

Kaiali'i Kahele - *Chairperson*
Keoni Souza - *Vice Chairperson*
Dan Ahuna - *Trustee, Kaua'i & Ni'ihau*
Kaleihikina Akaka - *Trustee, O'ahu*
Keli'i Akina, Ph.D. - *Trustee, At-Large*
Luana Alapa - *Trustee, Moloka'i & Lāna'i*
Brickwood Galuteria - *Trustee, At-Large*
Carmen "Hulu" Lindsey - *Trustee, Maui*
John D. Waihee IV - *Trustee, At-Large*



Phone: (808) 594-1888
Fax: (808) 594-1868

**OFFICE OF HAWAIIAN AFFAIRS
BOARD OF TRUSTEES**

560 N. Nimitz Hwy., Suite 200
Honolulu, HI 96817

MEETING OF THE BOARD OF TRUSTEES

DATE: Monday, June 8, 2026

TIME: 10:00 A.M.

PLACE: Remote Meeting via Interactive Conference Technology

This meeting will be held virtually and may be viewed live via OHA's website at www.oha.org/livestream or listened to by phone by dialing (213) 338-8477 and entering Webinar ID: 960 1363 1462 Additionally, this meeting can be viewed live on 'Ōlelo Community Media <https://olelo.org/>. A physical meeting location will be open to the public for those who wish to provide oral testimony or observe the meeting in person at: Office of Hawaiian Affairs, 560 N. Nimitz Hwy., Suite 200, Honolulu, HI 96817.

AGENDA

I. Call to Order

II. New Business

- A. Approval to amend prior Action Item BOT #26-06**, specifically as it relates to the sponsorship of a statewide, primetime-broadcast Primary Debate on or about July 20, 2026. Due to scheduling conflicts among the candidates and changes in the dynamics of the race since the Board of Trustees took action, the proposed debate would shift from Hawai'i's First Congressional District race to the statewide Hawai'i Lieutenant Governor's race. The amendment would also authorize up to six (6) live-broadcast OHA Board of Trustees candidate forums for the O'ahu, Maui, and At-Large trustee races.

III. Community Concerns and Celebrations

IV. Announcements

V. Adjournment

If you need an auxiliary aid/service or other accommodation due to a disability, please contact Keola Fong at (808) 626-5484 or by email at keolaf@oha.org as soon as possible. Requests made as early as possible have a greater likelihood of being fulfilled. Upon request, this notice is available in alternate/accessible formats.

In the event that the livestream public broadcast is interrupted and cannot be restored, the meeting may continue as audio-only through the phone number and Webinar ID provided at the beginning of this agenda. Meeting recordings will be made available on OHA's website <https://www.oha.org/about/leadership/board-of-trustees/> as soon as practicable after the meeting.

Public Testimony will be called for each agenda item and must be limited to matters listed on the meeting agenda. Community Concerns and Celebrations is not limited to matters listed on the meeting agenda. Hawai'i Revised Statutes, Chapter 92, prohibits Board members from discussing or taking action on matters not listed on the meeting agenda.

The board packet will be available for the public to inspect at OHA's main office located at 560 N. Nimitz Hwy., Suite 200, Honolulu, HI 96817, no later than three full business days before the meeting. The board packet will also be made available on OHA's website,

<https://www.oha.org/bot> as soon as practicable thereafter.

Testimony can be provided to the Board of Trustees either as: (1) written testimony or (2) live, oral testimony online, by telephone, or at the physical meeting location during the remote meeting.

- (1) Persons wishing to provide written testimony on items listed on the agenda should submit testimony via email to botmeetings@oha.org or via postal mail to Office of Hawaiian Affairs, Attn: Board of Trustees Meeting Testimony, 560 N. Nimitz Hwy., Suite 200, Honolulu, HI 96817. Testimony is requested to be received at least twenty-four hours prior to the scheduled meeting to allow board members with sufficient time to review the testimony before the meeting. All written testimony will be posted on OHA's meeting website. Please omit or redact any personal information (e.g., name, email address, phone number, home address, or materials) that you do not want to be disclosed publicly online.
- (2) Persons wishing to provide oral testimony online during the remote meeting, please click on the link below:
<https://zoom.us/j/96013631462>

To provide oral testimony online, you will need:

- (1) a computer or mobile device to connect to the remote meeting;
- (2) internet access; and
- (3) a microphone to provide oral testimony.

Persons wishing to provide oral testimony by telephone during the remote meeting may dial the phone number listed at the beginning of this agenda and enter the corresponding Webinar ID. Telephone participants will be able to provide oral testimony during the meeting.

Persons wishing to provide oral testimony at the physical meeting location can sign up the day of the meeting at the physical meeting location.

If you willfully disrupt the meeting, support staff will remove you from the Zoom meeting. You can continue to view the remainder of the meeting on the livestream or by telephone, as provided at the beginning of this agenda.

Oral testimony online, by telephone or at a physical meeting location will be limited to five (5) minutes.



Trustee Kaiali'i Kahele
Chairperson, Board of Trustee

6/1/2026
Date



II. New Business

- A. Approval to amend prior Action Item BOT #26-06, specifically as it relates to the sponsorship of a statewide, primetime-broadcast Primary Debate on or about July 20, 2026. Due to scheduling conflicts among the candidates and changes in the dynamics of the race since the Board of Trustees took action, the proposed debate would shift from Hawai'i's First Congressional District race to the statewide Hawai'i Lieutenant Governor's race. The amendment would also authorize up to six (6) live-broadcast OHA Board of Trustees candidate forums for the O'ahu, Maui, and At-Large trustee races.**
- The material included is Action Item BOT #26-06, which was approved by the Board of Trustees at its May 28, 2026, BOT meeting. This action item is being provided as a reference for this meeting.




OFFICE OF HAWAIIAN AFFAIRS
Action Item

BOARD OF TRUSTEES

May 28, 2026

BOT #26-06

Action Item: Approval of the use of up to \$250,000 to fund a statewide, primetime-broadcast Primary Debate on July 20, 2026, for Hawai‘i’s First Congressional District race, and up to three (3) live-broadcast OHA Board of Trustees candidate General Election Forums for the O‘ahu, Maui, and At-Large races in October 2026, from the Committee on Budget and Finance to the Board of Trustees, pursuant to the Office of Hawaiian Affairs Board of Trustees Bylaws (September 4, 2025), Article VIII, Section M.

Prepared by:  May 27, 2026

Kaiali‘i Kahele
Chairperson, Board of Trustees Date

Reviewed by:  May 27, 2026


John Waihe‘e, IV
Chairperson, Budget & Finance Committee Date

Reviewed by:  May 27, 2026

Alena Kangas Auyoung
Interim Chief of Staff, Board of Trustees Date

Reviewed by: *Bill Brennan* May 27, 2026

Bill Brennan
Ka Pou Kihi Lono – Communications Director Date

Reviewed by:  May 27, 2026

K. Sean Kekina
Ka Pou Nui – Chief Operating Officer
*Delegated Authority as Ka Pouhana Kuikawa – Interim
Administrator, May 19 – June 12, 2026* Date

I. PROPOSED ACTION

Request to approve the use of up to \$250,000 to fund primetime broadcasts of two candidate forums: 1) Hawai‘i’s First Congressional District and 2) OHA Board of Trustees Candidate Forums in the 2026 General Election.

II. ISSUE

Whether or not the OHA Board of Trustees should approve the use of up to \$250,000 to fund primetime broadcasts of two candidate forums: 1) Hawai‘i’s First Congressional District and 2) OHA Board of Trustees Candidate Forums in the 2026 General Election.

III. BACKGROUND & DISCUSSION

This Action Item is anticipated to be waived from the Committee on Budget and Finance to the Board of Trustees, with the support of B&F Committee Chair John Waihe‘e, IV.

The Office of Hawaiian Affairs (OHA) has historically supported nonpartisan candidate forums and election-related broadcasts as part of its broader commitment to civic engagement, voter education, and advocacy for Native Hawaiians. In prior election cycles, OHA has supported forums for OHA Board of Trustees positions due for election, as well as broader statewide and federal races that directly impact Hawai‘i and the Native Hawaiian community. These efforts provide candidates with opportunities to speak directly to voters about their qualifications, priorities, and understanding of issues affecting the lāhui, while helping beneficiaries and the public make informed decisions at the ballot box.

For OHA, candidate forums are especially important because the Board of Trustees is responsible for advancing OHA’s constitutional and statutory mandate to better the conditions of Native Hawaiians. These forums offer a structured, nonpartisan opportunity for Trustee candidates and candidates for other offices that influence Native Hawaiian policy to address long-standing issues affecting the lāhui, including trust resources, the Public Land Trust, housing and economic stability, health and education outcomes, cultural and natural resource protection, civic engagement, and OHA’s role in advocacy, research, community engagement, and community funding.

OHA seeks funding to support up to two candidate events during the 2026 election cycle. The first is a debate-style candidate forum for Hawai‘i’s Congressional District 1 race, anticipated to be filmed and broadcast statewide during primetime on Monday, July 20, 2026, from 6:30 p.m. to 7:30 p.m. HST. This forum would be presented by OHA in partnership with a major local news network and is the event for which the requested funds will be prioritized. OHA would serve as the Executive Producer of record and retain editorial ownership over the forum, including authority over format, topic priorities, lines of questioning, moderator selection, and candidate inclusion criteria, with a contracted producer supporting production execution, cultural integration, sponsorship advisory, and coordination with the broadcast partner.

The second event is a Fall 2026 candidate forum, tentatively planned for October 2026, focused on the OHA Board of Trustees races. This forum is expected to feature top candidates for the O‘ahu, Maui, and three at-large seats on the OHA Board of Trustees that are due for election. Together, these two forums would support voter education for both a major federal race affecting

Action Item BOT #26-06: Approval of the use of up to \$250,000 to fund a statewide, primetime-broadcast Primary Debate on July 20, 2026, for Hawai‘i’s First Congressional District race, and up to three (3) live-broadcast OHA Board of Trustees candidate General Election Forums for the O‘ahu, Maui, and At-Large races in October 2026, from the Committee on Budget and Finance to the Board of Trustees, pursuant to the Office of Hawaiian Affairs Board of Trustees Bylaws (September 4, 2025), Article VIII, Section M.

Hawai‘i and key OHA governance races that directly shape the agency’s kuleana to beneficiaries and the lāhui.

The proposed forums would allow candidates to share their perspectives on significant and timely issues such as military-leased lands, federal and state consultation with Native Hawaiian organizations and beneficiaries, government accountability, advocacy for Native Hawaiian rights and resources, and other matters affecting the lāhui. The production approach would also help incorporate Native Hawaiian perspectives throughout the forums, including in the framing, format, moderator preparation, visual presentation, community engagement, and standards for candidate discussion. This structure would support forums that are substantive, culturally grounded, accessible, and focused on helping voters evaluate candidates’ priorities, experience, and readiness to serve.

The major local news network’s proposed distribution and promotional plan for the July 20, 2026 Hawai‘i Congressional District 1 debate-style forum would provide significant statewide visibility, with the full one-hour forum anticipated to air during primetime and be available through digital and streaming platforms. The forum is also expected to be available on demand, receive encore airings, and be promoted through television promos, digital placements, homepage visibility, targeted emails, podcast network audio spots, and other platforms beginning approximately 1.5 weeks before the forum. This multi-platform approach would expand access for kūpuna, neighbor island communities, working families, beneficiaries outside of urban centers, and others who may not be able to attend in person, while also supporting broader civic engagement, voter education, and mission-aligned outreach.

IV. TIMEFRAME

Immediate action is recommended to secure a broadcast partner, formally schedule the forum air dates, and allow sufficient lead time to coordinate promotions, engage potential advertisers, and ensure the forums are effectively marketed to voters and community stakeholders.

V. BUDGET AUTHORIZATION

July 2026 CD1 Candidate Forum Budget

Program Component	Itemized Activity	Projected Cost	FY2026	FY2027	Note
HNN Studio:	Option 1 - Unbranded studio	\$ 62,000.00	\$ 31,000.00	\$ 31,000.00	\$62,000 net + HGET
	Option 2 Off site studio venue	\$ 80,000.00	\$ 40,000.00	\$ 40,000.00	\$80,000 net + HGET
<i>50% due by Monday, June 1, 2026; remaining balance due by Monday, July 20, 2026.</i>					
Pilina First (PF) Production:	Producer services	\$ 15,000.00		\$ 15,000.00	PF principal - pre-production, live show day, post/wrap
	Line producer/production manager	\$ 12,500.00		\$ 12,500.00	Combined role
	Strategic engagement and cultural integration lead	\$ 1,500.00		\$ 1,500.00	Continuous engagement across editorial, talent prep, set direction; flat fee
	Sponsorship/Sales consultant	\$ 12,000.00		\$ 12,000.00	20% commission on \$60K projected sales
	Production assist	\$ 1,950.00		\$ 1,950.00	Week/Day of
	Set decorator/set manager	\$ 4,500.00		\$ 4,500.00	Concept prep, day before and day of decorating and materials
	BTS photographer	\$ 2,100.00		\$ 2,100.00	Day before, day of, and media post-processing
	Broadcast coach (optional)	\$ 2,500.00		\$ 2,500.00	Live-broadcast coaching: pacing, transitions, time management, decorum; flat fee
	Pre-produced content production	\$ 30,000.00		\$ 30,000.00	Up to three 30-sec. spots, two 15-sec. spots, and one to two 1.5-min. packages
	Motion graphics designer	\$ 6,000.00		\$ 6,000.00	OHA-aligned creative beyond HNN stock
	Moderator fees	\$ 2,000.00		\$ 2,000.00	OHA CEO moderator: \$0; external moderator: \$2K for honorarium
	Hair and makeup	\$ 900.00		\$ 900.00	On-set hair and makeup for moderator and any pre-produced talent
	Craft service	\$ 1,500.00		\$ 1,500.00	Food and beverage for production team
	Captioning/ASL provider	\$ 2,000.00		\$ 2,000.00	<i>If not provided by HNN</i>
	Production insurance	\$ 3,000.00		\$ 3,000.00	GL and E&O for engagement carried by PF
	Promotion supplements	\$ 5,000.00		\$ 5,000.00	Beyond HNN package: partner amplification
	Travel - flights	\$ 2,500.00		\$ 2,500.00	For Hilo-based PF team members
Travel - ground/car rentals	\$ 4,000.00		\$ 4,000.00	On O‘ahu car rentals for traveling PF team members	
Contingency	\$ 17,095.00			10% of total between PF production (\$108,950) and HNN Option 1 (\$62K) as cushion for unforeseen circumstances or scope changes	
Grand Total:		\$ 188,045.00			With HNN Option 1
Less:		\$ (60,000.00)			Projected sponsorship revenue
Grand Total Less:		\$ 128,045.00			With HNN Option 1

Action Item BOT #26-06: Approval of the use of up to \$250,000 to fund a statewide, primetime-broadcast Primary Debate on July 20, 2026, for Hawai'i's First Congressional District race, and up to three (3) live-broadcast OHA Board of Trustees candidate General Election Forums for the O'ahu, Maui, and At-Large races in October 2026, from the Committee on Budget and Finance to the Board of Trustees, pursuant to the Office of Hawaiian Affairs Board of Trustees Bylaws (September 4, 2025), Article VIII, Section M.

OHA BOT Vacancies Candidate Forum Budget

Program Component	Itemized Activity	Projected Cost	FY2026	FY2027	Note
HNN Studio:	Option 1 - Unbranded studio	\$ 62,000.00	\$ 31,000.00	\$ 31,000.00	\$62,000 net + HGET
	Option 2 - Off-site studio venue	\$ 80,000.00	\$ 40,000.00	\$ 40,000.00	\$80,000 net + HGET
<i>50% due by Monday, June 1, 2026; remaining balance due by Monday, July 20, 2026.</i>					
Pilina First (PF) Production:	Producer services	\$ 15,000.00		\$ 15,000.00	PF principal - pre-production, live show day, post/wrap
	Line producer/production manager	\$ 12,500.00		\$ 12,500.00	Combined role
	Strategic engagement and cultural integration lead	\$ 1,500.00		\$ 1,500.00	Continuous engagement across editorial, talent prep, set direction; flat fee
	Sponsorship/Sales consultant	\$ 12,000.00		\$ 12,000.00	20% commission on \$60K projected sales
	Production assist	\$ 1,950.00		\$ 1,950.00	Week/Day of
	Set decorator/set manager	\$ 4,500.00		\$ 4,500.00	Concept prep, day before and day of decorating and materials
	Pre-produced content production	\$ 30,000.00		\$ 30,000.00	Up to three 30-sec. spots, two 15-sec. spots, and one to two 1.5-min. packages
	Motion graphics designer	\$ 6,000.00		\$ 6,000.00	OHA-aligned creative beyond HNN stock
	Hair and makeup	\$ 900.00		\$ 900.00	On-set hair and makeup for moderator and any pre-produced talent
	Craft service	\$ 1,500.00		\$ 1,500.00	Food and beverage for production team
	Captioning/ASL provider	\$ 2,000.00		\$ 2,000.00	<i>If not provided by HNN</i>
	Production insurance	\$ 3,000.00		\$ 3,000.00	GL and E&O for engagement carried by PF
	Promotion supplements	\$ 5,000.00		\$ 5,000.00	Beyond HNN package; partner amplification
	Travel - flights	\$ 2,500.00		\$ 2,500.00	For Hilo-based PF team members
Travel - ground/car rentals	\$ 4,000.00		\$ 4,000.00	On Oahu car rentals for traveling PF team members	
Contingency	\$ 17,095.00			10% of total between PF production (\$108,950) and HNN Option 1 (\$62K) as cushion for unforeseen circumstances or scope changes	
Grand Total:		\$ 181,445.00			
Less:		\$ (60,000.00)			Projected sponsorship revenue
Grand Total Less:		\$ 121,445.00			

Available OHA Funding

FUND	YEAR	PROGRAM	ACCT GROUP	ACCOUNT	BUDGET	FY26 BUDGET ROW #	FY26 DESCRIPTION	FY26 AVAILABLE FOR REPURPOSE	BOT #26-06
930	2026	1100 BOARD OF TRUSTEES	EQUIPMENT	53530-SUBSCRIPTION BASED IT AGREEMENTS (SBITAs)	\$14,000	8758 to 8765	30 subscriptions for AI software (ex. ChatGPT) x \$25 per subscription x 12 months	(10,000)	10,000
930	2026	1100 BOARD OF TRUSTEES	PROGRAM	53610-FREIGHT & DELIVERY	\$12,000	8810	Mailing BOT agendas and other items to beneficiaries (USPS, FedEx, UPS); \$4,000 per quarter	(10,000)	10,000
930	2026	1100 BOARD OF TRUSTEES	PROGRAM	57250-SEMINAR & CONFERENCE FEES	\$33,600	8823 to 8831	Professional development for Trustee and Trustee Staff	(20,000)	20,000
930	2026	1100 BOARD OF TRUSTEES	TRAVEL	54130-PARKING	\$28,250	8854	Parking	(20,000)	20,000
930	2026	1100 BOARD OF TRUSTEES	TRAVEL	54310-SUBSISTENCE - IN STATE	\$97,230	8856	In-State Subsistence	(15,000)	15,000
930	2026	1100 BOARD OF TRUSTEES	TRAVEL	54460-TRANSPORTATION - OUT OF STATE	\$32,200	8857	Out-State Transportation	(5,000)	5,000
930	2026	1100 BOARD OF TRUSTEES	TRAVEL	54510-SUBSISTENCE - OUT OF STATE	\$37,985	8858	Out-State Subsistence	(20,000)	20,000
930	2026	6410 COMPLIANCE ENFORCEMENT	CONTRACTS	57110-SERVICES ON A FEE BASIS	\$50,000	6858	(\$30K): Contracted hydrologist to consult and support compliance-related work	(30,000)	30,000
930	2026	8400 OPERATIONS OFFICE	OVERHEAD	54150-PARKING VALIDATIONS	\$102,720	1068	Dole parking anticipated to phase out by end of September 2025	(9,500)	9,500
930	2026	8400 OPERATIONS OFFICE	OVERHEAD	55510-RENTAL OF LAND & BUILDING	\$1,242,100	1078	OHA Office Rent	(69,000)	69,000
930	2026	8400 OPERATIONS OFFICE	OVERHEAD	55640-RENTAL OF EQUIPMENT	\$63,500	1087	Printer lease, supplies, and services	(20,000)	20,000
FY26 Budget for Repurpose								(228,500)	228,500

FUND	YEAR	PROGRAM	ACCT GROUP	ACCOUNT	FY27 BUDGET	FY27 BUDGET ROW #	FY27 DESCRIPTION	FY27 AVAILABLE FOR REPURPOSE	BOT #26-06
930	2027	7100 STRATEGY AND IMPLEMENTATION	CONTRACTS	57110-SERVICES ON A FEE BASIS	\$120,000	7542	MiMO Data Dashboard Data Analyst for site maintenance, site analytics, and security	(120,000)	120,000
FY27 Budget for Repurpose								(120,000)	120,000
Grand Total								(348,500.00)	348,500.00

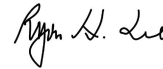
Action Item BOT #26-06: Approval of the use of up to \$250,000 to fund a statewide, primetime-broadcast Primary Debate on July 20, 2026, for Hawai'i's First Congressional District race, and up to three (3) live-broadcast OHA Board of Trustees candidate General Election Forums for the O'ahu, Maui, and At-Large races in October 2026, from the Committee on Budget and Finance to the Board of Trustees, pursuant to the Office of Hawaiian Affairs Board of Trustees Bylaws (September 4, 2025), Article VIII, Section M.

VI. BUDGET CERTIFICATION

The following is the certification by the Budget Chief and Chief Financial Officer that the funds are available:



Grace Chen
Budget Chief
Date: May 27, 2026



Ryan H. Lee
Interim Chief Financial Officer
Date: May 27, 2026

VII. RECOMMENDATION

The OHA Board of Trustees recommends approval of the use of up to \$250,000 to fund primetime broadcasts of up to 4 2026 election candidate events: 1) Hawai'i's First Congressional District and 2) OHA Board of Trustees Positions Due for Election.

VIII. ALTERNATIVES

- A. Amend the recommended action; or
- B. Do not approve the recommended action.

IX. REFERENCES

- 1. Hawaii News Now Proposal – Scope of Work and Cost
- 2a. Pilina First LLC Proposal – Summarized Scope of Work and Cost
- 2b. Pilina First LLC Proposal – Detailed Scope of Work and Cost
- 3. OHA Budget Authorization

2026

US House District 1 Debate

LIVE date: 7/20



Proposal:

HNN proposes:

Debate Awareness and Elevation:

- Promotion of the Debate for 1.5 weeks prior & Wrap-up coverage

Hawaii News Now Core Digital

- | | |
|--------------------------------|----------------------|
| • Anchored Video on home page | SOV (Share of voice) |
| • Display ads | 250k Impressions |
| • Homepage Wrap (1x) | SOV (Avg 50k) |
| • ATF (Above the Fold Ad) - 1x | SOV (Avg 150k) |
| • Targeted Emails | 250k impressions |

KGMB, KHNL & K5 TV Schedule of :15 and/or :30 promos for the Debate

Promos airing in News Programs and beyond: Sunrise, 4pm, 4:30pm, 5pm, 6pm, 9pm, 10pm

Political Debate Production:

- Hour broadcast featuring candidates
- PREMIUM HNN Distribution – Primetime hour on KHNL or KGMB and HNN streaming platforms
- Digital marketing (starting 1.5 weeks prior)
- TV marketing Promos (starting 1.5 weeks prior)

Commitment to Proceed

By signing below, OHA confirms its intent to move forward with the selected debate package and investment level for the July 20, 2026 Congressional District 1 Debate.

Selected Package:

HNN Unbranded Studio – \$62,000 net + HGET

Off-Site Venue – \$80,000 net + HGET

50% deposit due by 6.1.26. Remaining balance due by July 20, 2026.

Authorized Signature: _____

Printed Name: _____

Title: _____

Date: _____

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively Gray) are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.

Working Timeline & Key Milestones

Debate: Monday, July 20, 2026

Time: 6:30 PM to 7:30 PM

OHA Congressional District 1 Debate

HNN Points of Contact

Michael Harris, Production Manager, and Frank Guiffreda, HNN Political Point Person will serve as the primary HNN operational contacts to support OHA's producer through the process.

Distribution

- 6:30 PM to 7:00 PM on KHNL, KGMB, and K5
 - 7:00 PM to 7:30 PM on K5
 - Full 60 minute debate streamed live across HNN digital platforms

Purpose: This document is intended to outline key timeline expectations, production milestones, and decision points leading up to the July 20, 2026 Congressional District 1 Debate presented by OHA.

Key Roles

OHA Lead Areas

- Hire and manage debate producer
 - Lead and manage all pre-production planning and coordination, including all planning outside of HNN technical execution
 - Invite and confirm participating candidates
 - Secure moderator
 - Determine final debate format and audience participation preferences
 - Finalize debate rules, candidate participation requirements, and timing structure
 - Coordinate candidate communications and participation logistics
 - Sell commercial inventory within the debate
 - Provide debate related approvals and production direction

Hawaii News Now Lead Areas

- Provide broadcast and streaming distribution platforms
 - Provide studio space
 - Provide technical production support and consultation
 - Support OHA's producer with logistics, blocking, and technical execution related to the live debate production
 - Provide promotional support across HNN platforms

Working Timeline & Key Milestones

Debate: Monday, July 20, 2026

Time: 6:30 PM to 7:30 PM

Recommended Timeline

By This Week (Target: Week of May 18, 2026)

Show Format & Commercial Structure

Hawai'i News Now will provide a recommended show format and commercial structure to support OHA's sales planning, including:

- Segment timing
 - Commercial break structure
 - Approximate timing windows for ad insertion
 - Suggested debate flow for the full hour

This will allow OHA to begin planning and selling commercial inventory for the debate.

By June 1, 2026

Contracting & Payment

- 50% deposit due to Hawai'i News Now by **June 1, 2026**
 - Remaining balance due **on or before July 20, 2026**

Candidate Outreach & Confirmation

- Invitations extended to all Congressional District 1 candidates
 - Candidate participation confirmed as early as possible

Key Format Questions to Resolve

OHA to begin determining the following foundational elements:

- Will there be a live audience?
 - Will audience questions be permitted?
 - If so, what is the process for facilitating and managing audience questions?
 - Who will serve as moderator?
 - Overall tone and structure of debate
 - Candidate podium/table configuration preferences
 - Candidate participation requirements and debate rules
 - Timing structure and equal treatment standards

Working Timeline & Key Milestones

Debate: Monday, July 20, 2026
Time: 6:30 PM to 7:30 PM

By First Week of June (Target: June 1 to June 5, 2026)

Producer Introduction & Kickoff

- Formal introduction between OHA's producer and HNN production team
 - Initial production planning meeting with Michael Harris and key HNN staff
 - Establish recurring check ins as needed through production

Early coordination is recommended to ensure adequate planning time for creative, technical, editorial, and operational execution.

By Mid June (Target: June 15, 2026)

To support sufficient lead time for production, promotional rollout, and Chair availability, the following items should be substantially finalized:

Creative Look & Visual Direction

Finalize the visual presentation for the debate, including adaptation of existing HNN graphic capabilities and templates to support a polished and professional event presentation.

Items to align on include:

- Debate branding and visual look
 - Monitor and studio display visuals
 - Lower thirds, title elements, and transitions
 - Candidate identifiers and other on screen graphics

The goal is to create a professional, polished presentation that aligns with HNN production capabilities and workflow while maintaining a strong visual identity for the debate.

Pre Recorded OHA Opening & Chair Availability

Record pre produced opening featuring Chair Kai Kahele at 'Iolani Palace.

Timing Note:

Given Chair Kahele's travel schedule beginning **June 28, 2026**, recording should ideally be completed no later than the week of **June 22** to allow adequate flexibility for scheduling, editing, and approvals.

Working Timeline & Key Milestones

Debate: Monday, July 20, 2026
Time: 6:30 PM to 7:30 PM

By First Week of June (Target: June 1 to June 5, 2026)

Late June to Early July

Executed Program Agreement between OHA and Hawai'i News Now completed by 7.1.26

Production Blocking & Technical Planning

Working sessions between OHA producer and HNN production team to finalize:

- Show rundown and flow
 - Candidate positioning
 - Camera blocking and shot strategy
 - Studio layout and setup
 - Microphone requirements
 - Timing management and transitions
 - Monitor content and placement
 - Any special production requests

Producing & Editorial Logistics

Resolve operational questions such as:

- Rules and timing structure
 - Opening and closing statements
 - Candidate rebuttal process
 - Audience question procedures (if applicable)
 - Commercial break transitions
 - Moderator support needs

By Early July (Target: July 6 to July 10, 2026)

Promotional Materials Ready

Complete promotional assets for launch, including:

- On air promotional messaging
 - Digital display graphics
 - Streaming promotional assets
 - Website messaging

Working Timeline & Key Milestones

Debate: Monday, July 20, 2026
Time: 6:30 PM to 7:30 PM

Week of July 13, 2026

Final Production Review

- Confirm all candidates
 - Confirm moderator
 - Finalize show rundown
 - Confirm graphics package complete
 - Review technical execution plan
 - Final review with OHA producer and HNN team
 - Confirm contingency plan for candidate cancellation or participation changes

Technical Walkthrough / Rehearsal

Recommended walkthrough with key stakeholders to review:

- Studio setup
 - Camera positions, • Debate flow • Timing and transitions • Moderator positioning

Monday, July 20, 2026 – Debate Day

Final Readiness

- Technical checks completed
 - Graphics loaded and tested
 - Studio and monitor visuals finalized
 - Moderator and candidates briefed
 - Streaming and broadcast systems confirmed operational

Final Payment

- Remaining balance due on or before **July 20, 2026**

Goal

Establish a clear and organized planning process that enables OHA and Hawai'i News Now to collaboratively deliver a professional, thoughtful, and technically strong Congressional District 1 debate with sufficient lead time for creative, promotional, editorial, and production success.



OHA Political Debate LIVE

POLITICAL Debate:

Hour Debate **ROADBLOCKED** on **Hawaii News Now's THREE PRIMARY stations at 6:30pm** coming out of News on KGMB, K5 and KHNL and Hawaii News Now core digital and streaming platforms for the first 30 minutes. Next 30 minutes will continue on K5 and streaming.

The Debate will be shared on the **Hawaii News Now Digital, CTV streams**. The Forum will also have prominent encores that week and be available for on demand viewing immediately on HawaiiNewsNow.com.

LIVE:

- TRICAST LIVE** at 6:30pm-7pm on KGMB, K5 & KHNL (HNN Streaming)
- CONTINUED COVERAGE** on K5 and streaming platforms from 7pm-7:30pm

Encores:

- Minimum two encores

Special Features:

- ▶ Produced and moderated by OHA selected hosts live with OHA branded graphics and backdrop
- ▶ Two options on venue:
 - ▶ HNN studio in the unbranded blank canvas studio area – pictured here (not HNN branded studios)
 - ▶ Outside location that is mutually agreed upon – must have production feasibility





HNN Political Debate LIVE

Debate :

- ▶ OHA representative LIVE on HI Now Daily the week of the Debate.
- ▶ OHA exclusive logo ID on the countdown clock leading up to the HNN Live broadcast
- ▶ Promotional spot to air on all Hawaii News Now properties (on-air and online) to drive awareness for the Debate. (A minimum of 100 promotional spots will run on air and a minimum of 100,000 impressions online to promote the Debate.)
- ▶ A promotional audio spot will air in Hawaii New Now's podcast network. A minimum 50,000 impressions will run prior to Debate.
- ▶ Hawaii News Now will utilize digital placements on HawaiiNewsNow.com to promote the Debate presented by OHA.

2026 US House District 1 Debate

Candidates TBD

Presented by:



Mahalo for this opportunity. Please see our contact information below:

Frank Guiffreda: Multi-Media Sales Manager

Mobile: 808.753.8444

Frank.guiffreda@HawaiiNewsNow.com

Katie Pickman: General Manager

Mobile: 808.462.0060

kpickman@HawaiiNewsNow.com



Appendix

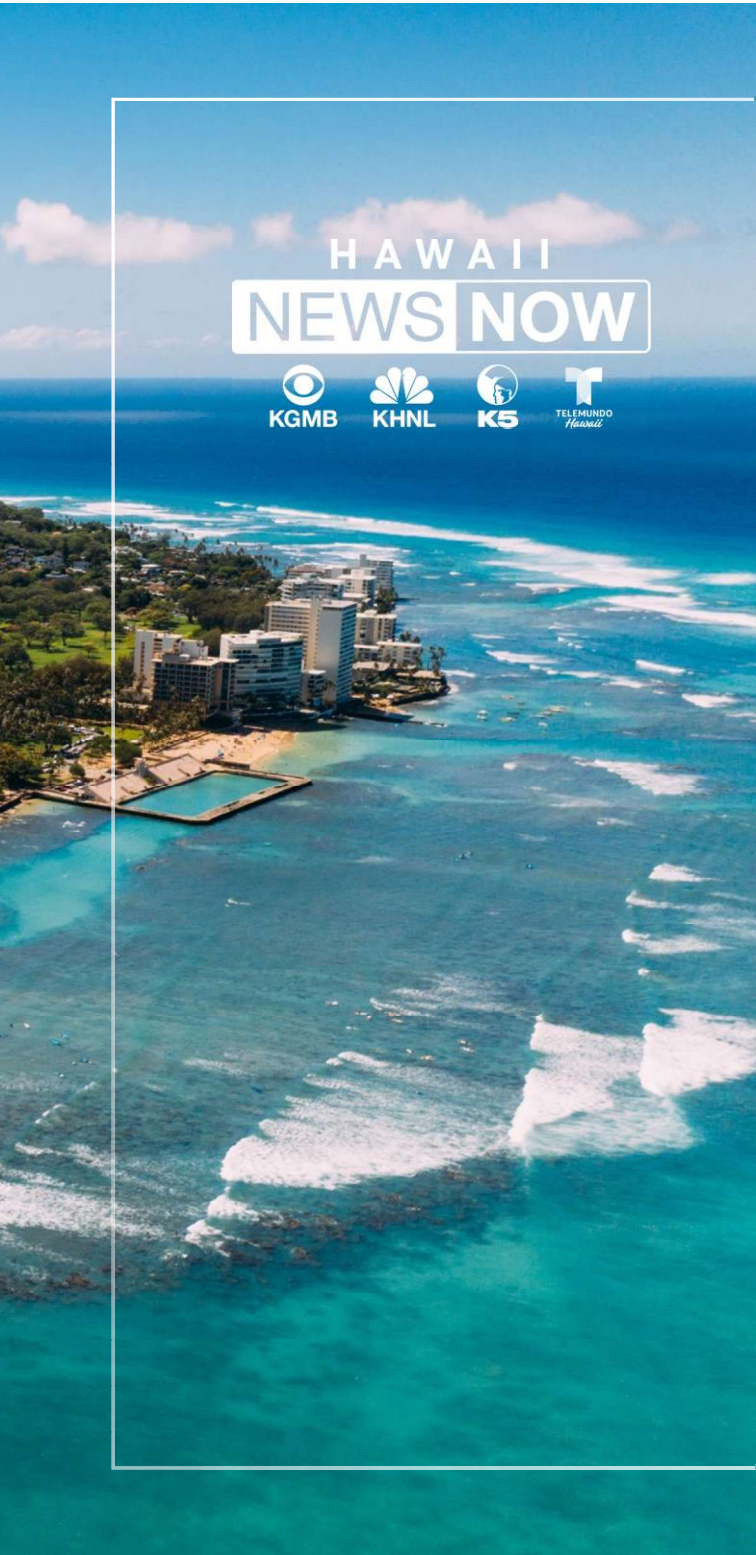
Who we are.



Why HNN?

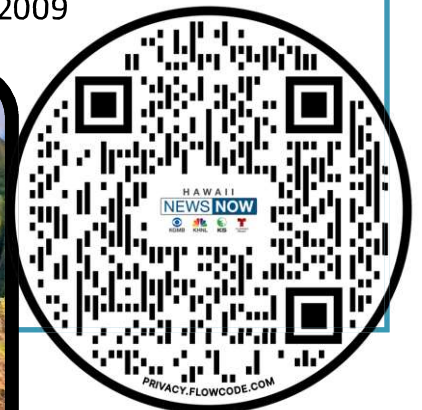
We're dedicated to informing and supporting our community through authentic storytelling and constant innovation.

In partnership with Gray Media, we deliver large audiences, real-time insights, and a full in-house team. We are a live production powerhouse, creating compelling, high-quality content that reflects the authenticity of Hawai'i.



Locally Rooted & Deeply Connected

- Media powerhouse where local is celebrated
- Creative and Strategic storyteller for local partners
- Track record of results-driven campaigns with responsible messaging
- Established in 2009



Video

Local experience

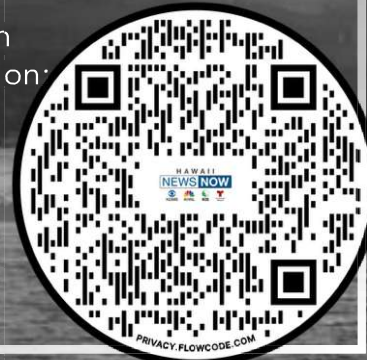
01 BIIF Game Day weekly

- Weekly HS games
- Mentor opportunity
- Student production
 - With KVIKS
- Neighbor Island pride



02 TransPACIFIC Volleyball Championships

- Full-service production
- Extended Distribution on:
 - Digital
 - Streaming
 - Broadcast
 - News support
 - Promotion



03 Polynesian Bowl

- Premier high school football all-star game
- Produced locally
- Televised live on the NFL Network & HNN stations



Local experience

04 Merrie Monarch Festival



- Cultural Storytelling
- Breathtaking Visuals
- Responsible Production
- Global Distribution



05 Hōkūle'a's Voyage

- Full-service production from logistically challenging location
- Extended Distribution on:
 - Digital
 - Social
 - Streaming
 - Broadcast



06 Nā Hōkū Hanohano Awards

- Legendary artists and future trend-setters honored
- HNN's production shares the sounds of Hawai'i with the world



NĀ HŌKŪ
HANOHANO AWARDS



07 KS Song Contest

- Pride of Hawai'i Youth
- Enjoyed by Generations
- Perpetuating Tradition



Keiki Hula 08

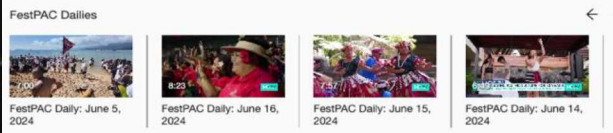
- Next Generation
- Future Leaders
- Connecting with a passionate audience




09 FestPAC

Multiple event production
Multiple venues
Generated:


- 78,355 TV program impressions
- 6.5 million Digital impressions
- 4.5 million video views



Market Overview Hawai'i




TOTAL PERSONS 2+ POPULATION
1,337,460




TOTAL TV HH
469,130


COUNTY	P2+ POPULATION	TVHH
Honolulu	921,642	331,600
Hawaii	196,555	77,400
Maui	150,988	54,900
Kauai	68,275	24,600




CABLE (Hawaiian
Telcom &
Spectrum)
55.0%



SATELLITE and/or vMVPD
11.5%



TV HH w/OTA (antenna)
11.8%



Broadband Only HH
21.7%

Current Cable Market Reach



HNN distribution increases
potential television HH reach by
211,019 TV HH

Potential Market Reach with HNN

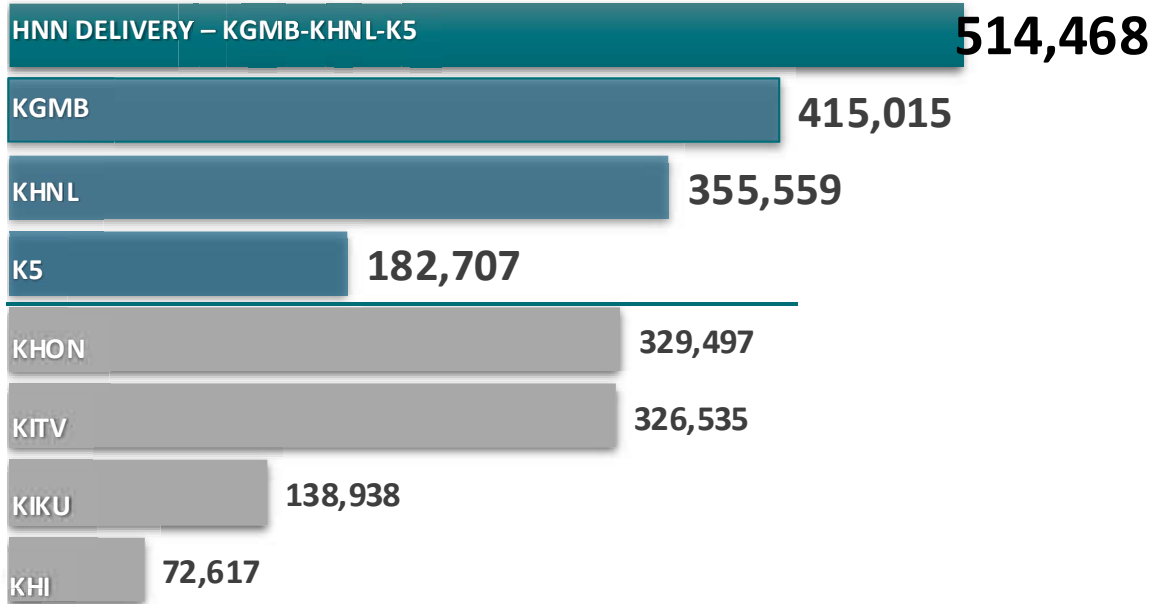


Market Research Hawai'i TV

HNN's KGMB, KHNL, and K5 dominate with 12 of 13 daypart #1 or #2 positions, including 6 complete 1-2 sweeps and 100% weekend control. With 89 program-level top-2 slots and 10 daypart wins, we consistently deliver the reach and results our partners depend on. (Source: Nielsen Live+Same Day TP Data P18+ for time periods in 2025)

TV only VIEWER REACH - HAWAII DMA

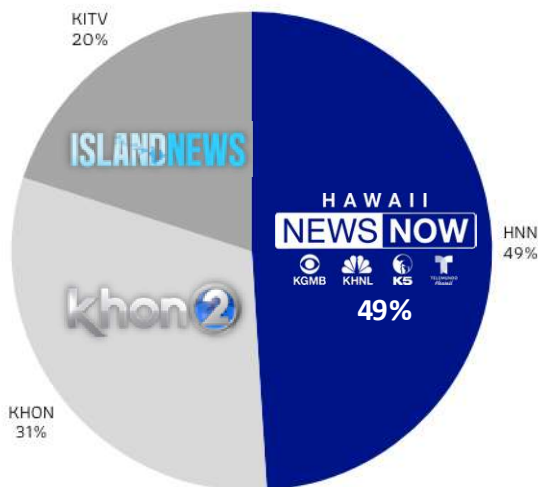
Honolulu Scarborough R225-Watch stations noted M-Su 4a-2a in Honolulu Total DMA



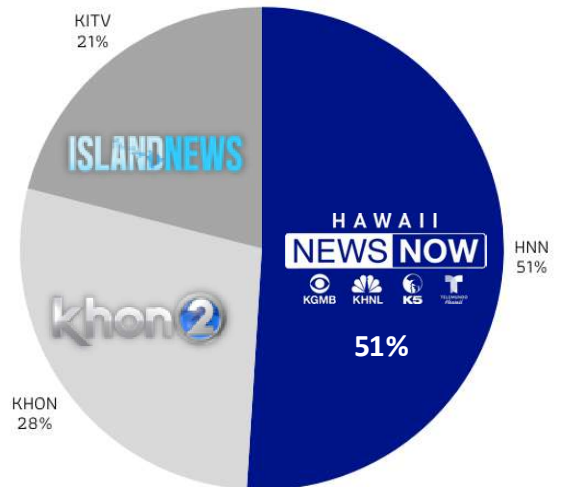
Reach More with HNN

Hawaii News Now reaches more Adults 18+ and has more viewership on broadcast TV than any other station group across our islands.

Television (Shares)



Television (Hours Viewed)



HONOLULU STATION SHARES | A18+ Total Week

ComScore Live Data-Share of A18+ Total Week by QH Cume Jan25-Jul25

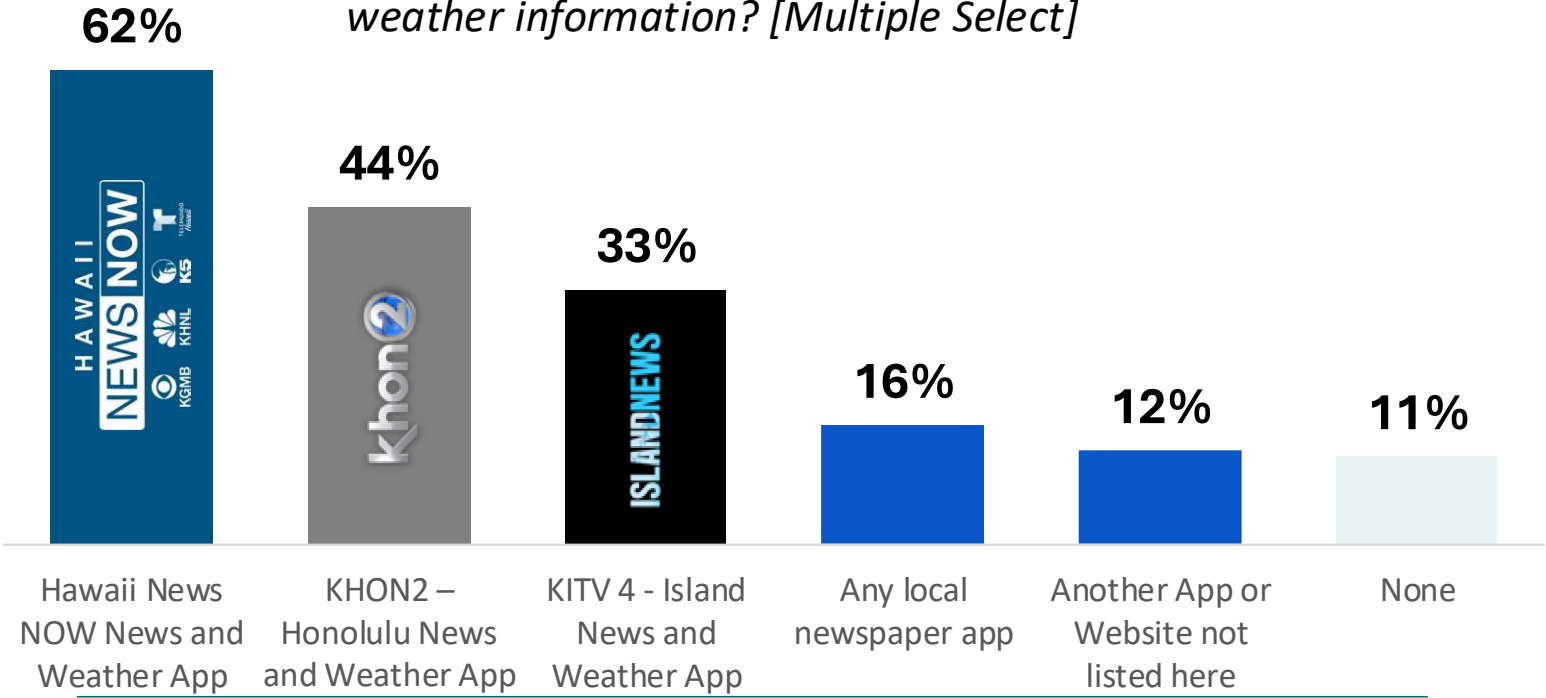
HONOLULU - 2025 HOURS VIEWED | M-SU 3A-3A

ComScore Live HH TP Data Jan25-Jul25

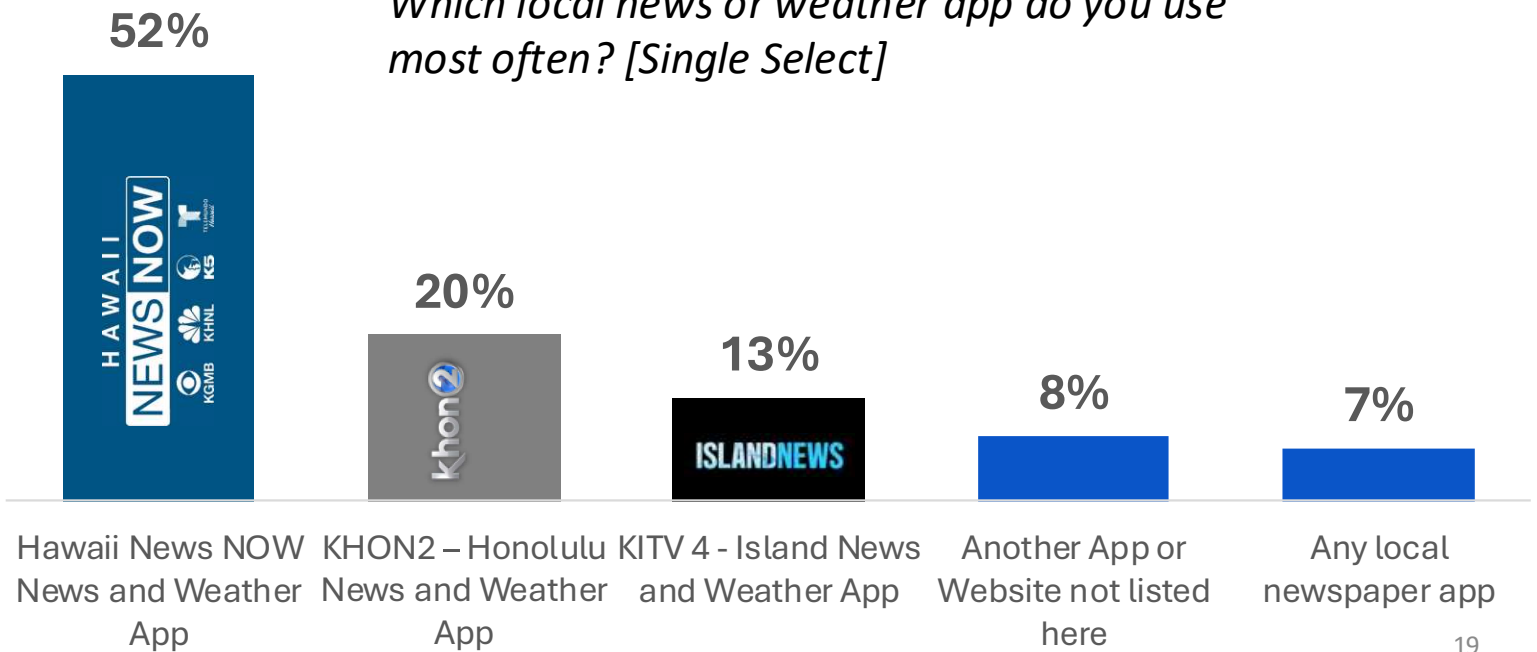


Market Research Station App Preference

What apps or websites do you use for news and weather information? [Multiple Select]



Which local news or weather app do you use most often? [Single Select]

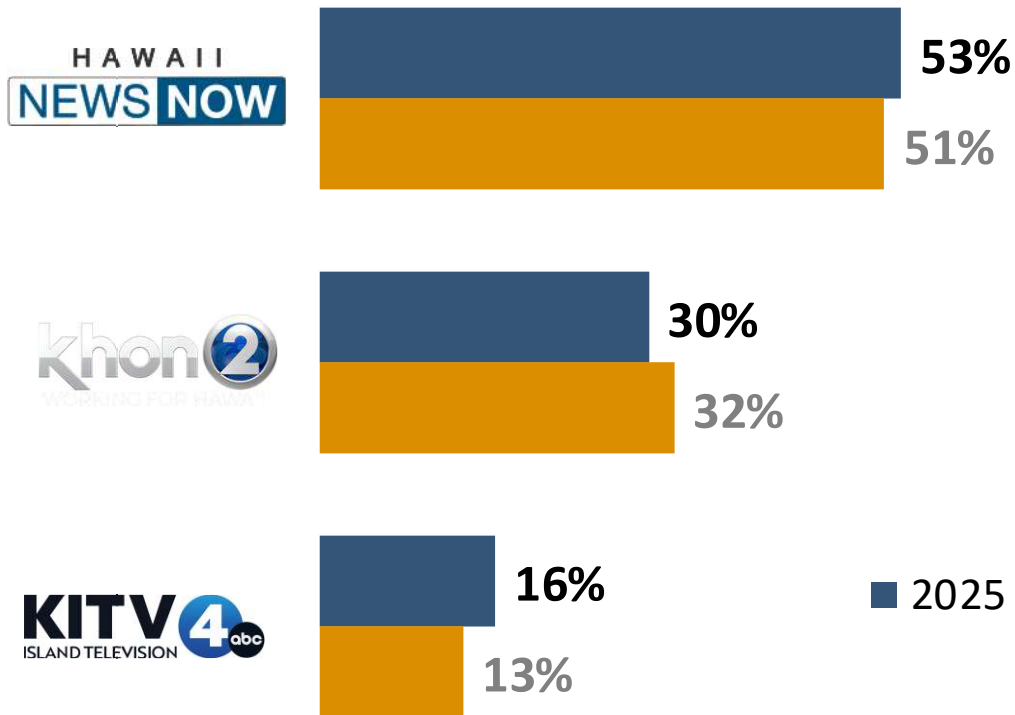




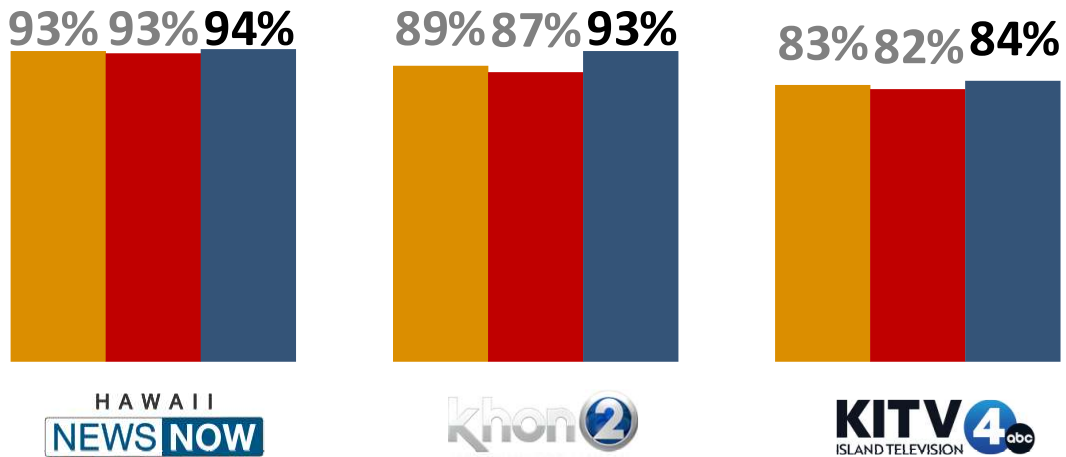
Market Research Hawai'i Stations

Which television station's local newscasts do you prefer to watch overall? (SINGLE SELECT)

2025 OVERALL STATION PREFERENCE



STATION WEEKLY REACH



Research was conducted both in late 2023 after the Maui Wildfires and again in August 28–September 21, 2025 among 408 Honolulu, HI (DMA) local news viewers ages 25–54. Participants must watch a local TV newscast Monday-Friday at least once per week on any device to participate; sampling used Nielsen TV household geography.

3 MILLION UNIQUE VIEWERS CONSUME HAWAII NEWS NOW CONTENT EVERY MONTH!

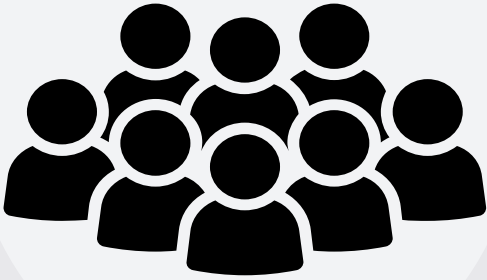
17 MILLION + MONTHLY VIEWS ON WEB AND MOBILE APPS

@HAWAII NEWS NOW
FACEBOOK: 1,478,718
INSTAGRAM: 594,436

@HINOWDAILY
INSTAGRAM: 29,400
FACEBOOK: 10,200

YOUTUBE: 197,000
THREADS: 112,800
X: 222,400

UNMATCHED DISTRIBUTION



HAWAII NEWS NOW



Hawaii News Now's Social Following

Hawaii News Now:

More Followers than ALL local competitors...COMBINED

*Facebook and Instagram



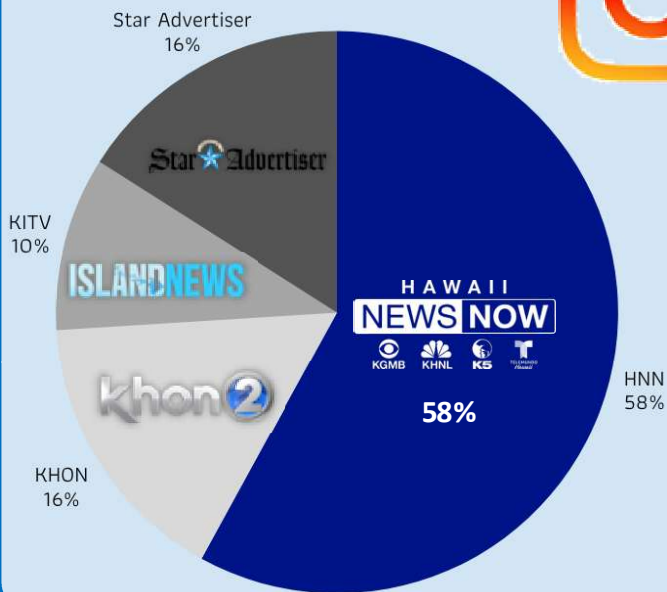
Hawaii News Now:
1,478,718 FOLLOWERS!

KHON	355,429	Followers
KITV	235,404	Followers
Star Ad	427,073	Followers

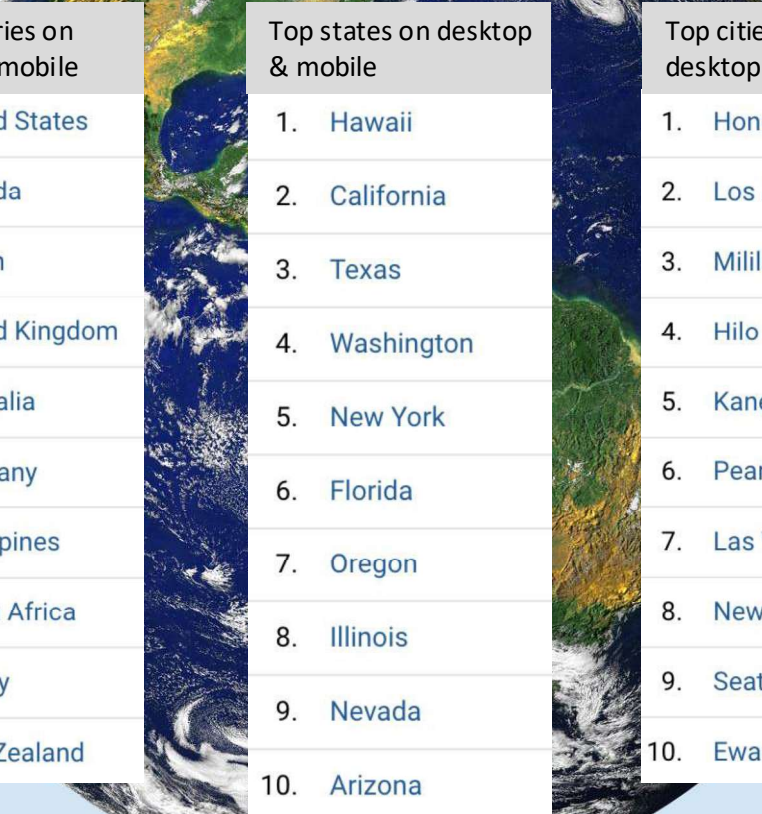












Hawaii News Now:
594,436 Followers!

KHON	155,000	Followers
KITV	108,000	Followers
Star Ad	98,800	Followers



Digital Audience **ABUNDANCE** WORLDWIDE



Top countries on desktop & mobile	Top states on desktop & mobile	Top cities on desktop & mobile
1.  United States	1. Hawaii	1. Honolulu
2.  Canada	2. California	2. Los Angeles
3.  Japan	3. Texas	3. Mililani
4.  United Kingdom	4. Washington	4. Hilo
5.  Australia	5. New York	5. Kaneohe
6.  Germany	6. Florida	6. Pearl City
7.  Philippines	7. Oregon	7. Las Vegas
8.  South Africa	8. Illinois	8. New York
9.  Turkey	9. Nevada	9. Seattle
10.  New Zealand	10. Arizona	10. Ewa Beach

Hawaii News Now's Global Audience

3 million unique monthly visitors on average come to Hawaii News Now core content (desktop, app, mobile web social and OTT Streaming)

40% reside here in Hawaii

50% are living on the continent

10% are global visitors living outside the US



Everywhere people watch HNN is there:



Appendix: Case Studies



HIGHLIGHTS:

- Digital Marketing campaign in Hawaii, US Continent & Japan
- Hawaii News Now full station coverage 12/8-12/14
- HI Now Daily features 12/8-12/14
- Live broadcast Sunday 12/14 on K5 6-9P and all HNN Digital platforms

8,534,988

IMPRESSIONS



High School Sports

One Game Day = 4,078,645 impressions

BIIF DI/DII Volleyball Championships – April 30, 2025



- 191 Promos aired on TV over 4 days
- HNN Social Media pushes = 84,669 views
- Partner Radio Promotion day of games

- 4:30pm News story with coach interviews
- 6:00pm News story previewing the stakes
- 3 HNN News Push Alerts = 184,000 impressions
- HNN Sports integration into pre-game, half-time and end game

- HI Now Daily Game Teases all week
- Day of push to watch the games in show



WHERE LOCAL SPORTS
LIVES

Merrie Monarch FESTIVAL



50+ hours of captivating Hula programming reaching people across the globe

Countries reached

140+

Cities Watching

3,785

Overall Livestream/Digital Video Views

1,214,734 up from 950,681 in 2024

‘Ōlelo Hawai‘i Livestream Video Views

65,875

Social Media Impressions HNN

6,057,868

On average, users spent 00:52:27 minutes online watching Merrie Monarch Festival 2025.

Nā Hōkū Hanohano Awards Audience



4+ LIVE hours of honoring local musicians and culture across all platforms PLUS encores and huge promotion!

2021 Nā Hōkū Hanohano Awards
8.9 Million Impressions served

2022 Nā Hōkū Hanohano Awards
9.1 Million Impressions served

2023 Nā Hōkū Hanohano Awards
9.3 Million Impressions served

2024 Nā Hōkū Hanohano Awards
9.5 Million Impressions served

2025 Nā Hōkū Hanohano Awards
9.7 Million Impressions served



FestPAC coverage on HNN Platforms reached:

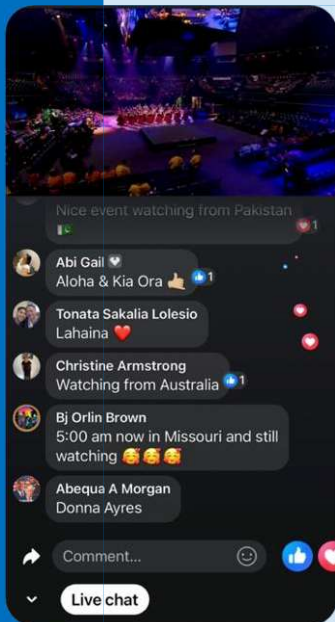
125 countries

Generated more than
78,355 TV program impressions

6.5 million Digital impressions

4.5 million video views

Across HNN's digital platforms
including live coverage plays online and on
social media.



PILINA FIRST LLC

Production Proposal — Overview

2026 Office of Hawaiian Affairs US Congressional District 1 Debate

Prepared for	Office of Hawaiian Affairs
Prepared by	Amy Kalili, Pilina First LLC
Air date	Monday, July 20, 2026 — 6:30 to 7:30 PM HST
Broadcast partner	Hawaii News Now (KGMB, KHNL, K5; HNN streaming and CTV)

At a glance

Pilina First LLC (PF) proposes to produce the 2026 US Congressional District 1 Debate, presented by the Office of Hawaiian Affairs (OHA) and broadcast live on Hawaii News Now (HNN). OHA is the Executive Producer of record and editorial owner; HNN is the broadcast and production-labor partner; PF is the contracted producer responsible for editorial execution, talent coordination, sponsorship-sales advisory, cultural integration, vendor oversight, and on-air delivery.

PF is led by Amy Kalili — a marketing-communications and broadcast-production professional with on-air talent credits (including former host of a Hawaiian-language news program on HNN) and legal training as a licensed attorney. Fluent ‘ōlelo Hawai‘i capacity and a Native Hawaiian-grounded perspective layer onto that professional foundation in a way that aligns particularly well with OHA’s mission.

What PF does

- Editorial and debate construction: format, rules, run-of-show. (OHA leads question development and substantive policy briefing for moderators; PF supports format integration. Fact-checking is a TBD discussion with OHA.)
- Talent and moderators: casting, contracting, prep, scripting, coordinated briefing materials.
- Production and technical oversight: engages with HNN on technical scope; PF set decoration carries the cultural visual brief.
- Pre-produced content (show rollback content + 15s/30s promo spots): in PF's scope at \$30,000 — covers up to 3x 30s promo spots, 2x 15s cut-downs, 1–2 ~1.5-minute packages playable during the debate, and B-roll/clips for top-of-block re-entry. Removable from scope if OHA handles in-house or via an existing marketing contractor.
- Sponsorship and sales advisory: tiers, pricing, mission-alignment criteria, creative integration; PF-engaged sales consultant under the PF bench.
- Cultural fabric: Native Hawaiian-grounded perspective shapes the substance — frame, the standard candidates are held to, decorum, accountability, not just the visible elements.
- Distribution and promotion: tracks fulfillment of HNN’s promo package; connects OHA with supplemental social-media engagement partners (‘ŌiwiTV, ‘Āina Momona, Kanaeokana); aligns OHA’s owned channels with HNN’s promo cadence; supports integration of GOTV and post-debate community engagement plans as desired by OHA.
- Compliance / legal coordination with HNN: FCC equal-time, FEC § 110.13, candidate releases, ADA accessibility.

- Post-production: encore approvals, transcripts, accessible-format archive, wrap report.

PF Engagement Team (sub-contracted under PF)

Single tier; all subcontracted under PF, all costs roll into the PF-managed scope. Roles: Strategic Engagement & Cultural Integration Lead, sponsorship/sales consultant, set director / set manager, line producer / production manager, production assist, motion graphics designer, BTS photographer, hair & makeup, broadcast coach (optional/TBD), captioning / ASL provider (if not covered by HNN), production insurance. Fact-checking is TBD with OHA.

Timeline

- Late May 2026 — OHA review and approval of this proposal.
- Early June 2026 — OHA → PF contract executed; OHA → HNN engagement confirmed.
- Within 7 days of green-light — PF Engagement Team contracted.
- Early–mid June — Candidate inclusion criteria finalized with OHA legal; candidate invitations issued.
- Mid-June through early July — Question-development working sessions; sponsorship sales window.
- Two weeks before air — Set design and visual language approved; moderator prep (mock debate if desired).
- ~1.5 weeks before air — Promo launch (per HNN package).
- Day before air — Technical rehearsal at HNN studio.
- **Monday, July 20, 2026 — 6:30 PM HST:** Air date.
- Within 30 days of air — Wrap report delivered to OHA.

Investment — bottom line

HNN broadcast package (direct OHA → HNN)	\$62,000
PF managed scope (producer services + PF Engagement Team + production costs + travel + craft service + pre-produced content)	\$109,950
Project subtotal	\$171,950
Contingency (10%)	\$17,195
Total project investment	\$189,145
Less: Projected sponsorship revenue (\$60,000, subject to confirmation)	(\$60,000)
Net project investment range to OHA	\$129,145 – \$189,145

Notes: 4.712% HGET to be added to payments to PF and HNN. HNN package paid directly OHA → HNN; PF managed scope flows OHA → PF as a single contract covering producer services and all sub-contractor pass-throughs. Sales consultant compensation structured as percentage of sales realized. Pre-produced content production (\$30,000) covers up to 3x 30-second promo spots, 2x 15-second cut-downs, 1–2 ~1.5-minute packages playable during the debate, and B-roll / clips for

top-of-block re-entry; anything beyond this scope priced separately. Several lines are placeholder pending vendor confirmation; figures hardened within 7 days of OHA green-light.

Next steps

- Confirm all TBD items and assumptions.
- OHA review and approval of this overview and the full proposal.
- Confirm OHA project sponsor and day-to-day point of contact.
- Execute OHA → PF professional services contract.
- Joint kickoff working session within one week of contract execution.
- PF executes sub-contractor agreements within 7 days of green-light.

See the full proposal for detailed scope of work, engagement-team descriptions, full budget breakdown, assumptions and dependencies, and proposed contract terms.

Amy Kalili Pilina First LLC | amy@pilinafirst.com | pilinafirst.com

Kalili

Production Proposal

2026 Office of Hawaiian Affairs US Congressional District 1 Debate

Prepared for	Office of Hawaiian Affairs
Prepared by	Amy Kalili, Pilina First LLC
Date	May 8, 2026
Air date	Monday, July 20, 2026 — 6:30 to 7:30 PM HST
Broadcast partner	Hawaii News Now (KGMB, KHNL, K5; HNN streaming and CTV)
Status	Draft for OHA review. Pricing reflects current scope assumptions; placeholder figures noted where applicable.

1. Executive Summary

Pilina First LLC (PF) is pleased to submit this proposal to produce the 2026 US Congressional District 1 Debate, presented by the Office of Hawaiian Affairs (OHA), broadcast live on Hawaii News Now (HNN) the evening of Monday, July 20, 2026.

This proposal establishes OHA as the Executive Producer of record and editorial owner of the debate, HNN as the broadcast partner and production-labor vendor, and PF as the contracted producer responsible for editorial execution, talent coordination, sponsorship-sales advisory, cultural integration, vendor oversight, and on-air delivery. PF will assemble and manage a small team of named sub-contractors — the PF Engagement Team — to deliver the production at the quality this office and this audience require.

PF is led by a marketing-communications and broadcast-production professional whose work spans on-air talent (including former host of a Hawaiian-language news program on Hawaii News Now), behind-the-camera production, and legal training as a licensed attorney. That professional foundation is paired with fluent ‘ōlelo Hawai‘i capacity and a Native Hawaiian-grounded perspective — a combination that aligns particularly well with OHA’s mission and with the way OHA-presented work needs to be approached.

Total project investment proposed: **\$189,145** (placeholder), comprising the HNN broadcast package paid directly OHA→HNN (\$62,000) and PF’s managed scope (**\$109,950**) covering producer services, the PF Engagement Team, production costs, travel for the Hilo-based members of the team, craft service, **and pre-produced content production**, plus a 10% contingency. Projected sponsorship revenue of \$60,000 (subject to confirmation and OHA-approved sponsor criteria) could offset a portion of the total, yielding a net project investment range of **\$129,145 - \$189,145** to OHA.

2. Project Overview

The 2026 US Congressional District 1 Debate will be a live, one-hour broadcast featuring the candidates in the Democratic primary for Hawai‘i’s First Congressional District. The debate will be

produced from HNN's unbranded studio in Honolulu and roadblocked at 6:30 PM HST across HNN's three primary stations (KGMB, KHNL, K5), with continued coverage from 7:00 to 7:30 PM on K5 and HNN streaming platforms. Encore broadcasts and on-demand availability extend reach beyond the live air per the HNN package.

OHA approached HNN on this project; HNN responded with the April 2026 sponsorship/production package that forms the broadcast and production-labor foundation of this engagement. OHA has selected the in-studio production option (\$62,000 + HGET) and has retained full editorial authority over the debate. OHA engages PF as the contracted producer to operationalize OHA's editorial vision, manage HNN as the broadcast vendor, and lead the production work that lives outside HNN's labor scope.

A live in-studio audience of fewer than ten will be selected with OHA. Audience members will pre-write their questions in advance of the show and read them aloud when called on, preserving the rigor of the production while incorporating community voice.

3. Why Pilina First

PF is led by Amy Kalili — a marketing-communications and broadcast-production professional with deep credits in the Hawai'i market, including former on-air talent and host of a Hawaiian-language news program on Hawaii News Now, plus legal training as a licensed attorney. Layered onto that professional foundation is fluent 'ōlelo Hawai'i capacity and a Native Hawaiian-grounded approach to communications and production work — qualities that align particularly well with OHA's mission and with the way OHA presented productions need to be approached.

PF brings to this engagement:

- Direct experience producing Hawaiian-language and culturally grounded broadcast content in the Hawai'i market — including familiarity with the studio environment, news-team workflows, and broadcast standards at the very station where this debate will air.
- Legal training relevant to debate format design, candidate inclusion criteria, and the FCC and FEC landscape that shapes this engagement (Section 9 of PF's discovery work documents this in detail).
- A network of culturally aligned sub-contractors who understand the work's stakes — Native Hawaiian women in production, sales, and creative roles who form the PF Engagement Team named in Section 6.
- Accountability to OHA's mission as a baseline operating standard, not an aspiration. Native Hawaiian-grounded perspective is the floor of this production, not the goal.

4. Roles & Engagement Structure

Role clarity is established up front and memorialized in the OHA → PF contract and the separate OHA → HNN vendor agreement.

OHA — Executive Producer

- Final editorial authority on format, topic priorities, lines of questioning, moderator selection, and candidate inclusion criteria.
- Cultural authority for the production by virtue of OHA's mission and constitutional role; PF brings the grounded expertise to operationalize that perspective through every layer of the work.

- Approves sponsors and sponsor-alignment criteria.
- Holds budget; signs producer and vendor contracts.

Pilina First LLC — Contracted Producer

- Translates OHA’s editorial vision into a production blueprint, run-of-show, and creative.
- Assembles and manages the PF Engagement Team (Section 6).
- Manages HNN as the broadcast / production-labor vendor against an OHA-approved scope.
- Oversees moderator casting, prep, and scripting; supports OHA-led question development with format integration.
- Advises OHA on sponsorship packaging and the mission-alignment criteria for buyers.
- Primary point of contact to OHA on budget, schedule, and on-air outcome.

Hawaii News Now — Broadcast Partner & Production Labor

- Provides studio, control room, multi-camera crew, audio, lighting, graphics build, switcher/director, and live transmission.
- Delivers the promotional package outlined in their April 2026 proposal (TV promos, digital, podcast, HI Now Daily integration, countdown clock, encores, on-demand).
- Supplies broadcast distribution across KGMB, KHNL, K5, HNN streaming, CTV, and social.
- Operates under OHA’s and PF’s direction; not the editorial owner.

5. Scope of Work

PF will carry the following workstreams as OHA’s contracted producer.

A. Editorial & Debate Construction

- Support the development of debate format and rules in partnership with OHA.
- OHA leads question development. PF supports with format integration, structuring, and ensuring questions land cleanly inside the run-of-show.
- Build the run-of-show: opens, segments, candidate lectern/seating arrangement, opening/closing statements, breaks, tag-outs to commercial.
- Script the moderator opens, hand-offs, and closes. Moderator briefing materials are coordinated: OHA provides substantive policy briefing for the moderators through internal expertise (OHA CEO and senior team); PF supports with bios, polling, run-of-show, and decorum guidance.
- Fact-checking is a TBD discussion with OHA — if OHA wants PF to take this on, PF can add a fact-checker to the engagement team; otherwise OHA handles in-house.

B. Talent & Moderators

- Lead casting and contracting of the two moderators — pairing on-camera presenter strength with political/legal litigator acumen. Working approach: pair an experienced Native Hawaiian on-camera presenter with prior local-news anchor experience and a Hawai’i-based litigator with deep federal-Native Hawaiian policy background.
- Manage moderator prep sessions: mock debate if desired by OHA, question rehearsal, and decorum coaching with the debate consultant.

- Manage candidate-side communication: invitations, rules acknowledgment, prep call, image/likeness releases, day-of green-room flow.
- Manage any pre-produced talent (e.g., narrator/VO for opens, pre-taped intro packages).

C. Production & Technical Oversight

- Engage with HNN on any needed technical scope direction/input.
- Coordinate set decor and staging with HNN.
- Approve all on-air graphics: opens, lower-thirds, full-screens, motion graphics, OHA-branded backdrop, sponsor IDs, countdown clock.
- Approve any OHA pre-produced rollback content (intro package, candidate bio cards, district context piece, sponsor billboards).
- Pre-produced content production. PF produces show rollback content (open, bumpers, segment transitions) and 15s/30s promo spots for HNN's pre-broadcast schedule. Scope and price defined in Section 8 (\$30,000); anything beyond priced separately. If OHA prefers to handle in-house or via an existing marketing contractor, this scope can be removed
- Coordinate green-room flow, candidate hold areas, and on-set staging within the HNN studio footprint.

D. Sponsorship & Sales (Advisory)

- Co-develop sponsorship tiers and packages with OHA and the sales consultant.
- Define and operate the mission-alignment criteria for buyer categories acceptable for an OHA-presented debate vs. categories that are clearly out.
- Design creative-integration opportunities that connect sponsor messaging to OHA priorities.
- Coordinate with HNN sales on any inventory split.
- Vet sponsor creative for tone, accuracy, and alignment with the editorial standards of a political debate. Build the conflict-of-interest criteria.

E. Cultural Fabric & Integration

Given OHA's mission as a grounded Native Hawaiian-serving entity, this production operates from a Native Hawaiian perspective — shaping the substance of the debate, not just the visible elements. The most important cultural work is often an unseen process and preparation.

OHA's editorial direction holds candidates to a clear standard: substance over clipability, complexity over reduction, and acknowledgment of the people and place this seat represents.

PF operationalizes this across the production:

- PF develops the debate format and rules with OHA so that time limits are enforced, interruptions are not tolerated, and candidates are expected to come prepared and demonstrate command under pressure.
- PF preps and scripts moderators so they feel comfortable weaving 'ōlelo Hawai'i words and phrases into their work in a way that feels natural and seamless.
- PF engages and manages the Strategic Engagement & Cultural Integration Lead, who works alongside PF upstream — moderator prep, question development support, candidate briefings, set direction — not just on show day.

F. Distribution & Promotion (Oversight)

- Help track and confirm fulfillment of HNN's promo package deliverables.
- Identify and connect OHA with supplemental promotion / engagement partners — namely through social-media — such as 'ŌiwiTV, 'Āina Momona, Kanaeokana, etc.
- Ensure alignment of OHA's owned channels (oha.org, OHA email list, OHA social) with the HNN promo cadence.
- Support the integration of get-out-the-vote strategies and post-debate community engagement plans as desired by OHA.

G. Compliance, Legal & Governance

- Coordinate with OHA general counsel on FCC equal-time rules, FEC implications, candidate releases, and the empty-podium policy. Inclusion criteria must be set in writing before the field is fully known.
- Ensure ADA accessibility: closed captioning at a minimum.
- Confirm production insurance (general liability, errors & omissions) carried by PF.

H. Post-Production & Deliverables

- Approve encore and on-demand cuts. (Mostly confirm if need or want to clean up captions.)
- Deliver transcripts and accessible-format archive.
- Deliver final wrap report to OHA: viewership, digital metrics, sponsor delivery, lessons learned.

6. PF Engagement Team

PF builds and manages this team directly. All seats below are sub-contracted under PF (not under OHA), and all of their costs roll into the PF proposal price either as billed lines or as managed pass-throughs. PF maintains a working list of first-choice candidates for each seat — Native Hawaiian-aligned producers, creatives, and consultants — to be shared with OHA in a separate confidential supplement. Final composition confirmed with OHA.

- **Strategic Engagement & Cultural Integration Lead.** A dedicated co-lead working alongside PF — not the source of cultural grounding for PF (which PF carries directly) but a dedicated seat covering the strategic-integration workstream the producer role does not have surface area to also carry at depth. Engaged upstream and continuously across editorial, format, talent prep, set/staging direction, and beneficiary accountability. Selected with OHA.
- **Substantive policy briefing and question development — OHA-provided (no PF sub).** OHA leads question development and provides substantive policy briefing for the moderators through internal expertise (OHA CEO and senior team). PF supports format integration but does not develop the substantive content.
- **Fact-checking — TBD with OHA.** Whether PF takes this on or OHA handles it in-house is a discussion item. If OHA wants PF to engage a fact-checker, the seat can be added to the engagement team with a flat fee. Otherwise no PF sub.
- **Sponsorship / sales consultant.** Builds packages, sets pricing, defines and operates the mission-alignment screen, coordinates inventory split with HNN. PF first-choice candidate is a Native Hawaiian senior media-sales executive with mission-aligned-brand experience.

- **Set director / set manager.** PF-side ownership of the physical space — Hawaiian visual language and cultural integrity in the in-studio set.
- **Broadcast coach (optional / TBD).** Live-broadcast coaching focused on driving the broadcast — pacing, transitions, time management, decorum calls under pressure — rather than substantive debate-content expertise (which OHA provides through internal expertise). With the substantive moderator carried by OHA-internal briefing and the broadcast-driving moderator handling pacing, this seat sits on the broadcast-skill side. May not be needed depending on moderator readiness; flat fee if engaged.
- **Line producer / production manager.** Combined role covering administrative and production support: scheduling, vendor management, document handling, and second-pair-of-hands on the live broadcast so PF stays editorial. PF first-choice candidate is a former Hawaiian-language television producer/writer with ongoing freelance production credits.
- **Production assist.** General production-assist support as well as management support of in-studio audience: selection, briefing, seating, energy management; coordinates the pre-written-question read-aloud flow.
- **Motion graphics designer.** PF-controlled creative seat for OHA-aligned visual language beyond HNN’s stock graphics — particularly cultural visual language (‘ōlelo titles, place naming, motion identity).
- **BTS photographer.** Documentation for PF and OHA archive and post-event materials.
- **Hair and makeup.** On-set hair and makeup for moderators and any pre-produced talent.
- **Captioning / ASL provider.** For ADA compliance, coordinated with HNN.
- **Production insurance.** GL and E&O carried by PF for the engagement.

7. Timeline

Backward-planned from the Monday, July 20, 2026 air date. Procurement timeline is the binding constraint; all key contracts (OHA → PF; OHA → HNN; PF sub-contractors) need to be executed by early June.

Milestone	Target
OHA review and approval of this proposal	Late May 2026
OHA → PF contract executed; OHA → HNN engagement confirmed	Early June 2026
PF Engagement Team contracted	Within 7 days of OHA green-light
Candidate inclusion criteria finalized with OHA legal	Before primary filing close
Candidate invitations issued	Early–mid June 2026
Question-development working sessions	Mid-June through early July
Sponsorship sales window	June through mid-July
Set design and visual language approved	Two weeks before air
Moderator prep (mock debate if desired)	Two weeks before air

Milestone	Target
Moderator briefing books delivered	One week before air
Promo launch (per HNN package)	~1.5 weeks before air
Technical rehearsal at HNN studio	Day before air
Air date — live broadcast	Monday, July 20, 2026 — 6:30 PM HST
Encore broadcasts (per HNN package)	Week of and following
Wrap report delivered to OHA	Within 30 days of air

8. Investment

The structure below separates the HNN broadcast package (paid directly OHA → HNN) from PF’s managed scope (paid OHA → PF, including all sub-contractor pass-throughs). Sponsorship revenue offsets a portion of the total. All figures are placeholder estimates pending OHA scope confirmation, sub-contractor rate confirmation, and any change to assumed scope; final numbers will be hardened in the executed contract.

Line item	Description	Amount
PF MANAGED SCOPE		
PF producer services	PF principal — pre-production, live show day, post / wrap.	\$15,000
Line producer / production manager	Combined role.	\$12,500
Strategic Engagement & Cultural Integration Lead	Continuous engagement across editorial, talent prep, set direction. Flat fee.	\$1,500
Sponsorship / sales consultant	20% commission on \$60,000 projected sales.	\$12,000
Production assist	Week/Day of	\$1,950
Set decorator / set manager	Concept prep, day before and day of decorate + materials	\$4,500
BTS photographer	Day before, day of, and media post-processing	\$2,100
Broadcast coach (optional / TBD)	Live-broadcast coaching: pacing, transitions, time management, decorum. Broadcast-skill, not subject-matter. May not be needed; flat fee if engaged.	\$2,500
Pre-produced content production	Covers: up to three 30-second promo spots; two 15-second spots (cut-downs of the 30s); one to two	\$30,000

Line item	Description	Amount
	~1.5-minute packages playable during the debate; and B-roll / clips for top-of-block re-entry from commercial. Anything beyond this scope priced separately.	
Motion graphics designer	OHA-aligned creative beyond HNN stock. (Placeholder.)	\$6,000
Moderator fees	OHA CEO moderator: \$0. External moderator: \$2,000 honorarium.	\$2,000
Hair and makeup	On-set hair and makeup for moderators and any pre-produced talent. Flat fee.	\$900
Craft service	Food and beverage for the production team across pre-pro, tech rehearsal, and show day. Flat budget.	\$1,500
Captioning / ASL provider	If not already in HNN package. (Placeholder.)	\$2,000
Production insurance	GL and E&O for engagement carried by PF.	\$3,000
Promotion supplements	Beyond HNN package — partner amplification (PBS, HPR, neighbor-island, social). (Placeholder.)	\$5,000
Travel — flights	Hilo-based PF team members	\$2,500
Travel — ground / car rentals	On-O’ahu car rentals for the travel team across pre-pro and show-day windows.	\$4,000
PF managed subtotal		\$109,950
HNN BROADCAST PACKAGE (DIRECT OHA → HNN)		
HNN in-studio package + HGET	\$62,000 broadcast / production package. Procured sole-source per OHA discretion.	\$62,000
HNN subtotal		\$62,000
Project subtotal		\$171,950
Contingency (10%)	Recommended cushion against scope changes and unforeseen items.	\$17,195
TOTAL PROJECT INVESTMENT		\$189,145

Line item	Description	Amount
Less: Projected sponsorship revenue	\$60,000 (subject to confirmation; structured per Section 9 sponsor criteria).	(\$60,000)
NET PROJECT INVESTMENT		\$129,145

Notes on the budget structure:

- The HNN package is paid directly OHA → HNN; PF does not mark up, manage, or take a fee on this line.
- PF managed scope is paid OHA → PF; PF carries all sub-contractor agreements and pays sub-contractors as managed pass-throughs.
- Sales consultant compensation is structured as a percentage of sales realized. The \$12,000 figure assumes the projected \$60,000 sales target is achieved; actual fee scales to actual sales.
- Several sub-contractor lines are placeholders pending vendor confirmation. PF will harden these figures within 7 days of OHA green-light.
- Sponsorship offset is not guaranteed; the net investment figure assumes the \$60,000 target is reached.

9. Assumptions & Dependencies

- 4.712% HGET to be added to payments to PF and HNN.
- HNN engagement procured sole-source at the in-studio rate (\$62,000 + HGET); price is firm at this stage and would only shift if OHA initiates a change.
- OHA holds full editorial authority over the debate; PF operates as OHA’s delegated editorial agent.
- PF maintains a working list of first-choice candidates for each engagement-team seat (moderator pair, Strategic Engagement & Cultural Integration Lead, sales consultant, set director, line producer, live-audience producer / production assist, BTS shooter). Specific named picks are shared with OHA in a separate confidential supplement and are subject to OHA confirmation and individual availability.
- Sponsorship revenue projection of \$60,000 is illustrative; actual revenue depends on the OHA-approved sponsor criteria and sales execution. Sales consultant fee is structured as a percentage of sales realized.
- Candidate inclusion criteria are finalized with OHA general counsel; criteria must be set in writing before the field is fully known per the FCC bona-fide-news-event safe-harbor and FEC § 110.13 analysis.
- Live audience approach: small in-studio audience (sub-10) with pre-written questions read aloud when called on. Selection of audience members confirmed with OHA.
- Pre-produced content production (show rollback content + 15s/30s promo spots for HNN's pre-broadcast schedule) is in PF's scope at \$30,000 per Section 8, covering the defined scope listed there. If OHA prefers to handle in-house or via an existing marketing contractor, this scope and its \$30,000 can be removed from the budget.

- Several budget figures are placeholders pending vendor confirmation; final budget hardens within 7 days of OHA green-light.
- Final budget is subject to OHA’s confirmed scope and any changes to assumed scope of work, sub-contractor rates, or production scale.
- Cultural fabric integration scope per Section 5.E and PF’s discovery brief Section 4.E.

10. Proposed Terms (Placeholder)

The following are PF’s proposed terms for incorporation into the OHA → PF professional services contract. Final terms subject to OHA procurement and legal review.

Payment Schedule

- 30% of PF managed scope on contract execution.
- 40% of PF managed scope at the four-week mark (mid-engagement).
- 30% of PF managed scope on delivery of the wrap report (within 30 days of air).
- Sales consultant commission paid upon receipt of sponsorship revenue.

Deliverables & Acceptance

- Live broadcast at the contracted air date (Monday, July 20, 2026, 6:30 PM HST).
- Transcripts and accessible-format archive delivered within 14 days of air.
- Final wrap report delivered to OHA within 30 days of air.

Change Orders

- Any OHA-initiated change to scope, format, venue, or air date requiring re-pricing or re-scheduling will be addressed via signed change order before work proceeds.

Intellectual Property & Footage Rights

- Live broadcast footage rights per the OHA → HNN agreement.
- PF-produced creative deliverables (graphics, recap content, BTS materials, transcripts) licensed to OHA for use in OHA channels and archives in perpetuity. PF retains rights to use the work as portfolio reference subject to OHA approval.

Insurance & Indemnification

- PF carries general liability and errors & omissions insurance for the engagement.
- Mutual indemnification per standard professional services terms.

Termination

- Either party may terminate for cause with 14 days’ written notice and opportunity to cure. PF compensated for work completed and committed sub-contractor obligations through termination date.

Governing Law

- Hawai’i state law; venue in Honolulu.

11. Next Steps

To move forward:

1. Confirm all TBD items and assumptions.
2. OHA review and approval of this proposal.
3. Confirm OHA project sponsor and day-to-day point of contact for the engagement.
4. Execute OHA → PF professional services contract (contracting vehicle confirmed with OHA procurement).
5. Confirm OHA → HNN engagement separately at in-studio price.
6. Joint kickoff working session within one week of contract execution: timeline, key dates, working assumptions, candidate inclusion criteria workstream.
7. PF executes sub-contractor agreements with confirmed first-choice candidates within 7 days of green-light.

Closing

Mahalo for the opportunity to propose this work. Pilina First is positioned, and ready, to produce the 2026 OHA US House District 1 Debate at the standard the office, the audience, and the moment require.

Questions, edits, or scope adjustments — every line in this proposal is open to discussion before signing.

Amy Kalili

Pilina First LLC

amy@pilinafirst.com | pilinafirst.com

BOT Action Item #26-06 - Reference 3

Meeting Date	Action Item	Amount	Action Item Description
5/28/2026	BOT #26-06	\$ 250,000	approval of the use of up to \$250,000 to fund a statewide, primetime-broadcast Primary Debate on July 20, 2026, for Hawai'i's First Congressional District race, and up to three (3) live-broadcast OHA Board of Trustees candidate General Election Forums for the O'ahu, Maui, and At-Large races in October 2026, from the Committee on Budget and Finance to the Board of Trustees, pursuant to the Office of Hawaiian Affairs Board of Trustees Bylaws (September 4, 2025), Article VIII, Section M.

V. BUDGET AUTHORIZATION

FUND	YEAR	PROGRAM	ACCT GROUP	ACCOUNT	BUDGET	FY26 BUDGET ROW #	FY26 DESCRIPTION	FY26 AVAILABLE FOR REPURPOSE	BOT #26-06
930	2026	1100 BOARD OF TRUSTEES	EQUIPMENT	53530-SUBSCRIPTION BASED IT AGREEMENTS (SBITAs)	\$14,000	8758 to 8765	30 subscriptions for AI software (ex. ChatGPT) x \$25 per subscription x 12 months	(10,000)	10,000
930	2026	1100 BOARD OF TRUSTEES	PROGRAM	53610-FREIGHT & DELIVERY	\$12,000	8810	Mailing BOT agendas and other items to beneficiaries (USPS, FedEx, UPS); \$4,000 per quarter	(10,000)	10,000
930	2026	1100 BOARD OF TRUSTEES	PROGRAM	57250-SEMINAR & CONFERENCE FEES	\$33,600	8823 to 8831	Professional development for Trustee and Trustee Staff	(20,000)	20,000
930	2026	1100 BOARD OF TRUSTEES	TRAVEL	54130-PARKING	\$28,250	8854	Parking	(20,000)	20,000
930	2026	1100 BOARD OF TRUSTEES	TRAVEL	54310-SUBSISTENCE - IN STATE	\$97,230	8856	In-State Subsistence	(15,000)	15,000
930	2026	1100 BOARD OF TRUSTEES	TRAVEL	54460-TRANSPORTATION - OUT OF STATE	\$32,200	8857	Out-State Transportation	(5,000)	5,000
930	2026	1100 BOARD OF TRUSTEES	TRAVEL	54510-SUBSISTENCE - OUT OF STATE	\$37,985	8858	Out-State Subsistence	(20,000)	20,000
930	2026	6410 COMPLIANCE ENFORCEMENT	CONTRACTS	57110-SERVICES ON A FEE BASIS	\$50,000	6858	(\$30K): Contracted hydrologist to consult and support compliance-related work	(30,000)	30,000
930	2026	8400 OPERATIONS OFFICE	OVERHEAD	54150-PARKING VALIDATIONS	\$102,720	1068	Dole parking anticipated to phase out by end of September 2025	(9,500)	9,500
930	2026	8400 OPERATIONS OFFICE	OVERHEAD	55510-RENTAL OF LAND & BUILDING	\$1,242,100	1078	OHA Office Rent	(69,000)	69,000
930	2026	8400 OPERATIONS OFFICE	OVERHEAD	55640-RENTAL OF EQUIPMENT	\$63,500	1087	Printer lease, supplies, and services	(20,000)	20,000
FY26 Budget for Repurpose								(228,500)	228,500

FUND	YEAR	PROGRAM	ACCT GROUP	ACCOUNT	FY27 BUDGET	FY27 BUDGET ROW #	FY27 DESCRIPTION	FY27 AVAILABLE FOR REPURPOSE	BOT #26-06
930	2027	7100 STRATEGY AND IMPLEMENTATION	CONTRACTS	57110-SERVICES ON A FEE BASIS	\$120,000	7542	MiMO Data Dashboard Data Analyst for site maintenance, site analytics, and security	(120,000)	120,000
FY27 Budget for Repurpose								(120,000)	120,000
Grand Total								(348,500.00)	348,500.00

OFF THE NEWS

And they're off! Get ready for elections

With Tuesday's close of candidate filings for the fall 2026 elections, the races are now set.

With Gov. Josh Green facing no prominent opponent, the marquee contest will be for lieutenant governor — Della Au Belatti versus Derek Kawakami — after incumbent Sylvia Luke withdrew from a reelection run amid a widening campaign-financing probe. Also to watch: the U.S. House race pitting incumbent Ed Case against state Sen. Jarrett Keohokalole. And of course, there's a slew of state legislative seats and some City Council races — so start paying attention and register to vote (see elections.hawaii.gov).

Credit: Star Advertiser, "And they're off! Get ready for Elections," June 3, 2026