



50TH ANNIVERSARY OF STATEHOOD COMMISSION

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 - Curt Kekuna

Commemoration of 50 Years of Statehood

Marketing, Events and Programs

Report from Investigative Events/Communications Committee

Marketing:

- Adopt the formal title of "Hawai'i Statehood Golden Jubilee – 50 Years of Aloha."
- Create commemorative license plate.
- Create a new brochures of historical state buildings; 'Iolani Palace, Capitol, etc., with a focus on historical "treasures;" will work with counties to develop island-specific brochures.
- Statewide insert in all major daily papers one day in March and August.
- USA TODAY full page ad, paid for by companies/organizations, in March and August.
- Exhaustive use of the Internet.

Events:

- Quarter Launch in November 2008 (date still pending; Nov. 7 to 14). Work with First Hawaiian Bank (official bank as designated by Federal Reserve).
- USPS – Hawai'i Stamp launch (time TBD).
- Wednesday, March 18th – Dramatization of call to 'Iolani Palace (on March 12th) from D.C. and President Eisenhower signing the congressional resolution for Hawai'i statehood, to reenact events held in 1959. All television stations to air 30 minute production at 11:30 a.m. Musical tribute at 'Iolani Palace and/or State Capitol from 12:00 p.m. – 1:00 p.m. to follow.
- Friday, May 1st – International Labor Day – Labor Day event to honor union workers.
- Monday, May 25th – Lantern lighting parade on Memorial Day; evening to conclude with fireworks.
 - Neighbor island leaders to discuss possible events on each island.
- Friday, August 21st – Statehood Commemoration Dinner to recognized date the formal proclamation was signed by President Eisenhower.
 - Possible invitees would be all surviving members of the 1984 Hawai'i Statehood Silver Jubilee Committee, surviving members of the Quinn and Kealoha families, as well as other individuals instrumental in the passage of statehood, essay finalists from the various schools, representatives from all of the Hawai'i sister states and cities abroad, etc. It would also be great to have as our one keynote speaker the current South Korean ambassador to Washington, D.C. (as was done 50 years ago when this dinner was held at the Royal Hawaiian Hotel).
- Saturday, August 29th – With the help of General Vern Miyagi, General Robert Lee, Mark Moses (Veterans Affairs), re-create the official start of the ceremony, as it was in 1959, marked by 16 jets from the Hawai'i Air National Guard's 119th Fighter Interceptor Squadron. The Hawai'i National Guard's 111th Army Band will play "Blue Hawai'i," as they did in tribute to Governor Quinn and his wife. Dramatization of the invocation by Rev. John McDonald and the speech in Hawaiian given by Lt. Governor Kealoha, which followed. Rev. Abraham Akaka gave the benediction at the end of the ceremony.
- Honor babies born on the significant dates from 1959: March 18 and August 29.
 - Note: On August 21, 1959, daughter of the, then, Lt. Governor James Kealoha, Leihulu Kealoha, was born.

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Programs:

- To build on the education component, establish contests:
 - Create a statewide – county by county – essay contest open to all high, intermediate and elementary school students “what Statehood means to me.” Provide cash prizes for the top 5 or 10 (along with various categories, perhaps by school district).
 - Elementary schools can participate by having a poster contest with a similar theme. Provide prizes for top 50.
- To reach “targeted” audiences, choose the top 50 sports, business and charitable stories.
- 50 Voices-The Story of Statehood; (personal documented video and audio accounts of how we got to 1959 vis-a-vis Statehood, as well as the last 50 years. Video to air as a series on PBS and: 60 radio clips could air statewide daily).
- 50 Years of Art (our history through art).
- Honoring our Culture over the last 50 years.
- Commemorative Gardens; Set up a program with DOT where individuals will buy state for new plants to line the highways (possible locations statewide – examples: drive in from airport on O’ahu, Wailuku beautification on Maui, etc.) in honor of a person, business or organization.

Educational Program
Statehood Commission
March 12, 2008

Action since last meeting:

Video:

KSBE meeting March 19, 2008 3PM

Julian Ako

Marsha Bolson

Patricia Gillespie

Kippen de Alba Chu

Lenny Klompus

Tammy Kubo

PBS Hawaii: Lenny

Waianae Seariders, Makaha Studios

Meeting second week of April with Candy Suiso

All parties have agreed to work together on this project. Once our meetings take place and we are all on the same page the project will move forward. At our April meeting I will have a time line for the project.

I also have a sample film made by students that might be a good place to start. The film is called Citizen Tanouye and it won many awards. The film was made by a group of high school students in California about a slider in the 442nd.

Web Feature: State will provide web access to daily video clips about Statehood begin the day of the celebration. We also awn tot have teachers around the world have access to the long version of the video.

Time capsule: Working with Vern Miyagi on cost. The slider that got the time capsule for the Army is deployed so he is trying to get the estimate for us. Vern will get the cost for us as soon as possible.

Kapuna Program: Will ask for assistance from the Assistance League & another Kapuna program, any suggestions?

Meeting with Clayton Fujie: Deputy Superintendent Board of Education.

Living legends Board: commitment from a pool of commission members to make public appearances in schools in an auditorium setting, panel discussion to discuss Statehood. (Possible PBS or Ohlelo coverage during school hours for a larger audience and for web access). Students would facilitate the discussion and be the moderators.