HonFestival](#)), Instagram ([@HonFestival](#)) and become a fan of its Facebook page ([Honolulu Festival](#)).

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NEWS RELEASE



MEDIA ADVISORY



For Immediate Release: March 8, 2019

MEDIA ADVISORY

CULTURAL PERFORMERS TAKE TO THE STAGE AT THREE LOCATIONS FOR THE 25TH ANNUAL HONOLULU FESTIVAL

WHAT: Hawaii's premier international cultural festival showcasing music and dance performances, exhibits, arts, a Japanese film festival, crafts and more begins Saturday, March 9. Enjoy cultural performances at three locations, and participate in Hawaii's first Bon-Dance of the season at the Hawaii Convention Center. Admission is free to the public.

WHEN: **SATURDAY, MARCH 9** (See performance schedule below)

WHERE: Hawaii Convention Center
Waikiki Beach Walk – Plaza Lawn on Lewers Street
Ala Moana Center – Center Stage

INFORMATION: Website: www.HonoluluFestival.com

HONOLULU FESTIVAL – SATURDAY, MARCH 9

Schedule of Performances

HAWAII CONVENTION CENTER (10:00 a.m. – 6:00 p.m.)

Festival Stage

10:15 – 10:30 a.m.	'Ohana
10:35 – 10:40 a.m.	Umalimon Koushien
10:40 – 10:55 a.m.	Akan Ainu Culture Preservation Society
11:00 – 11:15 a.m.	Japan Nankin Tamasudare Association
11:20 – 11:35 a.m.	Chinagu Eisa Hawaii
11:40 – 11:55 a.m.	Dokkyo University Calligraphy Club
12:00 – 12:15 p.m.	Farrington Filipino American Club

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CALENDAR ALERT



CALENDAR LISTING February 15, 2019

TRADITIONAL KABUKI PERFORMANCES FROM JAPAN RETURN TO HAWAII FOR THE FIRST TIME IN MORE THAN 50 YEARS, MARCH 2-8

WHAT: **ACCLAIMED KABUKI ARTISTS TO PERFORM SEVEN SHOWS IN HONOLULU**
Kabuki, the traditional theater drama of Japan, returns to Hawaii stages with famed Kabuki actor Shikan Nakamura VIII, joined by his sons, performing the popular Kabuki dance, Renjishi.

Six shows will be performed at the University of Hawaii at Manoa's Kennedy Theater. In conjunction with the 25th anniversary of the Honolulu Festival, the finale will be at the Hawaii Convention Center on Friday, March 8. This is the first time Kabuki artists from Japan will perform in Hawaii since 1967.

Renjishi is a Kabuki classic that warms the heart and inspires a sense of family. Known for its spectacular ending, Renjishi tells the tale of a lion teaching his two cubs courage and strength by overcoming difficult obstacles, while portraying fatherly love and an unwavering sense of discipline.

Kabuki is an iconic Japanese art form known for its ornately painted actors, grandiose scenery, and skillful combination of folk music, song and dance. This type of performance art originated from the 17th century and incorporates revolving platforms and trapdoors, allowing for quick changes in scenery and theatrical entrances.

Seats are limited and guests are urged to secure their tickets early. Prices range from \$80 to \$100 plus taxes and fees. To purchase tickets, visit: <http://bit.ly/kabukiinhawaii>.

WHEN: **March 2-8, 2019**

WHERE: **University of Hawaii at Manoa, Kennedy Theater**

- o Saturday, March 2 at 6:30 p.m. (doors open at 5:30 p.m.)
- o Sunday, March 3 at 2:00 p.m. –and– 6:30 p.m. (doors open at 1:00 –and– 5:30 p.m.)
- o Monday, March 4 at 6:30 p.m. (doors open at 5:30 p.m.)
- o Tuesday, March 5 at 6:30 p.m. (doors open at 5:30 p.m.)
- o Wednesday, March 6 at 11:00 a.m. (doors open at 10:30 a.m.)

Hawaii Convention Center

- o Friday, March 8 at 7:15 p.m. (doors open at 6:25 p.m.)

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MEDIA PITCH

From: Maribell Pabalan <maribell.pabalan@anthologygroup.com>
Date: Tuesday, February 26, 2019 at 9:29 AM
To: Chanel Moke Puha <chanel.mokepuha@khon2.com>, KHON 2 <news@khon2.com>
Cc: Tina DeMello <tina.demello@khon2.com>, Patrick Dugan <Patrick.Dugan@anthologygroup.com>
Subject: 25th Annual Honolulu Festival: Live Remote from Hawaii Convention Center, Friday, March 8

Hi Chanel,

The Honolulu Festival is celebrating its 25th anniversary of cultural arts and entertainment for the public to enjoy the weekend of March 9-10 with performances at four locations, including the Hawaii Convention Center. Admission to the public is FREE.

We wanted to see if you would like to do a live remote from the Hawaii Convention Center on March 8 to help alert your audience about all the activities coming up that weekend. We will have visiting international groups available to perform, as well as a spokesperson for the Honolulu Festival to be interviewed.

More than 100 groups from Asia, Japan, Oceania and South America, as well as Hawaii, will be performing during the Honolulu Festival on March 9-10. The Festival will culminate Sunday evening with the Waikiki Grand Parade and a spectacular 25-minute extended version of the Nagaoka Fireworks Show over Waikiki Beach.

Following are examples of the types of performances by international groups coming to Hawaii:

Japan: Traditional dances from Hokkaido, shamisen (traditional string instrument) performances to folk and contemporary Japanese songs; Tahitian and hula.

Taiwan: Indigenous Taiwanese music by elementary students from Wutang, in southern Taiwan.

Brazil: Samba School Aguia de Ouro, a famous samba group from Sao Paulo. They've won several competitions in Brazil's Carnival.

I appreciate you considering this offer. Please let me know if you're interested and what information you need.

Thanks,
Maribell

[ANTHOLOGY]

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SOCIAL MEDIA



- Needs to part of your outreach strategy.
- Develop own social channels.
- Leverage other social channels.
- Be committed.
- Paid media budget is necessary.



ONLINE RESOURCES

- **PR Toolkit** – Templates for news release, media advisory and calendar alert, as well as a general Hawai'i media contact list.

www.hawaiiitourismauthority.org/PR-Toolkit

- **Ma'ema'e – A Hawaiian Cultural Tool Kit**

www.hawaiiitourismauthority.org/what-we-do/tools-resources/maemae-tool-kit/

- **GoHawaii.com – Events Calendar**

www.gohawaii.com/trip-planning/events-festivals

- **HTA Knowledge Bank – Digital Asset Library**

www.barberstock.com/hawaii

- **Google Alerts – Media Monitoring**

www.google.com/alerts



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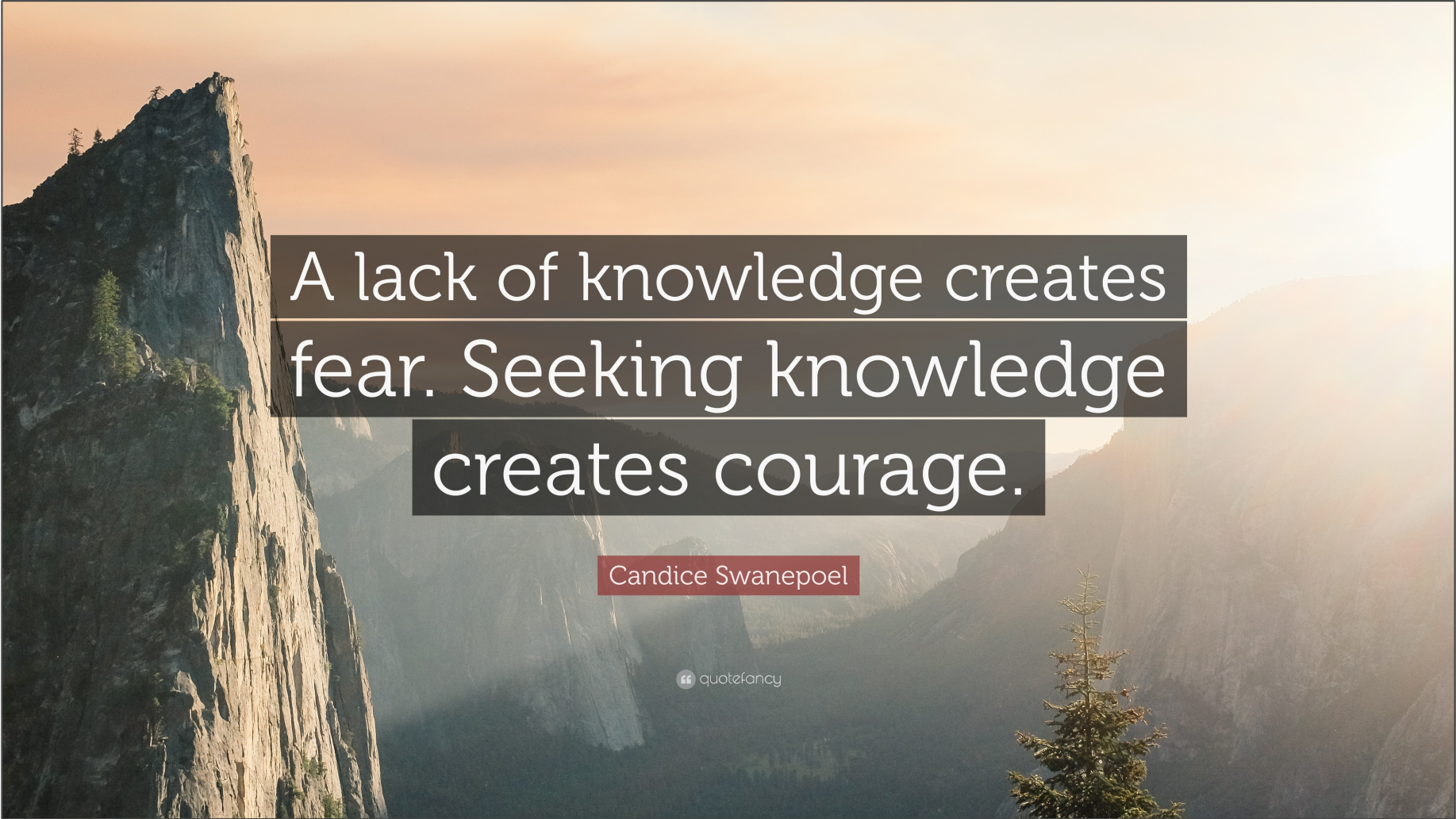
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MAHALO NUI LOA



A lack of knowledge creates
fear. Seeking knowledge
creates courage.

Candice Swanepoel

quote fancy