

## **Lawai'a Vision Statement** **January 16, 2008**

**Lawai'a Magazine Mission Statement** - To perpetuate our fishing tradition and lifestyle.

In ancient Hawaii, the fishermen, the hunter-gatherers, were held in high esteem because they not only provided food for the entire village, but were responsible for maintaining the resource. Today, the once noble fisherman has somehow become vilified. Modern fishermen are painted with a broad stroke and are often portrayed as being greedy and irresponsible, among other things.

This is simply untrue. For most fishermen, the spirit of Lawai'a remains close to their hearts. In an island environment, Lawai'a is more than fishermen, it's about family cohesiveness, passing traditions and values to new generations and community.

**Lawai'a:** Expert fishermen, craftsmen, scientist, manager and sailors who understood and practiced balancing fish conservation and utilization. Lawai'a were solely responsible for taking care of their own fisheries, being sure there is an ample supply of fish for the generations to come.

The goal of Lawai'a magazine is:

- To create an attractive, informative and entertaining media resource.
- To urge people to fish responsibly, helping to ensure a Sustainable Fishery for future generations.
- To introduce a human aspect to fishing, focusing on the practitioners and presenting a positive, more realistic view of Hawaii's fishermen.
- To showcase Hawaii's thriving seafood industry.
- To promote good stewardship of the resources through public service.

Another goal of the magazine is to disseminate our message far beyond the fishing community. In order to do this we need to make the articles interesting to the general public and we also need to make the magazine inexpensive. The magazine will be free to all retailers, who can in turn sell it for the cover price of \$1 (keeping all profits). This should put the magazine into the hands of the masses. However, as you can surmise, we will receive no income from the sale of the magazine to cover our production cost. This is why we also ask for your support by advertising in Lawai'a Magazine. Starting this magazine will require great sacrifice of both our time and money, but we strongly believe we need to do this in order to give Hawaii's Fishermen the voice they have been denied by the mainstream media. Thus, threatening the very survival of fishing in Hawaii.

We hope we can count on your support.