

# POLYNESIAN VOYAGING SOCIETY

P.O. Box 6037, BISHOP MUSEUM, Honolulu, Hawaii 96818 (808) 841-3966

## POLICY REGARDING PUBLICITY AND USE OF IMAGERY

**PRESIDENT**  
BEN R. FINNEY, PH.D.

### BOARD OF DIRECTORS

PAIGE KAWILO  
BARBER

LARRY A.  
BURKHALTER, J.D.

FRED CACHOLA, M.ED.

RUDY CHOY

KENNETH P.  
EMORY, PH.D.

CHARLES THOMAS  
HOLMES, M.PH.

KIMO (JAMES) C.  
HUGHO

HERB KAWAINUI  
KANE, M.F.A.

DAVID LEWIS, M.D.

FRANK TABRAH, M.D.

FRANK WANDELL

AUGUST YEE

BENJAMIN B.C.  
YOUNG, M.D.

CARL LINQUIST

ADVISORS TO  
THE BOARD

BRUCE BENSON

RONALD MAKALA  
DELA CRUZ

WALLACE FROISETH

MOKU FROISETH

MOE KEALE

H. K. BRUSS  
KEPPELLER

KALA KUKUA

CARL LINQUIST

TAY PERRY

COLIN PERRY

GAIL PREJEAN

R. KIMBAL  
THOMPSON

LOUIS VALIER

DOUGLAS YEN, PH.D.

A growing number of requests for permission to use the voyaging canoe Hokule'a in advertising, magazine stories, and films, make it apparent that if all requests were granted the costs to the Society and to its volunteer board would impede our progress. When such requests are granted, benefits must outweigh costs. The copyrighting of museum materials and displays serves as a precedent.

The Society does not desire overseas publicity. In the past, such publicity has brought little help, but many letters and early morning calls from would-be adventurers who misunderstand the Society's objectives.

Use of the canoe for advertising is restricted to those corporations who have become benefactor-members by a donation of \$2,000 or more. It would be unfair to them to permit the canoe to be used in their competitors' advertising. Plans for advertising which features Hokule'a must be approved by the Society.

Photographs and films of the canoe may not be reproduced without the permission of the Society. Writers requesting interviews must agree that \$100 per hour or fraction thereof of interview time will be paid by the publisher to the Society as a condition of the sale or employer's acceptance of a manuscript. Writers may obtain complete informative material free from the office of the Society.

The professional news media of Hawaii and Hawaii publishers whose major readership is Hawaii residents are exempted from these restrictions. In the past, these publishers have generously aided the Society by conveying its message to its most-important public, the People of Hawaii. Also exempted are non-profit, scientific, and educational media.

The Board of Directors, May 1, 1975



# advertising factors

1777 ALA MOANA BLVD. ILIUKAI HOTEL OFFICE 220 / HONOLULU / HAWAII / 96815-PH. 947-2888

To Whom It May Concern:

I Erica A. Kelsa, upon receipt of photographic slides, and/or prints of the Polynesian Voyaging Society canoe, Hokule'a, do hereby agree to the following terms and conditions of use.

None of the photographic material shall be reproduced for publication, or television, or used in any promotional manner other than originally intended.

This exception being: As subject and reference material for use by; RONALD HARRON sculptor, in the preparation of one piece of sculptured art.

The term ART shall be defined as an original, hand crafted work. Reproduction of said work shall be approved by the Polynesian Voyaging Society Board of Directors. All rights reserved.

Date

May 24 1976

Honolulu, Hawaii

Accepted on behalf  
of the Polynesian  
Voyaging Society

Harry Bar

masters of strategy marketing



EXECUTIVE CHAMBERS  
HONOLULU

July 26, 1976

GEORGE R. ARIYOSHI  
GOVERNOR

Ms. Stella Kellogg  
Hawaii Representative  
Ronald M. Herron, "Sculptor"  
Room 1, Lower Level, Park Tower  
Ilikai Hotel  
1777 Ala Moana Boulevard  
Honolulu, Hawaii 96815

Dear Ms. Kellogg:

The offer of Mr. Herron to donate a bronze sculpture of the HOKULE'A to the Polynesian Voyaging Society to be given through the Governor's Office ultimately to the Bishop Museum is generous, as well as timely, indeed.

On behalf of the people of Hawaii, I would be more than delighted to receive this significant gift from the Polynesian Voyaging Society. In receiving this work of art, I shall be pleased to give due recognition to the Society which generated the idea of the significant ocean crossing, which did all the yeoman's work leading to the successful negotiation of the crossing, and which will continue to depend on public interest and support for the forthcoming publication of books and the processing of films.

I have asked Mr. Francis Lum of my staff to coordinate the details of the presentation with you. Please feel free to call Mr. Lum directly at 548-7426, to arrange an appropriate time for the presentation.

With warm personal regards, I remain,

Yours very truly,

*George R. Ariyoshi*  
George R. Ariyoshi

## *Ronald M. Herron Collection*

Ronald M. Herron

Sculptor

P. O. Box 366  
Helena, Montana 59601  
(406) 443-1104



Robert J. Mandeville

Promotional Director

1826 Catalina Court  
Livermore, California 94550  
(415) 447-4930

Stella Kellogg, Hawaii Representative  
Ronald M. Herron "Sculptor"  
Rm 1, Lower Level, Park Tower  
Ilikai Hotel 1777 Ala Moana Blvd.  
Honolulu, Hawaii 96815

June 5, 1976

Dr. Frank J. Radosky  
Acting Director Bishop Museum  
P.O. Box 968  
Honolulu, Hawaii 96816

Dear Dr. Radosky:

I represent Mr. Ronald M. Herron, "Sculptor" from Montana. Mr. Herron is a nationally renowned bronze artist. As a result of an invitation to Hawaii by the Independent Bankers Association to exhibit his work at their last April convention, Mr. Herron has very graciously offered to donate to the people of Hawaii a large bronze sculpture of the HOKULE'A which is now on its round trip voyage to Tahiti. He feels this is a wonderful historical moment for the people of Hawaii, that it is one of the most outstanding events being accomplished during our bi-centennial in any state in the Union. Mr. Herron would like to donate this bronze sculpture, valued at between \$30,000 and \$40,000 to mark this event in history for those of us in Hawaii.

The Sculpture will be presented by Ronald M. Herron, "Sculptor", to the Polynesian Voyaging Society. They will present it to the Governor, the Governor will in turn present it, on behalf of the people of Hawaii, to the Bishop Museum to be permanently displayed there.

The Polynesian Voyaging Society will approve all sketches prior to commencement of the Sculpture, and will be privileged to use the Sculpture for fund raising for their many projects. It will be approximately ~~six~~ <sup>six</sup> (6) feet in length and the crew members depicted on board, approximately six (6) inches high with authenticated detail throughout.

I spoke to Dr. Ronald Force Prior to his resignation and he said the Museum would be happy to accept the Sculpture as a donation. It is clearly understood that the Museum would not be able to purchase it. We would, however, propose that the Museum furnish a glass case for display and preservation.

Our prime interest is in the secure knowledge the Sculpture will have a home in the Museum prior to commencement of work. Your earliest acknowledgement of the acceptance of this proposed donation to the State of Hawaii and its people will be greatly appreciated.

Sincerely yours,

Stella Kellogg, Hawaii Representative  
Ronald M. Herron, "Sculptor"

Mr. B. J. Sams  
News Director  
KHON  
1170 Auahi Street  
Honolulu, Hawaii 96814

Mr. Stewart Cheifet  
News Director  
KITV  
1290 Ala Moana Boulevard  
Honolulu, Hawaii 96814

Mr. Bob Sevey  
News Director  
KGBM  
1599 Kapiolani Boulevard  
Honolulu, Hawaii 96814

Mr. Charles Stubblefield  
Hawaii Public Television  
KHET  
2350 Dole Street  
Honolulu, Hawaii 96822

Mr. Robert Tomozawa  
News Director  
KIKU  
150-B Puuhale Road  
Honolulu, Hawaii 96817

Mr. Charles Fuller  
News Director  
KLEI  
Suite 207, 602 Kalia Road  
Kailua, Hawaii 96734

Mr. Brent Kellogg  
News Director, K-108  
575 Cooke Street  
Honolulu, Hawaii 96813

Mr. Stuart Kaufman  
News Director  
KAHU-AM/KULA-FM  
94-1088 Farrington Highway  
Waipahu, Hawaii 96797

Mr. Kerry Painter  
News Director  
KAIM-AM/FM  
3555 Harding Avenue  
Honolulu, Hawaii 96816

Mr. Ken Hupp  
News Director  
KCCN, Suite 904  
2270 Kalakaua Avenue  
Honolulu, Hawaii 96815

Mr. Bill Edwards  
News Director  
KGBM  
1599 Kapiolani Boulevard  
Honolulu, Hawaii 96814

Mr. Dick Cook  
News Director  
KC  
605 Kapiolani Boulevard  
Honolulu, Hawaii 96813

Mr. Alex Tod  
News Director  
KHSS-FM/KPOI-AM  
1701 Ala Wai Boulevard  
Honolulu, Hawaii 96815

Mr. Donn Robbs  
News Director  
KHVH, Suite 402  
1060 Bishop Street  
Honolulu, Hawaii 96813

Mike Hurley & Jane Pino  
News Directors, KIKI  
Davies Pacific Center  
Suite 1700, 841 Bishop St.  
Honolulu, HI 96813

Mr. Angelo J. Rossi  
News Director  
KISA  
705 N. King Street  
Honolulu, Hawaii 96817

Mr. Dick Barr  
News Director  
KKUA  
765 Amana Street  
Honolulu, Hawaii 96814

Mr. Mike Bloom  
News Director  
KNDI  
P. O. Box 1516  
Honolulu, Hawaii 96806

Mr. Isao Murakami  
News Director  
KOHO  
1140-A 12th Avenue  
Honolulu, Hawaii 96816

News Director  
KORL  
50 S. Beretani Street  
Honolulu, Hawaii 96817

Mr. Gene Davis  
News Director, KOMQ-93  
765 Amana Street  
Honolulu, HI 96814

Mr. Don Dolittle  
News Director  
KUMU-AM/FM  
2005 Kalia Road  
Honolulu, Hawaii 96815

Mr. Masayoshi Kobayashi  
News Director  
250 Ward Avenue  
Honolulu, Hawaii 96813

Mr. Ken Harding  
News Director  
KIVM  
Ahukini Road  
Lihue, Hawaii 96766

Mr. William Dahle  
News Director  
KJAT  
Eleele Shopping Center  
Eleele, Hawaii 96705

Mr. John H. Russell  
News Director  
KAOI-FM Stereo  
1728-C Kaahumanu Avenue  
Wailuku, Hawaii 96793

Mr. Bob Turner  
News Director  
KMVI Radio & TV  
Wailuku, Hawaii 96793

Mr. Chuck Bourne  
News Director  
K-NUI  
311 Ano Street  
Kahului, Hawaii 96732

Mr. Jim Taylor  
News Director  
K-PUA  
58 Manaolana Place  
Hilo, Hawaii 96720

Mr. Llewellyn Stone-Thompson  
News Director  
KHLO  
400 Hualani Street  
Hilo, Hawaii 96720

Mr. Bill Carnet  
News Director  
KIPA  
614 Kilauea Avenue  
Hilo, Hawaii 96720

Mr. Garry Garrison  
News Director  
KKON-Kona Coast Broad.  
Kealahou, Hawaii 96750

Mr. Clem Brossier  
Bureau Chief  
Associated Press  
605 Kapiolani Blvd.  
Honolulu, HI 96813

Mr. Dennis Anderson  
City Editor  
Honolulu Star-Bulletin  
P.O. Box 3080  
Honolulu, Hawaii 96802

Mr. Gerry Keir  
City Editor  
The Honolulu Advertiser  
P. O. Box 3350  
Honolulu, Hawaii 96801

Mr. Ted Majoros, Managing Ed.  
Trade Publishing Company  
287 Mokauea Street  
Honolulu, Hawaii 96819

Ms. Jean Holmes  
Editor  
The Garden Island  
P. O. Box 231  
Lihue, Kauai 96766

Mr. Earl I. Tanaka  
News Editor  
The Maui News  
P. O. Box 550  
Wailuku, Maui 96793

Ms. Ella Chun  
Managing Editor  
Waikiki Beach Press  
P. O. Box 2039  
Honolulu, Hawaii 96805

Ms. Marjorie Stone  
Editor  
Hawaii Tourist News  
575 Cooke Street  
Honolulu, Hawaii 96805

Mr. Bill Wood, Editor  
Hawaii Business  
P. O. Box 913  
Honolulu, Hawaii 96808

Mr. Paul Seaman  
Editor  
Discover Hawaii  
P. O. Box 913  
Honolulu, Hawaii 96808

Mr. Robert C. Miller  
Bureau Manager  
United Press International  
605 Kapiolani Boulevard  
Honolulu, Hawaii 96813

J. C. Dionisio, Editor  
Hawaii Filipino News  
1149 Bethel St., Suite 718  
Honolulu, Hawaii 96813

Mr. Mel Eurpa, Editor  
Pacific Courier  
905 Umi Street, Room 102  
Honolulu, Hawaii 96819

Ms. Linda Lingle  
Editor  
Moloka'i Free Press  
P. O. Box 1256  
Kaunakakai, Hawaii 96748

Mr. Ko Hayashi, City Editor  
Pacific Courier  
905 Umi St., Room 102  
Honolulu, Hawaii 96819

Korea Times & Han Kook Ilbo  
1649 Kapiolani Blvd., Rm. 3  
Honolulu, Hawaii 96814

Ms. Kazuko Love  
Waikiki Beach Press  
777 Ala Moana Boulevard  
Honolulu, Hawaii 96813

Kyung Chae, District Mgr.  
Joong Ang Daily News  
1541 South Beretania St.  
Honolulu, Hawaii 96826

Mr. Peter Wolf, Editor  
Sun Press Newspaper  
46-016 Alaloa Street  
Kaneohe, Hawaii 96744

Mr. Don Fujikawa, Editor  
Hawaii Hochi  
917 Kokea Street  
Honolulu, Hawaii 96817

Mr. Y. K. Leong, Editor  
New China Daily Press  
1124 Smith Street  
Honolulu, Hawaii 96813

Mr. Man Quing Ho  
United Chinese Press Ltd.  
170 N. King Street  
Honolulu, Hawaii 96817

Mr. Ryuso Hirai  
Japanese Editor  
Hawaii Times  
916 Nuuanu Ave.  
Honolulu, Hawaii 96817  
Mr. Max Morinaga  
English Editor  
Hawaii Times  
916 Nuuanu Avenue  
Honolulu, Hawaii 96817

Mr. James Shimabukuro  
Editor  
Sunbums  
525 Cummings Street  
Honolulu, Hawaii 96814

Valley Isle Press  
Editor  
P. O. Box 1086  
Wailuku, Maui 96793

Hawaii Korean News  
441 Walina St., Apt. 507  
Honolulu, Hawaii 96815

Mr. John L. Fenrich  
News Editor  
Hawaii Tribune-Herald  
Tribune Herald Building  
Hilo, Hawaii 96720

Mr. Ronald J. Daines  
News Editor  
Pacific Business News  
P. O. Box 833  
Honolulu, Hawaii 96808

Mr. Webster Nolan  
Editor  
West Hawaii Today  
P. O. Box 789  
Kailua-Kona, Hawaii 96740

Mr. Don Graydon, Editor  
The Maui Sun  
1924 Main Street  
Wailuku, Maui, Hawaii 96793

Mr. Dave Pellegrin, Editor  
Honolulu Magazine  
Box 80  
Honolulu, Hawaii 96810

Mr. Clem