



UNIVERSITY  
of HAWAII®  
WEST O'AHU



**MEDIA ADVISORY**  
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## **UH West O'ahu creative media students produce campus commercial**

**KAPOLEI** --- The University of Hawai'i – West O'ahu's [new commercial](#) – touting the campus's friendly faculty and staff, innovative programs, and spirited student life – was conceived, produced, and edited by UH West O'ahu's own creative media students Mahea Kahala, Kauluwehi Kato, August Harrington, Ku'ualoha Kauanoeluda, and Kevin Bechayda, who also star in the commercial. The commercial is scheduled to air during Olympics programming.

"I'm delighted to see the continuing development of these talented students in UH West O'ahu's creative media program and grateful to the campus for choosing them to highlight the UH West O'ahu experience," Academy for Creative Media founder and director, Chris Lee, said.

The commercial will air during Olympics programming, as well as on KHON and KITV.

The commercial captures the essence and spirit of the campus, featuring faculty in the areas of music, forensic anthropology, information security and assurance, and education. Admissions, security, intramurals, student life, first year experience, bookstore, library, and 'Ulu'ulu Archives staff highlight numerous opportunities for positive personal interaction – a strength of the UH West O'ahu campus.

UH West O'ahu's creative media students recently developed a [movie trailer](#) featuring the beauty and experiences of O'ahu's leeward coast as part of an internship course. The trailer is running at Regal Cinemas Kapolei Commons 12 through collaboration with the MacNaughton Group.

UH West O'ahu's creative media program is offered in partnership with the UH Academy for Creative Media System that supports and coordinates the creative media studies efforts among the UH campuses. Taking advantage of the system-wide approach, UH West O'ahu's program enables students to develop unique skill sets at the community colleges and transfer seamlessly to UH West O'ahu for continued scholarship and professional development.

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Established in 1976, **the University of Hawai'i - West O'ahu** is an indigenous-serving institution that offers quality education, small class sizes, and personalized attention. UH West O'ahu has the newest bachelor's degree-granting campus in the University of Hawai'i System, serving approximately 2,700 students with academic programs that emphasize interdisciplinary and cross-cultural studies. UH West O'ahu commemorates its



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40<sup>th</sup> anniversary in 2016. For more information, visit [www.uhwo.hawaii.edu](http://www.uhwo.hawaii.edu), call [\(808\) 689-2800](tel:8086892800) or toll-free [\(866\) 299-8656](tel:8662998656). Find us on [Facebook](#) and [Twitter](#).