



APRIL 1, 2009
THE HAWAII PUBLISHERS ASSOCIATION
PROUDLY PRESENTS THE 24TH ANNUAL PA'I AWARDS

AND THE WINNERS ARE...

CATEGORY 1 – SPOT NEWS REPORTING

First place – The Honolulu Advertiser – “Sudden Departure”

Five full pages of coverage with plenty of photos and graphics. Staff took a comprehensive look at the issue, from its history, what displaced workers should do, to a look at implications to the state's economy. Very impressive coordination. Must have a pretty detailed editor who puts his or her time in. Judges also note that the paper owned the story, breaking news a week earlier about Aloha filing bankruptcy, and then doing another commendable round of reporting the day after Aloha announced its closure and how that was rippling through the community. If you were curious about the Aloha story, all you needed to do was pay your 50 cents each day to The Honolulu Advertiser.

Second place – Honolulu Star-Bulletin – “Obama”

The staff must have been up pretty late or pretty early to get all this copy moved. This report shows the value of a newspaper's depth of coverage done in a truncated amount of time. You don't get this from TV or radio. Section design is appealing. Nice commitment from the newspaper in covering this historic day for Hawaii.

Third place – Honolulu Star-Bulletin – ‘Lights Out’

Once again, the Star-Bulletin staff showed its muscle in putting out the paper when the power went out. This is one scrappy newsroom. Great use of photos. The judges also need to mention another submission by the Star-Bulletin: “Political scramble: Kobayashi's move triggers a mad dash to fill open seats.” Because the reporters were at the clerk's office at the deadline for filing for political office, they witnessed events that changed the election, changes that might not have occurred if the reporters were not there in person. A fine example of how journalists can positively impact how our government works when they care enough to do it right.

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CATEGORY 2 - EDITORIAL FEATURE

First place – Honolulu Magazine – “Peter the Prosecutor”

I now know Peter Carlisle. He's tough, funny and quirky. He's loved, respected, hated and feared. This is a well-written, clear, entertaining, informational story. It has all the ingredients. It is a fun, winning feature story.

Second place – Hawaii Business - “Success Secrets of 9 Top Leaders”

Who doesn't want to be a leader? Well, some don't, but many do. This feature story shares the wisdom and tips of nine successful leaders. It is well organized and the writing is not overdone. The reader learns something – nine times over. This is a solid effort that was undoubtedly well read.

Third place – The Honolulu Advertiser – “Destinations Unknown”

Telling stories, tragic or uplifting, is best done through the eyes – hopes, dreams, successes and failures – of real people. Brian and Beth Lennarz are real people with real problems in this economic recession-depression. This is excellent reading.

CATEGORY 3 - EDITORIAL ENTERPRISE REPORTING

First place – Honolulu Star-Bulletin – “Navy Recruiters False Promises”

The examination of a U.S. Navy recruiter who misled two teen-age boys into believing they were entering the service under very different circumstances belongs in a long list of crucial newspaper accounts that inform the public and make government uncomfortable. Ms. Essoyan meticulously takes the reader through the recruiting patterns of one Navy NCO and shows how vigilant potential recruits -- and their parents -- must be. The Navy is not condemned in the story, but the writing and reporting confirms the hunger that some military recruiters must feel about filling the needs of their service. This is a starkly-written tale and a strong example of enterprise reporting.

Second place – Pacific Business News – “Judge Quits Law to Gain Appointment”

The story goes like this: a swell job on a judicial committee is up for grabs but there is a problem. The most politically connected candidate is a lawyer and the open position, by regulations, must be filled by a non-lawyer. So guess what, the lawyer resigns from the Hawaii bar and gets the appointment. Chiem's story is about cynicism at the Outer Edges of political behavior. The fact that the pols thought they could get away with this suggests a level of indifference to the intent of the law that can only be the tip of a deeper corruption. Pacific Business News and Linda Chiem did an excellent public service.

Third place – The Honolulu Advertiser – “The Fog of War and Heroism”

Cole traces the death of a brave Marine in Fallujah, Iraq and the dispensation of the Department of Defense of the nation's highest decoration. Was this Marine a candidate for the Medal of Honor? What happened in the firefight that took his life and perhaps, led him to save the lives of other Marines? The story cannot answer the final question because some forensic experts and combat veterans disagree. Yet it remains a heroic story, and very much a testimony to the true fog of war.

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CATEGORY 4 – EDITORIAL SERIES

First place – The Honolulu Advertiser – “System Failure”

Rob Perez could work for any newspaper in this country. He is an extremely talented investigative reporter who has exceptional writing/story-telling skills. This Pulitzer-caliber series was the clear winner with great reporting, writing, graphics, design, photos, illustration and Diary special section – it has it all.

Second place – The Honolulu Advertiser – “Silent Disease”

In any other competition this would likely have been the winner. This is a serious topic with great information in the stories. Love the graphics. Has the usual eye-popping photos and design the Advertiser is known for. This is an extremely solid effort.

Third place – The Honolulu Advertiser – “When Pedestrians Die”

Detailed research and information gathering are highlighted in this effort. This is a very strong effort, but just not as solid as the first- and second-place series.

CATEGORY 5 – EDITORIAL OPINION

**First place – The Honolulu Advertiser -
“Lingle made rash choice to stir the pot on transit”**

Solid background/history on a big issue, with a strong position taken by the paper. Clear and logical presentation of facts.

Second place – Hawaii Tribune-Herald - “Bill is bad for business, bad for all Hawaii”

Persuasive argument on an important topic. Not a flashy column, but more of a solid viewpoint built through pertinent facts capped by a definite position and a suggestion on how people in agreement should weigh in.

Third place – Honolulu Magazine - “Supplies, Demanded”

Writer is passionate about the subject. Topic tackles an experience (buying back-to-school supplies) that we all have gone through. Good use of statistics and personal recollection. Offers a solution, a different path to take.

CATEGORY 6 - INVESTIGATIVE REPORTING

First place – The Honolulu Advertiser - “Crossing the Line — Abuse in Hawai’i Homes”

A withering look from many sides at the issue of domestic violence. The seven-day series covers many angles of a problem that, as the series demonstrates, “cuts across all communities, ethnic groups and income levels in Hawai’i.” As I looked over each day of this multi-part series, I eagerly anticipated looking at what new angle the newspaper would cover for the next day. With drive and compassion, the newspaper examines an issue that is a matter of life and death for women, their children, and even their abusive spouses.

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Second place – Honolulu Star-Bulletin - “Avoiding the College Trap”

A reporter’s instinct led her to take a press release that didn’t smell right and pull together a useful expose on a scam artist posing as a higher education funding expert. That expose was paired with a look at ways to find legitimate help paying for college. This story shows that not all-powerful investigations need investments of months of time, many days of huge packages and a major marshaling of online resources. This is a straightforward expose in the classic investigative journalism tradition.

Third place – The Honolulu Advertiser - “When Pedestrians Die”

Comprehensive, with detailed graphics and online features to expand the series with a look at the wheres, hows and whys of pedestrian fatalities. The series looks at root causes of a tragic series of deaths and whether systematic problems are contributing to the problem.

CATEGORY 7 – EDITORIAL COLUMN DEPARTMENT

First place – West Hawaii Today – Reed Flickinger

Some would call Reed a wordy columnist, and occasionally he is, but he must be one of the most courageous columnists as well. His portraits of city hall gone amok and even the column on why feral cats should be done away with shows a writer completely unafraid of his sources, his readers and probably his editors. Flickinger has what all columnists want. He creates a desire to see the next column, read the next outrage, and feel the pure joy of wrath. Reed names all the names he can in government or other power centers and lets them have it. In doing so, he is the best example of the important connection between journalism and democracy.

Second place – Honolulu Star-Bulletin – Dave Reardon

Reardon is clearly a pro and takes sports reporting and commentary to a very high level. In his column on decathlon champions and the daggers he thrusts into the rib cages of some sacred cows, Reardon understands it is ultimately the fans that make sports the enterprise it is, and it is sports columnists who often are the fans' best friend. Good writer, strong opinions.

Third place – The Honolulu Advertiser – Lee Cataluna is a portrait artist. She takes the small woman at the gravesite and gives her dignity with her pastels. She writes of common people and gently turns the conversation from the person to the larger landscape. Ms Cataluna must have a loyal following of readers who sip each day with her on some of the best stories in town.

CATEGORY 8 – SPORTS REPORTING

First place – The Honolulu Advertiser – “Jones Tells Friends He’s Leaving”

Placement of this story (top of A1) indicates the level of interest and Stephen Tsai allows the reader to understand the situation including the emotions of the relationships and decisions that have transpired – as well as the significance of the news. This was a huge breaking news story that was handled magnificently.

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Second place – Hana Hou! – “The Channel Swimmers”

A non-traditional “sports” story that proves that a good sports read doesn’t have to be about balls or sticks. As billed on the cover photo this is “the altogether astonishing tale of the adventures who swim between Hawaii’s islands.” The account keeps readers attention from beginning to end.

Third place – Honolulu Star-Bulletin – “Taylor joined by Loved Ones”

This is a sensitive subject handled extremely well. Even though Janevia Taylor remains in a coma, as a reader I felt I got to know much about her – and was left wanting to know even more. Again, not a typical sports contest, event or business story, but a very good read. All who read this will wish Janevia well.

CATEGORY 9 – BUSINESS & INDUSTRY REPORTING

First place – The Honolulu Advertiser – “Sudden Departure”

Great breaking news staff effort. A major company, one seemingly critical to transportation between the islands, goes out of business. This effort begins the discussion about jobs, tourism, agriculture and economics. The package includes history, timeline, selected online comments and timely relevant consumer information. All of this is done amid the shock and numbness which is sensitively portrayed. The efforts show a talented staff and I suspect equally talented maestro(s) or editor(s).

Second place – Honolulu Star-Bulletin – “Hawaii On Tap”

Absolutely outstanding section on beer. This is another one of those situations where this could/would have been the winner if not for the breaking news package on Aloha Airlines. The design has an overall high quality and most of the photos are outstanding (a bit over redundancy in a few). While the writing is clear, and for the most part interesting, it isn’t as compelling overall as many award winners, but that is largely likely because of the niche topic.

Third place – Pacific Business News – “Ewa Beach 96706”

Foreclosures, obviously, are impacting the economy. The author takes the reader to an all-too-real epicenter of the foreclosure earthquake in Hawaii. Some tell-tale sentences relay well what is likely at the center of this economic crisis. “... purchased it (the house) new ... for \$878,990. They borrowed 100 percent of the purchase price from Countrywide. ... (which) specialized in “exotic” mortgages ...” That is the kind of clear but powerful storytelling, reporting, word choice that is very effective.

CATEGORY 10 – ARTS & ENTERTAINMENT

First place – Honolulu Star-Bulletin – “Inside Bhutan to find Buddha”

Far more than an art show review, this is a fascinating account of the trials and tribulations of gathering the artifacts that go into an art exhibition. Oshiro put readers right alongside curator John Johnston as he trekked above 14,000 feet to get a glimpse of some of the treasures that eventually made it into ‘The Dragon’s Gift’ exhibition. Excellent use of anecdotes to help tell the broader story, deftly and evocatively weaved together by a talented writer.

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Second place – The Honolulu Advertiser – “The Tale of Ka‘iulani”

An inside glimpse at Hawaiian history, but through the lens of a film director trying to get a movie made about a sad chapter in the story of the islands. I especially appreciated how Gordon managed to blend the technical aspects of movie-making with the heartbeat of Ka‘iulani’s story, and how he used Q’Orianka Kilcher, the young actress who plays the lead role in the film, to help bridge that divide. A terrific piece of work, with a nice kicker at the end that brings it all back full circle.

Third place – Honolulu Star-Bulletin – “Keys to the Past”

The more I read this piece, the more I liked it. It combines the arts with a dash of history and a generous helping of science and ends up being an interesting tale of seemingly dead music that’s come back to life. Short and sweet, but very effective.

CATEGORY 11 - BREAKING BUSINESS NEWS

First place – The Honolulu Advertiser – “Sudden Departure”

On what was clearly the biggest business news story of the year in Hawai‘i, the Advertiser’s business staff did a terrific job of both telling the immediate story and putting it into some context. Rick Daysog’s mainbar piece was detailed and specific, and then a batch of secondary stories – on the employee impact, the passenger scramble, the financial angle and others (including my favorite, Mike Gordon’s piece on the post-war prejudice that led to the airline’s startup) – fleshed out the importance of this event for readers. The design and photography were excellent, too. Dynamite coverage of a breaking business story.

Second place – Honolulu Star-Bulletin – “Aloha Means Goodbye”

Excellent coverage of a huge business story for the Hawaiian Islands. Segal’s mainbar helped readers understand the basics, and then the sidebars added some flavor. The photograph and the use of type on A1 were especially strong. Excellent business journalism.

Third place – Pacific Business News – “Ewa Beach 96706”

Magin’s story, using the foreclosure of one Ewa Beach home to illustrate the broader housing foreclosure problem in Hawaii, went a long way toward helping readers understand the mortgage financing meltdown, and even why this recession has a long way to go. She smoothly moved back and forth from the specific story of the Ewa Beach home to the general story of Hawaiian foreclosures. Well done.

CATEGORY 12 - EDITORIAL CARTOON

First place & Second place – Honolulu Star-Bulletin – Corky Trinidad.

Corky Trinidad has been a frequent award winner but in this year's competition, the cartoons excel all previous years' entries. The Sunday, May 4 cartoon with just a single word -- "Weirdos" -- showing two women dressed as members of the fundamental wing of the LDS passing two women in traditional Arab garb gets to the point directly and wickedly. Trinidad, in the entry cartoons, also shows the media bias toward Barack Obama with a naked John McCain and Fannie and Freddie meeting as street people...is that you behind the grocery cart, Freddie?

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Third place – The Honolulu Advertiser - Dick Adair

Dick has a fine touch with his colorized cartoon on President Bush and the economy. We've all seen the various images before, but this one captures the speed and recklessness of the moment. A nice touch.

CATEGORY 13 – SPORTS PHOTOGRAPHY

First place – Hana Hou! - The Channel Swimmers

Easily the top choice. Interesting subject brought to a higher level through use of several photographs. Photographer shows us an intimate look inside the life of a channel swimmer. Made me feel as if I was right there in the ocean. Because the photographer was in the water, it allowed me to feel the swooshing of the waves by viewing the photos. Overall a great package of journalism.

Second place – The Honolulu Advertiser – “Surf’s up”

The action is great — a surfer jumping the back end of a wave. But it is the composition within the photograph, the balance, that caught my attention. I love the trail of suds along the bottom left of the photograph contrasted to the spray at the top right. If I was in love with the surf, I would have this as a massive poster on my bedroom wall. Pretty cool.

Third place – The Maui News – “Feisty Steer”

Maybe I’m just a sucker for the few times the animals “win” during a rodeo. This certainly caught an interesting moment in time, and if you wanted to, you could ponder just how these steers react to being mugged as you study the arch of the animal’s neck.

CATEGORY 14 - FEATURE PHOTOGRAPHY – COATED STOCK

First place – The Kahala - "Iona"

These are such incredibly unique and imaginative photos. The fantasy elements are out of this world. I love the framing and composition in every photo. Just amazing control of your subjects. The fire photo is particularly striking. Every photo is like a character's story, with incredible detail and attention to nuance. Any reader's mind and imagination should be properly engaged and stimulated by these photos. Fantastic job.

Second place – The Kahala - "In the Valley of Mana"

Gorgeous tapestry of colors, here. Excellent framing in the riverbed photo, leading the eye off into the distance. Such close attention to the details of this natural scene. And the blue in the waterfall picture is absolutely shocking. Great contrast. Amazing work.

Third place – Where Guestbook – Oahu - "From Tatau to Tattoo, and Back Again"

Meticulously plotted photos. I love how the background of the primary photo plays with the lineup of all six men. The contrasts in the black-and-white photos are particularly striking, and a really clever way of telling the story of tattooing. You're really pulling the stories out of these men's expressions and body language.

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CATEGORY 15 - FEATURE PHOTOGRAPHY - NEWSPRINT

First place – Honolulu Star-Bulletin – “Air on the Side of Caution”

This photo captures a lot of action and it's unique. Jamm Aquino went under the backdrop to get a unique angle, which says that he isn't afraid of taking a risk to get the best possible photo. A shot like this isn't easy to get.

Second place – The Maui News – “Up and At “Em for Some Beach Fun”

Amanda Cowan got a great photo of the surfers in the middle and captured a unique shot that was full of action. This shot couldn't have been easy to get.

Third place – The Honolulu Advertiser – “Funeral”

Bruce Asato captures a lot of emotion with his camera. The soldiers in the background, especially the older gentleman with his head bowed, adds more emotion to the photo. Photos from a funeral aren't the easiest – or the most fun – to shoot. The photographer captures a photo in good taste.

CATEGORY 16 – SPOT NEWS PHOTOGRAPHY

First place – Honolulu Star-Bulletin – “Rain”

Kojima managed to capture a poignant moment in which the two women waiting outside a flooded home came to represent all the many people on Oahu who were waiting and wondering what damage the flood had wrought in their own homes and neighborhoods. The anguish and fatigue on the women's faces was enhanced by the raindrops on the photographer's lens – instead of being a distraction, those drops of water helped tell the story and put it into context.

Second place – Honolulu Star-Bulletin – “Aloha Means Goodbye”

Morris managed to put me right into this photo – positioning himself behind the passenger and facing the crowd made me feel like I, too, was one of the final Aloha Airlines passengers, disembarking amidst the cheers of employees who've just lost their jobs, but who can still celebrate the last customers coming off the plane. A kind of celebration shot instead of a corporate post-mortem, this photograph made me feel hopeful for the future of these Aloha Airline workers.

Third place – The Honolulu Advertiser - “Flood”

This image has a haunting quality about it – the intensity of the emotion among the displaced people in the photograph, especially on the woman's face who is riding in the kayak, is absolutely palpable. A tremendous portrait of the pain and disruption a flood causes in the lives of its victims.

CATEGORY 17 – ESSAY PHOTOGRAPHY – COATED STOCK

First place – Hana Hou! – “On One Breath”

My god, what beautiful images. Strong design treatment allows plenty of room for photos to flourish. Clean unobtrusive backgrounds support solitude and feeling of isolation associated with deep dive experience.

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Second Place: Honolulu Magazine – “The Art of Sushi”

A series of epicurean sketches. This kind of product is really difficult to photograph and make look good. Clean backgrounds shows off food. Beautiful design. You know, I won't eat this stuff, but if you warm it up a little it tastes just like fish.

Third Place: Hawaii Hotel Network – “Liquid Heaven”

Images remarkably suspended in stop motion. Almost spiritual in nature. Great use of wave action.

CATEGORY 18 – ESSAY PHOTOGRAPHY – NEWSPRINT

First place – The Honolulu Advertiser – “Daysha’s Diary”

I was taken aback by the power of this entry. The collection of dramatic and poignant pictures, the design, the editorial and the organization. A wonderful job by all concerned. Tragic, unsettling and compelling.

Second place: Honolulu Star-Bulletin – “Lights Out”

Great assignment and masterfully executed. Gritty and dramatic portfolio of a unique experience.

Third place – Honolulu Star-Bulletin – “Beyond the Basket”

"Friday Night Lights" with hoops. Tight well-composed images. Good sense of pre-game activities.

CATEGORY 19 – VISITOR PUBLICATION PHOTOGRAPHY

First place – Hana Hou! – “Town and Country”

Keenly sensuous. Stunning marriage, style/fashion and the environment. Long lens and tightly cropped enhance strength of design. The closing bike shot is wonderful.

Second place - The Kahala – “In the Valley of Mana”

Exotic, romantic, engaging. Full of surprises, tight and also vast. Great design to these pages. Tough to argue with Mother Nature.

Third place - Hawaii Hotel Network – “Slack Key”

Final shot is a killer. Nice graphic on lead ties in with guitar in kid's hand. This is a nice story and rich and appealing photos makes me feel good.

CATEGORY 20 - EXCELLENCE IN DESIGN - COATED STOCK

First place – Hana Hou! - “The Channel Swimmers”

The beautiful, dramatic underwater photo made me say “wow.” Because the photos are so stunning, the designer kept the typography simple, resulting in a stunning layout. The opening spread is well thought out; it's clear that the designer took a lot of time to craft the look of this spread as well as the rest of the layout. The entire piece is sophisticated and elegant.

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Second place- Honolulu Magazine - “Peter the Prosecutor”

The layout is dramatic and compelling through the use of two different styles of typography: handwritten and san serif. The designer brilliantly kept the layout simple so the strong type and photos could really shine. The hand-written words are very unique. This creatively designed, eye-catching magazine article begs to be read.

Third place- Honolulu Magazine - “The Art of Sushi”

The designer allowed the photos to take center stage in this simple but dramatic layout. The design is colorful, bold, and very eye-catching. The opening spread is a beautiful contrast of many small photos on the left page, opposite one large close-up photo on the right. Also, the fact that all of the type was kept black makes the layout even stronger. All of the color is contained in the beautiful food photos, making the layout crisp and clean with excellent visual hierarchy.

CATEGORY 21 – EXCELLENCE IN DESIGN – NEWSPRINT

First place – The Honolulu Advertiser - “Daysha’s Diary

The designer effectively combined a variety of photos and a large quantity of text into a beautiful layout. The hand-written diary entries make the layout very intimate and personal. The design gives readers a touching look at the life and death of a young woman. The designer handled the difficult topic of homicide in a tasteful, sensitive manner.

Second place - West Hawaii Today - “Losing Altitude”

This layout is a winner due to its simplicity and creativity. Instead of showing a photo of an actual airplane, the designer chose a more creative symbol of flight: a paper airplane. I loved the attention to detail, such as the smashed tip of the paper airplane as it took a nosedive into the black line that divides the stories on the page. The layout and graphics effectively communicate the failing airline industry.

Third place - Honolulu Star Bulletin - “Heco Says Outages Impossible to Stop”

This layout effectively uses a strong photo to grab readers’ attention. The decision to publish one large, striking photo results in fabulous visual impact. The nighttime photo is very bold and it definitely made me want to read the article, and it was a great decision to publish it large at the top of the page. Also, the graphics at the bottom of the page are well done and easy to read.

CATEGORY 22 - EXCELLENCE IN ILLUSTRATION - COATED STOCK

First place – Hawaii Home & Remodeling Magazine - “Change Makes Cents”

The bold illustration is eye-catching and lovely. The simple shapes are refreshing, but made even more interesting by the addition of texture inside the shapes. The headline and typography is uncomplicated and easy to read.

Second Place - Hawaii Hotel Network - “Leahi, Poi, Hee Nalu”

The illustrations are beautiful and textural, yet the simplicity of the illustrations allows the text to be placed on top of them without interfering with readability. Each of the three illustrations is different in color and subject, yet they blend well together, creating a simple, elegant layout. A nice marriage of illustration and typography.

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Third Place - Where Guestbook Oahu - “The Messenger”

I appreciate the fact that this layout uses illustrations by a native Hawaiian artist. The illustrations are vivid and engaging, and the typography is simple and effective. Because the artwork is so colorful, the designer made a good choice to not add colored type or additional graphics. This allows the illustrations to really take center-stage and shine. Overall, a great layout.

CATEGORY 23 - EXCELLENCE IN ILLUSTRATION - NEWSPRINT

First place – Honolulu Star-Bulletin – “Chris Rock”

Great caricature of Chris Rock. The illustrator has captured his gestures and sense of humor. Typography is perfect.

Second place – Honolulu Star-Bulletin – “Hawaii On Tap”

This illustrator has done an excellent job at rendering a difficult subject. Great execution with a good sense of proportion, perspective, shading and typography.

Third place – Honolulu Star-Bulletin – “The Dark Knight”

The illustration really sets the mood—really draws the reader in. Placement of the subject is ideal. The typography becomes part of the image.

CATEGORY 24 – EXCELLENCE IN COVER DESIGN

First place – Review Publications – Waikoloa Golf Magazine

Stunning use of color, photography, texture and composition. This is absolutely breathtaking.

Second place – Hawaii Home + Remodeling – Pacific Basin Communications

Beautiful, elegant and eye-catching. The simplicity of design is striking. The photography and typography sing.

Third place – Honolulu Star-Bulletin

Great tie-in with headline and design. Very moving photography with plenty of interest. Very compelling

CATEGORY 25 – EXCELLENCE IN INFORMATIONAL GRAPHICS

First place – Hawaii Business – “The Daily Grind”

This designer/illustrator has done a great job at presenting tons of information in an easy to read and visually compelling layout. Page after page keeps the readers interest. Great icons, illustrations and use of color.

Second place – Honolulu Star-Bulletin – “How Hawaii Gets its Gasoline”

Very clear and informative. Presented in a way that any reader can understand and follow.

Third place – The Honolulu Advertiser – “Diabetes and your body”

This designer has taken multiple levels of information and presented it in a visual and simplified manner.

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CATEGORY 26 - DIRECTORIES

First place – Review Publications –

“Hawaii Golf – The 2008-9 Official Golf Guide for Hawaii Island”

Great foldout cover sets this apart from others. Beautiful photography throughout. I particularly enjoyed the Old Hawai'i story of the history of golf on Hawaii's Big Island. This publication is well laid out with useful info on courses around the island.

Second place – Element Media – “The Chamber of Commerce of Hawaii 2008-2009 Business Network Directory”

Useful-yes; easy to use-yes; good content-yes. Directories are really not that exciting so congrats to the team that took the standard layout and added useful information on the Chamber and Hawai'i.

Third place – “Ala Moana Hotel” – Morris Visitor Publications

For a hotel directory, the presentation stands out. Simple yet beautiful cover. Excellent attention to detail. Nice!

CATEGORY 27 - PROGRAM BOOKLET

First place – Honolulu Star-Bulletin - Times Are A Changing

This piece has an overall interesting look and read. It is fun and creative. It covers everything from a roster to an entertaining cover story to information about other teams. The program has it all covered. It is extremely easy to navigate but yet the design and layout are creative and engaging. Its use of artwork and graphic design are effective in keeping the program energetic and sporty.

Second place – Maui Wedding Planner 2008 – Trade Publishing Company

The Maui Wedding Planner has a broad range of appealing coverage. It hits everything from timelines to photography and everything in between. The pages are clear and concise which make the program effortless to use. The design and layout are appealing and energetic. The photography shows the beauty of the island.

Third place – The Honolulu Advertiser - Warrior Football 2008

The Warrior Football 2008 program has complete coverage from UH Olympians to game notes. It is extremely well laid out which make it a cinch to use. The overall design and layout are creative and lively. The use of artwork and graphic design are energetic and striking. The fonts are really playful. Nice program.

CATEGORY 28 - TRADE MAGAZINE

First place – “Building Industry Magazine” – August 2008 – Trade Publishing Company

Building Industry Magazine covers it all while keeping it interesting. From know your peers to experts in the field of paint. It uses design and layout to get the point across and create an appealing feel to the magazine. It uses the artwork and graphic design to keep the reader engaged. The cutout graphics look great.

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**Second place – “Hawaii Hospitality” –
November/December 2008 – Trade Publishing Company**

This magazine covers it all for lodging and food services. It touches on Green initiatives to new restaurants. The design and layout of Hawaii Hospitality is straight forward and clean. Very easy to read. The use of artwork and graphic design are effective in getting the stories' point across. Very entertaining story on young chefs to watch.

Third place – “Building Industry Magazine” – July 2008 – Trade Publishing Company

As above, Building Industry Magazine covers a total package. The cover caught my eye and the Top 25 seemed impressive. The overall design and layout was dynamic and showy. The overall use of artwork and graphic design is direct and powerful.

CATEGORY 29 - SPECIAL SECTION EXCELLENCE

First place – The Honolulu Advertiser – “Daysha’s Diary”

Daysha’s Diary is extremely interesting to the reader and hard hitting in every way. The stories, the layout, and photography draw you in and are extremely real. It is truly captivating. The overall angle that is developed is riveting and engaging. The finished product stands out among the special sections what a hard topic but absolutely well done. The quality is outstanding. WOW!

Second place – Hawaii Home + Remodeling – “Green Hawaii”

Green, very current and of absolute interest to the reader. The unique angle is a creative and relevant way to look at the subject and keep the reader connected to the special section. I like the achievable green model and the 10 little ways to save the world. The quality is exceptional. The photography and use of graphics is entertaining, artistic and energetic. Beautiful section.

Third place – Honolulu Magazine – “Gourmet Style”

The degree of reader interest for this special section is exceedingly high and very interesting. A gourmet style is always very appealing to almost everyone. In addition the recipes and photography are dynamic and useful. The angle developed is unique and different. I love sidebars, special details and facts. The overall quality of the finished product is excellent. Job well done.

**CATEGORY 30 – JAPANESE LANGUAGE PUBLICATION EXCELLENCE
– OVER 500M P/YR**

First place – Hawaii-Ai

This is truly a one-shop stop. It is designed to bring a complete experience for the Japanese visitor. From festivals and cultural events to lobster and loco moco, it covers the gamut. It also has very useful information on how to get around with maps and transportation services.

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**CATEGORY 31 – JAPANESE LANGUAGE PUBLICATION EXCELLENCE
– UNDER 500M P/YR**

First place – IamHawaii

What a beautiful publication. The photography is stunning and sets the mood to back up the magazine's theme – "Respect and Share the Aloha". The content artfully conveys just how special the Hawaiian experience is to the Japanese visitor.

**CATEGORY 32 –VISITOR PUBLICATION EXCELLENCE
– OVER 500M P/YR**

First place – "Best of Oahu" – Morris Visitor Publications

This is a "hip" pocket guide (no pun intended). The publication is a handy size, convenient for visitors to carry in their hip pocket, purse or backpack. The information is useful and it gives me the feeling that it is calling out to be used and not sit on a table in the hotel room. The perforation on the coupons makes them easy to use. The publication has a wonderful combination of editorial content, ads and coupons.

Second place – "Hana Hou!" – Pacific Travelogue

This visitor guide has always been a favorite of mine so I am happy to see that they submitted an entry. The stories are always geared to get the traveler excited about their trip to the islands. Excellent interesting editorial and easy to use layout. The table of contents page has a nice layout that brings the reader inside the publication.

Third place – "Ala Moana Magazine" – Pacific Basin Communications

Great cover art that brings the reader to inside stories. Ads, ads, ads (yes, I know it is a shopping magazine) must make the publisher happy and good editorial too. A busy yet beautiful layout.

**CATEGORY 33 – VISITOR PUBLICATION EXCELLENCE
– UNDER 500M P/YR**

First place – "Where Guestbook Oahu" – Morris Visitor Publications

An interesting and excellent combination of color and black and white graphics. I enjoyed the diverse content that ran from water sports to tattoos to fashion and golf. After a second look, I moved this publication up to first place.

Second place – "Islands of Outrigger" – Morris Visitor Publications

A colorful, well designed publication. Interesting content. Provides the visitor to this hotel chain a good look at life on the islands of Oahu and Maui.

Third place – "R" – Morris Visitor Publications

If you're a die-hard shopper you will like this variety of advertisements and minimal editorial content. The publication is a nice showcase of stores in the Royal Hawaiian Center. The selected editorial content was interesting including the history of the ukulele and the story behind the Hawaiian lei.

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CATEGORY 34 - NON-DAILY NEWSPAPER EXCELLENCE

First place – Pacific Business News

Packed with useful news and analysis about 'on the ground' issues important to businesses and consumers. Meaty content, lively, well-developed and well-written stories on a diversity of topics.

Second place – Big Island Weekly

The paper has a lively, quirky and peppy personality, a good mix of local voices, attractively displayed. A reader-friendly contemporary design draws in your interest.

Third place – Maui Weekly

People-focused stories mix soft and straight news stories to feed a variety of reader interests, including arts and lifestyle pieces.

CATEGORY 35 – SCHOOL NEWSPAPER EXCELLENCE

First place – Ka Leo O Hawai'i

Clean design with good visuals. Multiple entry points for readers. Good variety of content. Front page let readers know what's important on campus. Great editorial section with editorial cartoons, and letters to the editor that show the staff writes articles people care about.

Second place – Ka 'Ohana

Nice layout. Great variety of articles with appeal beyond campus. Strong voice for the entertainment news: I would pick this up just to read Sam Bui's articles.

Third place – Kalamalama

Good uses of photos inside the paper, some nice double spreads. Vibrant visuals and eye-appealing layouts found inside the paper.

