

Kahalu‘u Bay Cultural Heritage Project \$16,000

Building on the successful Environmental Education Project, originally supported by the NOAA Fisheries Office of Habitat Conservation, this project continues the multi-faceted educational effort to protect and preserve Kahalu‘u Bay, a small and shallow premier snorkeling site on Hawai‘i Island. The reef has an annual visitation of 400,000 people. Focusing on the Hawaiian cultural and spiritual life that is part of this Bay, the project will video interview Hawaiian cultural experts who have deep local knowledge of the natural, cultural, and spiritual resources of Kahalu‘u Bay. These interviews will be streamed on a Kahalu‘u Bay Project website and publicized to attract viewers. The adjacent Outrigger Keauhou Beach Resort will also showcase these interviews in their lobby so that visitors and local residents will have access. Lastly, a companion tri-fold brochure describing the history and cultural resources of the Kahalu‘u and Keauhou Bay area will be developed and printed.

Project Lead: Allen Tom

Building on the successful Environmental Education Project, this project continues the multi-faceted educational effort to protect and preserve Kahalu‘u Bay. Our partners at the Kohala Center on the Island of Hawai‘i videotaped interviews with three Hawaiian cultural experts who have deep local knowledge of the natural, cultural, and spiritual resources of Kahalu‘u Bay. These interviews, over two hours of fascinating “talk story”, are streamed on the Kahalu‘u Bay Project website (<http://www.kohalacenter.org/kahaluubay/culture.html>) and publicized to attract viewers. The adjacent Outrigger Keauhou Beach Resort also showcases these interviews in their lobby for visitors and local residents. In the first nine months that the interviews were shown on the hotel’s plasma screen TV, 37,000 visitors walked through the lobby and had the opportunity to see the videos! In a further step, the interviews were transferred to commercial tapes and aired on the public access TV channel “Na Leo O Hawai‘i”. Na Leo O Hawai‘i airs on Time Warner Cable TV and their subscriber base is approximately 44,000. The grant was also used to print 5,000 copies of a cultural brochure on the *ahupua‘a* of Kahalu‘u and Keauhou. The brochure, *Ho‘iho‘i kūlana wahi pana* (Restoring Sacred Places), shares the special cultural significance and the wealth of little known sites that are both sacred and life giving. The brochure can be downloaded from the website.

~Allen Tom



Kepa Maly and Kupuna Allen Wall Interview



Kepa Maly and Kupuna Mitchell Fujisaka review old homestead maps while Cindi Punihaole of the Kohala Center looks on.



The Kupuna Interview Support Team