

Education Highlight Summary -Maui FY08
July 07- June 08

The Education Department at Akaku: Maui Community Television dedicates itself to providing the residents of Maui County the knowledge and technical skills necessary to prepare them to become citizen journalists, storytellers, documentarians and artists in the medium of digital video.

Through the Akaku Certification Program, students learn the proper use of digital video cameras, lighting and sound equipment, studio production equipment, and basic video editing skills to fulfill the pre-requisites for operating and reserving Akaku's equipment, studio facility, and the post-production facilities.

In Fall 2007, Akaku Education launched a professional-grade training opportunity with the editing program *Final Cut Pro*, which replaced *iMovie* as the software of choice for community producers in FY08. While in transition, all formerly certified Akaku Producers were welcome to continue their work with the *iMovie* software, while support was available for them to learn the newer, more sophisticated *Final Cut Pro* program. The *Final Cut Pro* training program is very successful, is offered twice a month, and classes are always booked several weeks in advance.

When the new Education Director came on board in November 2007 all course materials, class outlines, and curricula were revised and updated to include the newer technologies on offer at Akaku and the production procedures that come along with them. In addition to classroom instruction, mandatory mentored projects and volunteerism are now required in order for a student to achieve certification. This has resulted in an augmented learning experience for our producers, and increases the likelihood that each student will produce meaningful content for the Akaku channels. The Akaku Programming department has reported a jump in program submissions since this change.

The Akaku Education Department also holds seasonal week long Youth Video Camps providing courses for youth in specialized areas of video storytelling, citizen journalism, and other creative forms of video production. The students write, direct, shoot and edit their own programs, which they submit for airing on Akaku. The Akaku Education Department provides the campers with professional video equipment, media supplies, computers and software, and professional video instructors.

In FY08, a new addition to the Youth Camp curriculum was the *Young Reporters Media Camp* (YRMC). It was offered 2 times during the course of the year, and includes a great student manual, a highly specialized curriculum highlighting journalistic ethics and project-based learning, and all of the tools needed for professional-level news segment production. The youth participating in the YRMC also had the opportunity to travel to the State Capital to meet their State Representatives, and to interview - via live video chat - an award-winning video journalist who has worked for NBC News covering the war in Iraq, the fall of Kosovo, and the aftermath of Hurricane Katrina. This experience was filmed in the Akaku Studio and is available for air on the appropriate channels.

All of the educational products offered to the community are diligently evaluated. At the end of each class, students are asked to complete an assessment of their experience. In FY08, over 75% of students reported Akaku Education serves to be "very good" or "excellent", while the remainder gave the classes a "good" report. An illustration of the evaluation statistics is provided at the end of this summary (Fig 1.0).

It is important for our independent community producers to access opportunities to supplement their training and ability to network outside of the classroom. For this reason, in early 2008 the Education Department spearheaded the monthly "Producer Night" – a series of informal gatherings for Akaku producers that allow them to share production knowledge, screen original videos for each other, view movie screenings that contain relative instructional and motivational messages, and for Akaku staff to introduce producers to new features and additional opportunities at Akaku. To allow for maximum producer involvement in this series of events, the theme of each "Producer Night" event is determined by the producers themselves. These events are held on-site at Akaku and are free-of-charge.

Also offered once a month, the Akaku Media Salon Series provides Akaku certified producers and members of the public an opportunity to engage in workshops, specialized training and lectures from prominent local media professionals held on-site at Akaku. In 2008, Akaku was honored to host guest speakers such as Maui Time Weekly publisher Tommy Russo, and Mana'o Radio co-founder and CEO Kathy Collins. Several workshops were hosted to inform producers and the public on how to participate in The Maui Daily, Akaku's community-created current events program, which airs on Channel 54. The Education Department also offered a workshop for non-profit organizations and activists from the public, informing them on the proper way to create Public Service Announcements (or PSAs) and suggested ways these organizations can use the tools of the media to have their voices and messages heard. Representatives from twelve Maui non-profit organizations were in attendance, in addition to members of the general public.

Education Highlight Summary -Maui FY08
July 07- June 08

Aside from offering courses, workshops, and lectures on-site at Akaku, the Akaku Education department reaches out into the greater community of Maui County, providing program support to non-profit organizations, free or discounted training to underprivileged communities, and advisory support to schools needing to enhance their video curricula. In FY08, Akaku staff traveled to the island of Lanai to participate in "Career Day" at Lanai High and Elementary School. At this annual event hosted by the Department of Education, Akaku enlightened students about the many career opportunities available to them in the communications and media fields, including at Akaku. Later in the year, Akaku Education reached out to a Lanai High and Elementary School teacher to provide free equipment and support to help generate more video coverage from the Lanai community. At the end of FY08, Akaku also initiated a partnership with the Lanai School principal for future workshops and training to be given to his faculty and students.

In Fall of 2008, the Education Department at Akaku began a mentoring relationship with the staff of the non-profit organization the Maui Economic Development Board (MEDB) in relation to their "Focus Maui Nui Youth Alliance" program. This alliance is a group of several dozen high school students from around Maui County who work together to explore and embody the "Focus Maui Nui" program and its key strategies. Akaku launched the premiere event of this program by allowing the members of the "Youth Alliance" to create their own live TV show for Akaku with the help of Akaku staff and volunteers. Free of charge, they were able to utilize Akaku facilities and equipment as a way to explore careers in technology fields in an interactive and hands-on manner. Furthermore, Akaku offered free certification training to the Program Coordinator for the "Youth Alliance", to allow MEDB access to Akaku cameras and equipment in order to document the year long "Youth Alliance" program.

Also in late 2008, Akaku Education was approached by the Boys & Girls Club of Maui to provide assistance with a PSA video they were required to produce as a part of a grant they received. The organization had recently asked Akaku staff to advise them in the purchasing of video equipment for their center, and now they required training for their Youth Coordinators on staff. The Education Department designed a curriculum to train them on their equipment (which is different than the Akaku equipment), and two of their Youth Coordinators were trained to use their camera, editing software, and in the art of making effective PSAs. The evaluations from this training proved that it was an "excellent experience" for the Boys & Girls Club staff.

Similarly, in Spring 2008, the Akaku Education department hosted two discounted, augmented versions of the Orientation/Intro to Television program for the students of the Science, Technology, Engineering, and Math (STEM) program of the Kihei Charter School. Over the course of two days, 50 middle school students were introduced to the facilities at Akaku, and were able to try the equipment and learn how it works. Through this special training, the students and two faculty members completed their pre-requisite for all Akaku certification courses.

Also in the Spring of 2008, Akaku traveled to the Hana School to learn first-hand about the technology and media offerings for students and faculty on their campus. At this meeting, the Akaku Education department initiated a training program in the ethics of video journalism, to be executed in FY09. Akaku Education also offered free hands-on video training to Hana School faculty and students, as well as members of the greater Hana community during the popular East Maui Taro Festival. The Hana Arts organization provided a classroom facility, and Akaku staff recruited students from the outreach booth located inside the festival. One Hana School faculty member received training and produced a PSA during the festival.

Lastly, Akaku Education tailor-made and facilitated a discounted, one-on-one training with a staff member of Maui Economic Opportunity (MEO) who coordinates the B.E.S.T Re-integration Program for inmates preparing to join the community after incarceration. She received in-depth training in the editing program Final Cut Pro, answering her need to learn special features of the program to create informational videos to help her recruit volunteers.

QUARTERLY SUMMARIES:

Q1 FY08:

In the first quarter of FY08, the Akaku Education department held two *Akaku Orientation/Intro to Television* sessions, introducing 7 new students to the stages of videography; Pre-Production, Production and Post-Production. The sessions also included a detailed explanation of the policies and procedures of Akaku: Maui Community Television.

Instruction in *Field Production, Studio Production and Post-Production* during Q1 FY08 resulted in the certification of 23 adult and 20 youth producers.

Q2FY08:

In the second quarter, a new Education Director was hired and the Education Programs saw a noticeable jump in number of participants. In Q2 FY08, another 41 new adult and 4 youth field and studio producers and editors received certification.

Q2 FY08 also saw 66 representatives from the community and/or non-profit organizations participate in the recently-launched Akaku Media Salon Series, which give Akaku producers and members of the public an opportunity to enhance their skills in media production.

Q3FY08:

Q3 FY08 saw a large jump in producer education with 51 new students taking *Akaku Orientation/Introduction to Television*, along with 71 adults. 13 youth producers took part in our new youth camp series, the *Young Reporters Media Camp*. They all received certification in Field Production and Final Cut Pro Editing (Post-Production).

Q4 FY08:

Q4 FY08 education numbers saw another lively jump, with 86 new students, 68 certifications for adult producers and 6 certified youth producers from our Summer Youth Camp.

Also, attached is a list of partnerships with various Non-Profit Organizations and Schools that service and training opportunities were provided by Akaku over the past fiscal year.

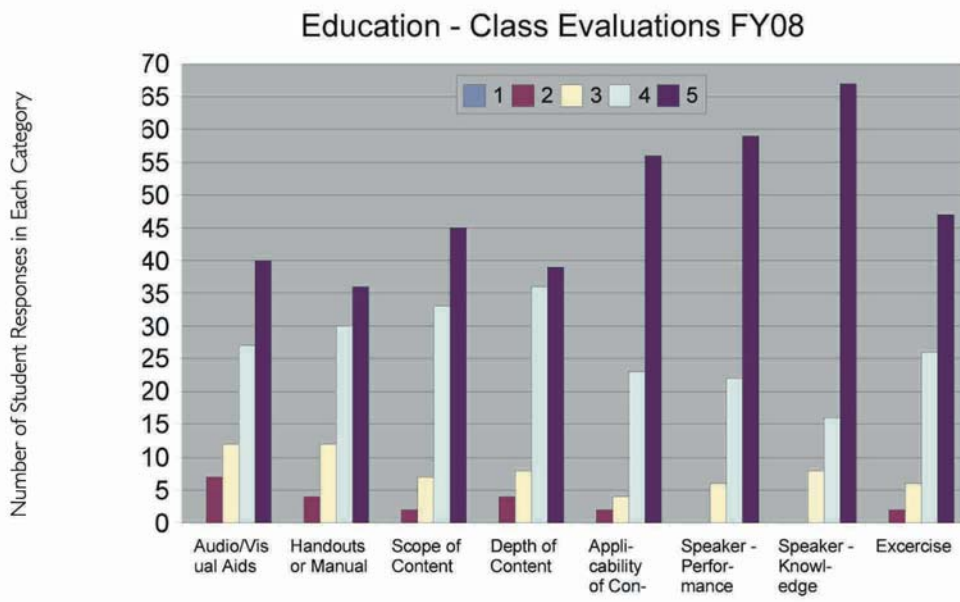


Fig 1.0: Akaku Education services were evaluated by the students.

KEY:
 1 Poor
 2 Average
 3 Good
 4 Very Good
 5 Excellent