

# COMMUNITY TOOLKIT



PACIFIC ISLANDERS  
IN COMMUNICATIONS ▶▶▶

# Introducing

(But you can  
call us PIC)



## PACIFIC ISLANDERS IN COMMUNICATIONS ▶▶▶

America and the Pacific region more broadly are an especially diverse and vibrant part of the world. Pacific Islanders are a key part of that energy and identity, yet we see and hear them only rarely in our national media...

**Pacific Islanders in Communications, or PIC,** is here to support media content and human talent that work together to promote a deeper understanding of Pacific Islander history, culture, and the contemporary issues that define our communities.

We do this by funding independent producers to create media, and by presenting innovative media by and about Pacific Islanders on public television nationwide, on PBS stations nationwide, including the series *Pacific Heartbeat* and *Family Ingredients*. PIC is funded by the Corporation for Public Broadcasting.

## Our Goals

- Develop programming that enhances public recognition of and appreciation for Pacific Islander history, culture, and society
- Support indigenous Pacific Islanders as content creators
- Cultivate new audiences for Pacific Islander media content through engagement, exhibitions, and community outreach

# Who Are Pacific Islanders?



“Pacific Islander” is defined as one whose ancestors were the indigenous people of Polynesia, Micronesia, or Melanesia. According to the 2015 U.S. Census Bureau estimate, there are roughly 1.3 million Native Hawaiians/Pacific Islanders (alone or in combination with one or more races) who reside within the United States; this group represents about 0.5 percent of the U.S. population.

The largest ethnic subgroups of Pacific Islander Americans are Native Hawaiians, Samoans, Chamorros, Fijians, Marshallese, and Tongans.



Native Hawaiians, Samoans, Tongans, and Chamorros have large communities in Hawai‘i, California, and Utah, with sizable communities in Washington, Texas, Nevada, Oregon, and Arkansas. Fijians are predominantly based in California. American Samoa, the Northern Mariana Islands, and Guam are U.S. territories, while Hawai‘i is a state.



## More Information:

### Wikipedia:

Pacific Islands Americans [https://en.wikipedia.org/wiki/Pacific\\_Islands\\_Americans](https://en.wikipedia.org/wiki/Pacific_Islands_Americans)

Univeristy of Hawaii, Center for Pacific Islands Studies: [http://www.hawaii.edu/cpis/oceania\\_1.html](http://www.hawaii.edu/cpis/oceania_1.html)



# What Do You Know About Pacific Islander Culture?

One fun way to find out how familiar you and your group are with Pacific Islander culture is to try the following activities. These simple games work well at home, in the office, or at a group or community meeting. They can be enjoyed by people with little or no knowledge of Pacific Islanders, or by Pacific Islander experts or Pacific Islands people themselves.



How much do you know about Pacific Islanders? What messages do you receive about Pacific Islanders through film, television, and popular media? Let's test our knowledge as a group.

ACTIVITY

## You Know Who?

Kick-off a brief conversation with your group about people in their lives that they know personally...Ask each person to answer one or more of the following questions aloud, inviting others to join-in.

**WHO DO YOU KNOW THAT IS OF PACIFIC ISLANDER BACKGROUND?**

**DO YOU KNOW ANYONE WHO HAS TRAVELLED TO THE PACIFIC ISLANDS?**

**WHAT COMES TO MIND WHEN YOU THINK OF PACIFIC ISLANDER CULTURE?**

Once you have worked your way through the group, consider the answers provided and assess the overall familiarity of people in your group with Pacific Islanders and their culture. The goal is to inspire curiosity! Use this as an opportunity to encourage your group to learn more.

ACTIVITY

## What's on TV?

Try an activity where people think about the images and representation of Pacific Islanders in our popular media...

**WHAT ARE THE LAST FIVE PIECES OF MEDIA YOU REMEMBER WATCHING, INCLUDING TODAY (BE SPECIFIC: TV SHOWS, ONLINE MEDIA, ETC.).**

**WHAT ARE THE LAST THREE TIMES YOU REMEMBER SEEING A PACIFIC ISLANDER REPRESENTED AS A CHARACTER IN A FILM, ON TV, OR IN AN ADVERTISEMENT?**

**NAME THREE PIECES OF MEDIA THAT MIGHT BE CONSIDERED POPULAR, OR WELL-KNOWN, THAT FEATURE PACIFIC ISLANDER CHARACTERS**

This activity can be a group discussion, or can be done in pairs or small groups. Because it involves making lists, we suggest writing them down. At the end of the exercise, tally the number of answers that were repeated (and how many times, etc.) and consider what that means for representations of Pacific Islanders in media.

ACTIVITY

## Thinking Your Answers Through

Based on the outcome of one or both of the first two activities about Pacific Islanders in our personal lives and in popular culture, consider what is missing:

**DO THE DEPICTIONS YOUR GROUP HAS NOTICED IN MEDIA REINFORCE POSITIVE OR NEGATIVE STEREOTYPES?**

**DO THE PEOPLE THAT THE GROUP KNOWS PERSONALLY PROVIDE A BROADER PICTURE OF PACIFIC ISLANDERS THAN IS AVAILABLE THROUGH THE MEDIA?**

**WHAT ARE OTHER WAYS YOUR GROUP CAN LEARN MORE ABOUT PACIFIC ISLANDERS?**

# More about Pacific Islanders and Culture

PIC is a resource for staying in touch with Pacific Islander culture across the islands, on the continent, and beyond. Through...



TV BROADCAST



ONLINE VIDEO



SOCIAL MEDIA & EVENTS



FUNDING & PROFESSIONAL OPPORTUNITIES FOR MEDIA MAKERS

PIC offers not only great TV programs and quality films with wonderful stories, but its online content channels (see below) offer a range of information and updates on culture and the arts in the Pacific Islander communities around the U.S. and beyond.



# How to Find PIC Content Now



Video content funded and presented by PIC can be found on public television schedules around the country, and also on PBS.org, Worldchannel.org, and on YouTube. Here is some selected content to get you started:



## ***Pacific Heartbeat, Season Six***

From the transformative power of art in *Mele Murals*, to building people power in *Visions in the Dark: The Life of Pinky Thompson*, to an exploration of the bond between people and their land; get a taste for an inspiring collection of films about collective action.

**[YOUTUBE.COM/WATCH?V=J4SCB3EZM2G](https://www.youtube.com/watch?v=J4SCB3EZM2G)**

## ***Pacific Heartbeat, Season Five***

Sample stories of people young and old, throughout the diverse Pacific Islander experience creating meaning through the lens of culture, faith, art, ritual, and preserving indigenous treasures and traditions.

**[YOUTUBE.COM/WATCH?V=RP0MQMVJVBM&LIST=PLZCGFEM2OR16HAYVLSMK1IXEHMPCMUADN](https://www.youtube.com/watch?v=RP0MQMVJVBM&LIST=PLZCGFEM2OR16HAYVLSMK1IXEHMPCMUADN)**

### ▶ **Short Film Showcase:**

Choose from a collection of groundbreaking Pacific Island short films from PIC's very own Short Film Showcase, ranging from 2 to 20 minutes in length.

**[YOUTUBE.COM/PLAYLIST?LIST=PLB4FF6CB70E35F43C](https://www.youtube.com/playlist?list=PLB4FF6CB70E35F43C)**

### ▶ **Family Ingredients**

Get an introduction to interesting people and riveting stories linked by a family recipe, starting from Hawai'i to locations such as Japan and Puerto Rico. Find the rich and sometimes surprising connections to a treasured family dish.

**[PBS.ORG/SHOW/FAMILY-INGREDIENTS/](https://www.pbs.org/show/family-ingredients/)**

### ▶ **2017 Video Overview**

This new one-minute overview of PIC is a visual tour of the people, places, and issues included in PIC-funded programming. This immersive and atmospheric short piece imparts the sights, faces, and flavors of Pacific Islander culture and community.

**[YOUTUBE.COM/WATCH?V=5-KCNDZBHW4](https://www.youtube.com/watch?v=5-KCNDZBHW4)**

Use PIC content in your classroom or community group today. Here are some suggested activities to engage a small audience or group:

**CHOOSE THREE OR FOUR (OR MORE) FILMS FROM THE SHORT FILM SHOWCASE (ABOVE) AND HOST YOUR OWN PACIFIC ISLANDER FILM FESTIVAL WITH THESE REMARKABLE SHORT FILMS. YOU CAN EVEN VOTE ON YOUR FAVORITES!**

**SELECT ONE SHORT FILM TO SCREEN WITH YOUR GROUP, AND WATCH IT TOGETHER. REVIEW THE SELECTED SHORT BEFOREHAND, AND THINK OF SOME QUESTIONS FOR DISCUSSION...LIKE WHY YOU ARE INTERESTED IN THE FILM? OR HOW IT RELATES TO YOUR GROUP?**

- Consider sharing some of your reflections on social media and encourage others to watch

**WATCH THE SEASON 5 AND 6 SHOWCASE REELS FOR *PACIFIC HEARTBEAT*, AND CREATE A LIST OF THE IMAGES THAT YOU THINK ARE THE MOST STRIKING OR RESONANT.**

- You can do this all together, individually, or in small groups; share your findings!

**WATCH EPISODES OF *FAMILY INGREDIENTS* ON PBS.ORG, AND SHARE A RECIPE FROM YOUR OWN FAMILY, AND STORIES THAT GO WITH THEM, INCLUDING WHERE YOUR FAMILY IS FROM, HOW OLD THE RECIPE IS, AND WHAT IS SPECIAL ABOUT IT.**

- You can ask participants to do this in advance, and present their stories
- You can do this activity in pairs or small groups
- You can screen one episode and have a group discussion
- Post the most interesting nuggets from your discussion on social media





# What PIC Does

Since 1991, Hawai'i-based non-profit Pacific Islanders in Communications' (PIC) mission is to support, advance, and develop Pacific Island media content and media maker talent that results in a deeper understanding of Pacific Island history, culture, and contemporary issues we face as a community.

In keeping with the mission, PIC helps Pacific Islander stories reach audiences worldwide through funding documentary films, national broadcast on PBS stations, digital storytelling, filmmaker training, and community and educational screenings.

We work with independent producers to create and distribute authentic programs about Pacific Islanders that bring new audiences to public television, advance issues, and represent diverse voices and points of view not usually seen on TV.

In its 26 year history, PIC has helped to produce over 100 hours of programming for national broadcast, trained over 400 filmmakers, and held over 200 community screenings worldwide drawing more than 60,000 people in attendance.

Last year alone (2016), PIC provided over 11 hours of documentary and other programming showcasing Pacific Islanders on PBS stations across the country, including our nationally distributed series *Pacific Heartbeat*, co-presented with PBS Hawai'i. Now in its sixth season, *Pacific Heartbeat* broadcasts to over 85% of US television households--over 250 million people nationwide.



## About Pacific Heartbeat:

*Pacific Heartbeat* is a national public television series of critically acclaimed documentaries that provides an authentic glimpse into the Pacific Islander experience. From revealing exposés to rousing musical performances, the series features a diverse array of programs intended to draw viewers into the heart and soul of Pacific Island culture.

# Information You Need to Know

## Connecting You with PIC

### Finding PIC Online:

[PICCOM.ORG](http://PICCOM.ORG)

[FACEBOOK.COM/PICCOM/](https://FACEBOOK.COM/PICCOM/)

### Funding from PIC:

Media Fund: [PICCOM.ORG/](http://PICCOM.ORG/PAGES/MEDIA-FUND)

[PAGES/MEDIA-FUND](http://PICCOM.ORG/PAGES/MEDIA-FUND)

Digital Shorts Fund: [PICCOM.ORG/](http://PICCOM.ORG/PAGES/DIGITAL-SHORTS-FUND)

[PAGES/DIGITAL-SHORTS-FUND](http://PICCOM.ORG/PAGES/DIGITAL-SHORTS-FUND)

Special Projects: [PICCOM.ORG/](http://PICCOM.ORG/PAGES/PIC-SPECIAL-PROJECTS-1)

[PAGES/PIC-SPECIAL-PROJECTS-1](http://PICCOM.ORG/PAGES/PIC-SPECIAL-PROJECTS-1)

PIC's Video Library on YouTube

(mostly short format content)

[YOUTUBE.COM/USER/PICCOM1](https://YOUTUBE.COM/USER/PICCOM1)

### We Want to Connect With You!

Are you a Pacific Islander Media Maker? Are you a diverse producer exploring a Pacific Islander Story? Do you want to learn more about Pacific Islander culture?

For *Pacific Heartbeat* and other Pacific Islander arts and culture content, find us on Facebook at:

 [FACEBOOK.COM/  
PACIFICHEARTBEAT/](https://FACEBOOK.COM/PACIFICHEARTBEAT/)

For details and updates on PIC's work with filmmakers, funding, or other organizational news, PIC's social media feeds are available at:

 [FACEBOOK.COM/PICCOM/](https://FACEBOOK.COM/PICCOM/)

 [INSTAGRAM.COM/PICPACIFIC](https://INSTAGRAM.COM/PICPACIFIC)

 [TWITTER.COM/PICPACIFIC](https://TWITTER.COM/PICPACIFIC)