

CGAPS, Earthlink and KITV 4: A Public-Private Partnership

CGAPS partnered with Earthlink, Inc. and KITV 4 in 2007 to film and broadcast five public service announcements (PSAs) to educate people about how they can help protect Hawai'i from invasive species. The PSAs ran on KITV from September—November, 2007. Earthlink and KITV 4 supported the cost to produce the new 30-second PSAs, create and post website ads on www.thehawaiiichannel.com (150,000 rotating ads), and purchased broadcast time on KITV 4, a package worth \$54,500. CGAPS contributed the staff to script the PSAs, secure the on-camera spokespeople, and worked with KITV on production. CGAPS also secured \$15,000 from the USFWS in partial support of broadcast time

PSA 1: Invasive Species harm Agriculture

Announcer Voiceover: Invasive species are non-native animals, plants, insects and even diseases that can enter Hawai'i, harm us, and the agricultural industry.

Dean Okimoto (Owner & Farmer, Nalo Farms): Invasive pests can damage or even destroy crops. Agriculture is critical to Hawaii's economy and security...and for farmers, it's our livelihood.

Announcer Voiceover: Please, help protect Hawai'i. When you return home, declare all produce and plants for inspection. Most items will be returned to you.

PSA 2: Invasive Species harm the Visitor Industry

Announcer Voiceover: Invasive species are non-native animals, plants, insects and even diseases that can enter Hawai'i, harm us, and our visitor industry.

Ted Bush (Beachboy & Owner, Waikiki Beach Service): People come to Hawai'i because of our environment. Can you imagine what this beach would look like if we had biting sand flies?

Jan Abalos (Sheraton Waikiki Guest Services): Our livelihood is at stake, and so is our quality of life.

Announcer Voiceover: Please, help protect Hawai'i by following all import laws.

PSA 3: Invasive plants harm the watershed

Announcer Voiceover: Invasive species are non-native animals, plants, insects and even diseases that can enter Hawai'i, harm us, and our watershed.

Heidi Bornhorst (horticulturist and arborist): What we plant in our yards can impact the forest. Take miconia—it was planted in a garden in 1961. Now, it dominates thousands of acres of watershed forest. New invasive plants are still being sold, so please—ASK for native or non-invasive plants.

PSA 4: Invasive species like snakes cause harm

Announcer Voiceover: Invasive species are non-native animals, plants, insects and even diseases that can enter Hawai'i and cause us harm

Gary Sprinkle (KITV News at 5 Anchor & Journalist): The damage the brown treesnakes has done on Guam is devastating: loss of the birds, costly power outages, infants bitten in their



Filming PSA 5 about the need to report dead birds for disease testing.

cribs...The same thing can happen here ...**any** snake is a problem. Protect Hawaii. Report all snake sightings immediately to 643-PEST.

PSA 5: Invasive Species harm public health

Announcer Voiceover: Invasive species are non-native animals, plants, insects and even diseases that can enter Hawai'i and cause us harm...no matter where we are.

Dr. Cris Ancog (Pediatrician): "We're lucky—Hawai'i doesn't have West Nile Virus or bird flu...yet. But these diseases could arrive. Finding a dead bird could mean that a disease is present, so please help by calling 211 immediately to report it for testing."

Mahalo nui loa to our partners KITV and Earthlink!