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22nd Annual Hawai'i Conservation Conference (HCC) Media Report, 2014

OVERVIEW

SeaWeb Asia Pacific (SeaWeb AP) prepared an engaging program for journalists to cover HCC, and most importantly, to report out on its content. The 2014 HCC press program included multiple press releases, media advisories, and direct access to the media contact. Most importantly, story ideas were pitched to specific reporters and news outlets to cover presentations, special events, plenaries, and forums. As a result of these concentrated outreach and engagement efforts, the 22nd Annual HCC generated unmatched print, online, and broadcast media hits.

RESULTS

The following media articles were produced prior, during, and shortly thereafter HCC. While articles continue to be generated as a result of the Conference, the results are positive and indicate successful coverage of science, natural resource management, and conservation in Hawai'i, while also showcasing HCC as the premiere conservation event of the year.

TELEVISION

KITV4 - July 15, 2014

"Hawai'i Conservation Conference Starts Today"

Live broadcast by reporter Ashley Moser, featuring four interviews, throughout the morning show:

- 1) Joylynn Paman, Executive Director of 'Ao'ao O Nā Loko I'a O Maui, who spoke about Hui Mālama Loko I'a: A Growing Network for Fishpond Practitioners and Organizations across Hawai'i
- 2) Ambassador Ronny Jumeau: Seychelles Ambassador for Climate Change and Small Island Developing State Issues, Spokesperson for the Alliance of Small Island States (AOSIS), and Co-Chair of the Global Island Partnership (GLISPA), who spoke about why he's at HCC, and his panel: A Dialogue with Island Leaders on Climate Change
- 3) Gerry Davis, Chair of Hawai'i Conservation Alliance, who spoke about HCC, it's theme, and how the public can get involved

4) Chipper Wichman, Director and CEO, National Tropical Botanical Garden, who spoke about the 2016 IUCN World Conservation Congress in Hawai'i

- The following link features the live interview with Gerry Davis, on the KITV website.
<http://www.kitv.com/news/thismorning/hawaii-conservation-conference-starts-today/26964838#!bhTGrC>
- The video was also picked up by Yahoo! News:
<http://news.yahoo.com/video/hawaii-conservation-conference-starts-today-191402476.html>

KITV4 - July 15, 2014

“Hawai'i Conservation Conference to Attract Thousands of Participants”

Segment on HCC featured on the evening news, and on KITV website.

- <http://www.kitv.com/news/hawaii-conservation-conference-to-attract-thousands-of-participants/26975056#!bhTMS7>

KITV4 - July 16, 2014

“Six Maui Communities Pledge to Make Commitments To Planet”

Anchor Paula Akana came to this special event, and reported the coverage on the evening news.

- <http://www.kitv.com/news/6-maui-communities-make-pledge-to-protect-planet/26993950#!bhToP1>

RADIO

Hawai'i Public Radio: Bytemarks Café – July 9, 2014

“Vex Summer Games, Navigating Change, & Crowdsourcing Invasive Species.” Lihla Noori was on the “news” portion of the radio show, speaking about the HCC theme, plenaries, and how the public can take part.

- <http://hpr2.org/post/bytemarks-cafe-vex-summer-games-navigating-change-crowdsourcing-invasive-species>

Hawai'i Public Radio: Bytemarks Café – July 16, 2014

“Next on Bytemarks Café: Learn2Code, Conservation Conference, and Energy Excellerator.” Chris Brammer was on the “news” portion of the radio show, speaking about HCC's Wednesday night public event.

- <http://hpr2.org/post/next-bytemarks-cafe-learn2code-conservation-conference-and-energy-excellerator>

ONLINE

Civil Beat - July 15, 2014

“Hawai‘i Conservation Conference Opens With Cautious Optimism: Ecologist Jane Lubchenco Hopeful People Can Solve Environmental Problems”

- <http://www.civilbeat.com/2014/07/hawaii-conservation-conference-opens-with-cautious-optimism/>
- The story was also picked up by All Hawai‘i News blog, names a “Top News Blog” by the Society of Professional Journalists in 2010, 2011, 2012.
<http://www.allhawaiinews.com/2014/07/hanabusa-schatz-debate-tackles-elder.html>

Civil Beat - July 16, 2014

“Osorio Stresses Unity of Cultures at Conservation Conference: The keynote speaker says when it comes to finding solutions to Hawaii's environmental problems, collaboration is key.”

- <http://www.civilbeat.com/2014/07/osorio-stresses-unity-of-cultures-at-conservation-conference/>

eTurbo News – July 18, 2014

“Hawai‘i Governor Shares Update on President’s Climate Change Task Force.”

- <http://www.eturbonews.com/48100/hawaii-governor-shares-update-president-s-climate-change-task-fo>

Queen Lili‘uokalani Trusts – July 15, 2014

Ali‘i Trusts Present at Hawai‘i Conservation Conference

<http://www.onipaa.org/pages/ali-i-trusts-present-at-2014-hawai-i-conservation-conference>

PRINT

Honolulu Star Advertiser - July 14, 2014

The Green Leaf Blog, by Nina Wu

“Conference, Website Link Conservation-Minded Folks”

- <http://www.staradvertiser.com/s?action=login&f=y&id=266968681>

Honolulu Star Advertiser - July 17, 2014

“Hokulea Partners Vow To Promote Conservation”

- http://www.staradvertiser.com/news/20140717_Hokulea_partners_vow_to_promote_conservation.html?id=267471841#

Honolulu Star Advertiser – July 18, 2014

The Green Leaf Blog, by Nina Wu

“Conservation Commitments”

- <http://thegreenleaf.staradvertiserblogs.com/2014/07/18/conservation-commitments/>

Honolulu Star Advertiser – July 20, 2014

“U.N. treaty on illicit fishing lauded: The U.S. Senate has joined nine nations in ratifying the proposal”

An exclusive story with Jane Lubchenco, for the Honolulu Star Advertiser

- <http://www.staradvertiser.com/s?action=login&f=y&id=267838861&id=267838861>

Ka Wai Ola, Office of Hawaiian Affairs Newspaper – August 2014

“Taking Young Conservationists Under His Wing” (pg. 8)

“Climate Change Ambassador: aloha+ challenge should be touted on global change” (pg. 5)

- http://www.oha.org/sites/files/KWO814_EDIT_WEB_o.pdf