

ANDREW RICHARD HARA | MEDIA

**VISUAL MEDIA
SPECIALIST**

—
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JANUARY 31ST, 2025

DENNIS LIN

Director of Research & Development, County of Hawai'i
25 Aupuni Street, Suite 1301
Hilo, Hawai'i 96720-4224
Email: chresdev@hawaiiicounty.gov
Phone: 808-961-8366

Re: Statement of Qualifications for Professional Services

Aloha County of Hawaii,

I am respectfully submitting my Statement of Qualifications for consideration with the Dept. of Research and Development and County-wide resources for: Andrew Richard Hara | Media, a 20 year old, single owned and employed company based in Hilo, Hawaii.

As a visual media specialist, clients receive world-class photography, videography, aerial drone capture, and geospatial solutions via aerial 3D ortho mosaic mapping focused on agriculture, science, education, community, energy, civil, and government sectors. Additional services include business consulting through strategic marketing and planning. It is a personal aim to support their goal of building a successful and culturally responsible business and support small businesses, progressive sciences, environmental conservation, and non-profit organizations.

The primary focus of my work is cultivating and preserving our island's diverse culture and natural beauty. I strongly believe that this can be accomplished through economic development outreach, strategy, and networking initiatives through photo and video storytelling.

I am pleased to provide support and services for:

RD.1) Community Planning (Community and Economic Development, Community Engagement, Culture and Indigenous Science, Data Science, Strategic Planning); RD.3) Community Planning (Community and Economic Development, Community Engagement, Strategic Planning, Sustainability Systems)

My credentials are attached below. Should you need clarification or have any questions, I would be happy to talk story with you. Looking forward to working with the County of Hawaii to help empower and revitalize our local communities.

Mahalo nui loa,

Andrew Richard Hara
84 Hoolaulea Street, Hilo, HI, 96720



Andrew Richard Hara

Active Security Clearance: Department of Defense - Top Secret

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Vimeo Portfolio: <https://vimeo.com/andrewrichardhara>

LinkedIn: <https://www.linkedin.com/in/andrewrichardhara>

Andrew Richard Hara | Media – Hilo, Hawaii **Visual Media Specialist / Photo + Video + Strategy**

2007-present

As a Visual Media Specialist, skills and experience in photography, videography, strategic marketing, and strategic partnerships support thriving, responsible, and compassionate communities within Hawaii. Passion, focus, and understanding are used to interpret and tell stories of culture, science, and environmental conservation throughout the diversity of Earth. My media company focuses on developing marketing content and strategies for small businesses, non-profits, and larger corporations to help create sustainable models of business in the State of Hawaii. A portion of my work is donated and/or volunteered to help private and government sectors to support community wealth and culture.

Tetrachrome – Hilo, Hawaii **Visual Media Specialist / Photo + Video + Strategy**

2022-present

Tetrachrome was founded by three Hawaii island-based creatives who are a collective of photographers, cinematographers, writers, and digital designers who have worked with clients locally and internationally ranging from scientific research, commercial advertising, and non-profit funding marketing development. We have a deep understanding of creative strategy and considerations needed to cultivate a project from the initial planning stages to completion in its best light. Our core principle is to be authentic to the stories told with the utmost regard and respect for people and places represented within communities and cultures. It is our honor to be a part of our local community by supporting efforts to make global changes through thoughtful visual conversations.

Advertising, Marketing, and Outreach Communications (Photography and Videography)

- **Einstein's Incredible Universe (IMAX Production by Cosmic Picture funded by NSF)** - Helped to produce and film live-action and timelapse work on the summit of Maunakea at 13,796ft with Reelwater Productions throughout the Island of Hawaii to support women and educate kids to be the next generation of scientists in a short documentary threading astronomy, history, and culture together.
- **Kamehameha Schools** — Visual content for internal and external educational models
- **Office of Hawaiian Affairs** — Editorial photography for Hawaiian resilience and economic resilience
- **'Āko'ako'a Reef Restoration Program (Tetrachrome)** – Fuses cultural leadership, multi-modal education, advanced science, and government engagement for communities of people and coral in Hawai'i. Tetrachrome is an early 'Āko'ako'a partner who developed the visual identity and brand through website, graphic design, photo, and video campaigns to engage community, science, education, and government together.
- **NELHA / HOST Park (Tetrachrome)** – State-funded project with business partners to develop and launch a branding and marketing campaign to represent businesses within the science park including: Blue Ocean Mariculture, Symbrosia, Cyanotech, Ocean Era, HATCH, Kona Sea Salt, Makai Ocean Engineering, Terraformation, and ASU's coral restoration program 'Āko'ako'a. Marketing and branding assets included website, graphic design, 3D modeling, photography and videography
- **NASA / European Space Agency / Paris Observatory** – Photography and scientific educational outreach campaign in French Guiana to connect and educate local communities with science covering 500km in 12 cities through 60 events. Documenting the James Space Webb Telescope launch in Kourou w/ secured access
- **W. M. Keck Observatory** – Marketing and educational outreach photo and video content
- **Smithsonian Astrophysical Observatory** – Photography
- **Hawaii Executive Collaborative** – Photography for outreach and communications for statewide marketing
- **Elemental Excelerator** – Photography of locally funded startup businesses
- **United Nations Educational, Scientific and Cultural Organization ('Oréal-UNESCO)** – Photos of 2021 awardee of international Rising Talents prize

- **Mauna Lani Auberge** – Photography and videography to develop new visual branding
- **Synergistic Hawaii Agriculture Council + Hawaii Coffee Association** - Video and photo campaign to represent Hawaii-based coffee
- **Paradise Helicopters** – Partnership focused on representing cultural values through tourism and civil operations
- **Hawaii Community Foundation** – Photo campaigns on cultural and economic resilience, Puna Recovery projects
- **Akaka Foundation for Tropical Forests / Department of Forestry and Wildlife / Teaching Change** – Educational videos on biocultural diversity, native plant education, and cultural importance
- **Hualalai Ohana Foundation** – Photo and video campaign to support community wealth and keiki education,
- **Four Seasons Hualalai** – Corporate advertising campaigns, Chef Fest Hawaii
- **Four Seasons Wailea** – Corporate advertising campaigns, Food and Wine Classic
- **Ola Brew Co.** – Drone video capture to launch new okolehao distillery product
- **TOPTICA Photonics AG** – Marketing content for astronomical laser systems
- **GoFarm Hawaii + Ho'ola Farms** – Marketing campaigns to empower sustainable local agriculture
- **Imiloa Astronomy Center of Hawaii** – Content for in-house astronomy exhibits
- **Travel Channel, A&E, and Citizen Watch Co., Ltd** – Production for branded series on global ecology
- **Dom Perignon / Moet Hennessy** – Marketing campaign for Four Seasons Hualalai / Paradise Helicopters
- **Discovery Channel** – Production for “Sustainable Structures”
- **Anthology Marketing Group** – Strategic campaigns for exclusive Hawaii-based clientele
- **Hawaii Tourism Authority** – Advertising campaign to promote Hawaii tourism
- **Hawaii Forest & Trail** – Advertising and marketing campaigns
- **Airbnb** – Photography campaigns to launch Hawaii’s Airbnb industry
- **Arc'teryx Equipment Inc.** – Palo Alto Conservation Campaign, social media content
- **Current Events** – Marketing campaigns
- **Blue Hawaiian Helicopters** – Statewide advertising marketing campaigns
- **University of Hawaii at Hilo** – Identity branding for admissions campaign

Photography for Editorial Content (Publications)

- **National Geographic Society (NGS)** – NGS Website 2020, NGS Digital Essay 2018, NGS Magazine, 2017. National Geographic Traveler, 2016 -2017. Exhibition of 100 Years of National Parks USA: Prague, 2017. Your Shot: Hawaii Volcanoes National Park Photography Collaboration, 2016
- **Vanity Fair Italia** – 20th Anniversary photo feature, Viaggi Numero 17: International Travel Spread
- **Hana Hou! Magazine** – 4 cover feature essays, editorial essays, Hawaiian Airlines inflight content
- **Destinations Magazine** – Showcasing Na’au Hilo’s culinary importance for Hawaiian culture
- **Hemispheres Magazine for United Airlines** – Culinary culture in Hawaii, Exclusive destinations in Hawaii
- **Dwell Magazine** – Kūono Cabin front page essay
- **Southwest Airlines Magazine** – Photography for Hilo-based tourism
- **Forbes** – Photo Essay: Finding Culinary Inspiration
- **Alaska Airlines Magazine** – Marketing Hawaii tourism in-flight magazine
- **New York Times** – Four Seasons Hualalai: Salt Collecting Experience
- **Maui Nō Ka ‘Oī Magazine** – Award-winning Special Lava Report
- **Discover Magazine** – Killer Apertures: The Cutting-Edge Telescopes on the Horizon
- **Wall Street Journal** – June 27th Lava Flow Aerial Coverage, 2018 Kilauea Eruption
- **Condé Nast** - Hawaii Tourism Authority "Let Hawaii Happen" travel campaign
- **Time Magazine** – 9 Photos of Molten Lava Destruction From Hawaii’s Kilauea Volcano
- **Astronomy Magazine** – Double-page spread "Big Island Astronomy”
- **Nella Media Group / Kikaha Island Air Magazine** – Content contributor
- **Hawaii Magazine** – Editorial content

Projects (Documentation, Strategic Marketing, and Strategic Partnerships)

- **Center for Maunakea Stewardship** – Image use donation for Maunakea Visitor Center experience, Summit aerial sUAS drone photography and videography, Natural resources photoshoot, donating licensed photography
- **AECOM / Hensel Phelps**– Architectural photography for a 300,000 sqft, \$63.5M U.S. Army Pacific Mission Command and Control Facility Complex, Fort Shafter, Island of Oahu. From Phase 1 to Final Phase 2015-2023.
- **Smithsonian Aerospace Museum** – Exhibit on NASA’s VTVL (Vertical Take Off Vertical Landing) Mars Rover Tech
- **Hawaii Forest & Trail** – Aerial drone mapping for project development of a restoration site
- **Ola Brew Co.** – Aerial drone mapping for County SMA approval for site renovations of Wainaku Center
- **County of Hawaii** – Photo, video, and strategy for 2021 Sustainability Summit w/ Mayor Roth’s Office (University of Hawaii at Hilo, Keahole Center of Sustainability, Natural Energy Lab of Hawaii Authority, Connections Charter School...), Public Collaboration with Temple Children and David Meggs Hooke: Resolution 87-19 of “Above and Beneath” Mural donated to Dept of Parks and Recreation

- **Na'au Hilo** – Photo, video, and marketing strategy partnership with Chef Brian Hirata
- **Ormat Technologies: Puna Geothermal Venture** – Documentation of effects of 2018 Kilauea eruption, photo and video documentation of plant reconstruction, 3D orthomosaic mapping
- **National Forest Foundation** – Global marketing campaign to promote forestry conservation
- **WRNS Studio** – Architectural photography of Waikoloa Elementary and Middle School
- **Vibrant Hawaii** – Public lecture and workshop on “Engaging Storytelling and Interviewing Techniques”
- **Hawaii Tourism Authority / Hawaii Visitors and Convention Bureau** – 1 of 2 ambassadors to represent the State of Hawaii for “Ask a Local” marketing campaign with Brand USA, the official tourism organization for United States tourism for international markets
- **Hawaii Tropical BioReserve and Garden** – Photo and video content
- **2018 Kilauea Fissure Eruption Documentation from Day 1 - Day 100** – Photo and video were referenced, donated, and/or archived by: County of Hawaii, State of Hawaii, Department of Defense, United States Geological Survey, CBS, NBC, New York Times, Los Angeles Times, National Geographic Society, Nella Media Group, Hawaii Tourism Authority. Co-created an online public emergency response community of 60,000 members, which resulted in the creation of a residential map used by FEMA and reviewed by the President of the United States as justification for emergency funding for Hawaii
- **California Institute of Technology (Caltech)** – Photo content for scientific research in astronomy
- **Hawaii Volcanoes Nat'l Park / Hawaii Pacific Parks Association** – Donation of photography for merchandise, advertising, and non-profit constituent growth
- **USDA** – Brand identity development for 15 Ka'u coffee farmers under a grant for agricultural development in underserved communities
- **Urban Works Architects** – Award-winning photographic records of architectural designs for Hawaii Community College Pāalamanui Campus and Ola Ka I'lima Artspace Lofts in Kaka'ako
- **Science Museum, London** – NASA HI-SEAS Mission III photography exhibit, London, UK
- **BBC** – Photography and production support - Nature's Wonderlands: Islands of Evolution
- **Getty Images** – Photography and content contribution, 2016-present
- **Jet Propulsion Laboratory (JPL)** – 2014 annual report, content contributor
- **Resource Land Holdings LLC (Ka'u Mahi)** – Photo and video aerial surveys of conserved lands of Hawaii
- **Kohala Center / Kohala Watershed Partnership** – Photographer-in-Residence: Images of the Kohala Forest: Source of Water, Source of Life. The project engaged three Hawai'i-based professional photographer-naturalists to record pristine native forest environments on Hawai'i Island's Kohala Mountain through Kohala Watershed Partnership (KWP), a sponsored program of The Kohala Center.
- **Los Angeles Conservancy** - Worked with American Institute of Architects (AIA Los Angeles) to preserve historical Californian architecture of artists like Frank Lloyd Wright, Ray Kappe, and Richard Neutra

Mentorship and Philanthropy

- **Webster University** – Student lecture on creative experience and a public photo exhibition
- **National Forest Foundation** – Photo contest judging leading to individual mentorship
- **Vibrant Hawaii** – Photography donations and strategic conversations to help empower cultural and economic development for the County of Hawaii
- **East Hawaii Cultural Center** – Art Forward K-12 creative mentorship program
- **Board of Directors** – Pōhāhā I Ka Lani - A non-profit organization driven to revitalize and advance indigenous Hawaiian culture” through the “emergence of intelligent stewardship to perpetuate Hawaiian resources”
- **Student Mentorship** – Provided career and business mentorships for individuals and school groups at Waiakea High School, Hilo High School, Pahoa High School, Kamehameha Schools, and Mililani High School.
- **Professional Mentorship** – Provided work experience for Alu Like and University of Hawaii at Hilo students. Consulted with employees at Arc'teryx outerwear, family businesses in Waipio Valley, employees at Four Seasons resorts, and various large and small businesses throughout the State of Hawaii
- **Donated Work** – Hawaii Care Choices (formerly Hospice of Hilo), County of Hawaii Research and Development, Hawaii County Council, W. M. Keck Observatory, Center for Maunakea Stewardship, Office of Maunakea Management, Office of Hawaiian Affairs, Akaka Foundation for Tropical Forests, Hawaii Pacific Parks Association (non-profit of Hawaii Volcanoes National Park), Lyman Museum, U.S. Forestry Service, Nature Conservancy, Trust for Public Land, University of Southern California - Astronomy Department, University of California Los Angeles - Astronomy Department / Office of Development, Hawaii Institute of Pacific Agriculture, Hawaii News Now, KHON News, KITV News, Hawaii Tribune Herald, Darby Black Memorial Fund, Los Angeles Conservancy

Honors and Awards

- **Society of Professional Journalists** – 2019 Feature Photography/Videography First Place: "Dark Skies" - Hana Hou! Magazine, 2020
- **Pele Awards** – Pele Awards: Photo Campaign on "Dark Skies" for Hana Hou! Magazine, 2020
- **Hawaii Society of Professional Journalists, Excellence in Journalism Awards** – First Place: "The Road To Pele" Written by: Judy Edwards, Maui No Ka Oi Magazine, 2019
- **Pacific Business News** – Public opening and launch of 2018 PBN Book of Lists, Honoree of 20th Anniversary "40 Under 40", 2019
- **American Institute of Architects, Honolulu Chapter**, Award of Merit – LSA Architects, Kuono at Volcano, 2019
- **ArtCenter College of Design** – Named a Masterkey Photographer - ArtCenter Alumni Story Spotlight, 2018
- **Big Island Press Club** - Inaugural Excellence in Media Innovation Award – Hawaii Tracker inspired the inaugural award because of their innovative and consistent outreach during the 2018 Kilauea eruption. The online resource produced daily media briefings through photo and video coverage, interviews, GIS mapping, weather mapping, and other multimedia tools, 2018
- **American Institute of Architects, Maryland Chapter**, Award of Excellence – AECOM, U.S Army Corps of Engineers Command and Control Facility (C2F), Fort Shafter, Hawaii, 2018
- **American Institute of Architects, Honolulu Chapter**, Award of Excellence – Urban Works, Palamanui Campus,
- **Travel + Leisure** – Selected as key photographer to represent the State of Hawaii in "Best of the World" Travel Destinations, 2017
- **National Geographic Society** – Selected for NGS "100-Year Exhibition of National Parks" displaying Hawaii biodiversity, 2017

Ena Media Hawaii – Hilo, Hawaii

2014-2016

President & CEO

Ena Media was a multimedia communications company based in Hilo, Hawaii with expertise in photography, videography, design, and web development. Ena's client list included NASA, W. M. Keck Observatory, Mitsubishi, Saucony, Los Angeles Times, Blue Hawaiian Helicopters, and Volcom. Andrew's skills, leadership, and vision were a driving force for Ena Media's growing success

- **W. M. Keck Observatory** – Brand identity consultation, photo, video, and design, strategic marketing
- **Blue Hawaiian Helicopters** – Brand identity consultation, photo, video, and design campaigns
- **University of Hawaii Hilo** – Developed and designed recruitment campaign (photo, video, logo, graphic design)
- **Akaka Foundation for Tropical Forests** – Developed and designed brand identity (photo, video, logo, graphic design, website)
- **Kahilu Theatre** – Developed and designed a new brand identity (photo, video, logo, graphic design)
- **OMKM (Office of Maunakea Management)** – Brand identity consultation, designed resource management map
- **Bay Clinic, Inc.** – Developed and designed brand identity (photo, video, logo, graphic design, website)
- **Ka'u Coffee Mill** – Developed and designed new brand identity (photo, video, logo, graphic design)
- **Hawaii Helicopters** – Developed and designed brand identity (photo, video, logo, graphic design)
- **UKIRT Observatory** – Developed and designed brand identity (photo, video, logo, graphic design)
- **PISCES (Pacific International Space Center for Exploration Systems)** – Rocket engine launch documentary
- **Bennet Group Strategic Communications** – Photo and video documentation for public relations use
- **County and State of Hawaii** – Aerial photo and video assessment for the June 27th lava flow

Edmund Olson Trust II – Papaikou, Hawai'i

2012-2014

Art Director

Created, implemented and oversaw the marketing and visual design for 13 subsidiary companies within the Edmund Olson Trust II: Ka'u Coffee Mill, Hamakua Macadamia Nut Co., Wainaku Ventures, OK Farms, Aston Naniloa Hotel. Provided administrative support and documentation for all trust-related projects. Compiled working documents and recorded the trust's operations in renewable energy (hydroelectric, solar, geothermal), land use management, agricultural sustainability, and land conservation.

Archivist / Historical Records Manager

2012-2014

Responsible for digitizing, cataloging, and conserving the trust's archive. Originally owned by C. Brewer, the archive consists of a geographical database of original Hawaii Island sugar plantation land records, (some with a direct lineage to 1850 Hawaiian monarchy), land deeds, 150-year-old hand-drawn maps, handwritten Hawaiian journals, photographs, ledgers, title certificates, and genealogy charts. Refined processes for effective acquisition, access, and future migration of digital and analog collections acquired by the trust. Forensic digital imaging was utilized to evaluate and enhance historical data for current land management. Established archive protocols for organizing digital archive media on a four-generation backup to ensure zero data loss from accidental file modification.

United States Geological Survey – Hawai'i Volcanoes National Park, Hawai'i

2011–2012

Volunteer

Preserved historical slides and black and white prints within the archive by digitizing and maintaining photographic collections. Special projects included digitizing and cataloging Thomas A. Jaggar's handwritten journals (dating 1912) acquired from the Department of Interior's archive collection in Reston, VA. Assisted scientists in the field and archiving projects including mapping thermal signatures in Kilauea Caldera, reconfiguring time-lapse photography equipment for remote photo-documentation, and measuring tsunami inundation effects in Hawai'i from the 2011 Japan earthquake.

CERTIFICATION

Active Security Clearance: Top Secret

2018-Present

Issued by Department of Defense

High Altitude sUAS Commerical Operator for Maunakea Science Reserve

2020-Present

Currently the sole operator permitted to fly on the summit of Maunakea. Issued by Office of Maunakea Management to currently operate sUAS drone operations for commercial and research flight operations.

UAS Part 107 License - Commercial Aerial Drone Specialist

2018-Present

Issued by the Federal Aviation Administration.

EDUCATION

Art Center College of Design – Pasadena, CA

2006–2009

Bachelor of Fine Arts in Photography and Digital Imaging, Cum laude, 2009. Supplemental forensic digital imaging course to meet qualifications as a judicial expert witness.

Academy of Art University – San Francisco, CA

2004–2005

Graphic Design, 2004. Photography and Digital Imaging, 2005.

REFERENCES

Greg Asner

Arizona State University - Center for Global Discovery and Conservation Science - Director / Professor

Founder of 'Āko'ako'a Coral Restoration Program

(808) 757-9194

gregasner@asu.edu

Designed, created, and launched Dr. Asner's coral restoration program visual brand identity including website, graphics, photography, and cinematography content through Tetrachrome.

Meagan O'Shea

W. M. Keck Observatory - Communications Officer

(808) 881-3827

moshea@keck.hawaii.edu

Have worked with Keck Observatory for over 15 years through various outreach and communications projects. Including a documentary highlighting Keck's scientific discoveries in an IMAX film in 2024.

John C. Cross

Edmund Olson Trust II - Land Manager

(808) 987-4229

cross.johnc@gmail.com

Experience has spanned from land management, conservation, renewable energy, agricultural and commercial developments that include strategic planning, marketing, land mapping, and archival data collection and preservation.

Jordan Hara

Puna Geothermal Venture, Ormat Technologies - Plant Manager

(808) 896-8551

jhara@ormat.com

PGV has contracted Andrew Richard Hara to document their reconstruction of their geothermal plant since the 2018 Kilauea Eruption in Leilani Estates. Work includes photography, videography, drone mapping through various communication pieces for community outreach and communications.

Laurence Sombardier

NELHA - Hawaii Ocean Science and Technology Park

808-327-9585 X244

laurence.sombardier@hawaii.gov

Redesigned HOST Park's website including a new strategic vision for how the public can engage the marine science campus of NELHA through a State-funded project to create a new website to include photography, videography, and graphic design through Tetrachrome.

Jason Cohn

Hawaii Forest & Trail - President

(408) 605-9310

jason@hawaii-forest.com

Photography, cinematography, and drone mapping campaigns to help develop and promote strong outreach and communication marketing content for Hawaii Forest & Trail and sister company, Kohala Zipline. All campaigns are aligned with considerations of environmental conservation, preservation of native species, and sustainable tourism on island.