

**CSW 2024-2025**  
**Equal Pay Project Rationale**  
**Social Media and TV Campaign**

1. Project Rationale
  - a. The County of Hawaii Committee on the Status of Women’s mission is to advocate for the rights of women on the Island of Hawaii and to support and provide services and programs that help to empower women. According to equalpaytoday.org, in America, women are paid 82 cents for every dollar paid to men; and according to nationalpartnership.org, women in Hawaii are paid 84 cents for every dollar paid to men, amounting to an average annual wage gap of \$7,640. Women’s Equal Pay Day marks how far into the year the average woman must work in order to earn what the average man earned in the previous year regardless of experience or job type.
  - b. Each year the Hawaii County CSW sponsors some type of equal pay activity, training, or event that helps raise awareness about gender equity as it relates to equal pay. This year’s project is designed to raise awareness, of both males and females, about the gender wage gap and encourage action to decrease that gap. The project aims to encourage employers to pay all employees equitably regardless of their gender and to encourage employees to become informed by data as a way of empowering and advocating for equal pay for themselves.
  - c. We propose, in partnership with Na Leo TV, to hold a contest that solicits two types of media products:
    - a. Social media tiles that raise awareness and calls attention to the issue of equal pay
    - b. Short (30-60 seconds) video that raises awareness and calls attention to the issue of equal pay
  - d. The Equal Pay committee will develop the criteria for judging the videos and will coordinate the judging process.
  - e. The top 10 selected tiles and videos will be placed on the CSW website (hosted by the YWCA), the CSW Facebook page, and on Na Leo TV social media and TV stations. CSW members will be asked to share the videos via their personal social media pages, as appropriate.
2. Project Budget
  - a. \$100 gift card award to submitter of each of the 10 graphic tiles = \$1,000
  - b. \$100 gift card award to submitter of each of the 10 short videos = \$1,000
  - c. Total project budget = \$2,000
3. Project Resources
  - a. Judges – CSW members and Na Leo employees
  - b. Financial Resources – Funds approved for carrying out the project
4. Project Contacts
  - a. Farrah-Marie Gomes – primary point of contact
5. Project Steps/Processes/Timelines

December – January 2025	Work on Project Proposal
February 2025	Present Project Proposal to CSW
February – March 2025	Develop and finalize criteria
March 2025	Advertise contest
April 2025	Judging and selection of winning videos
April 2025 (Equal Pay Day)	Post on social media and start playing on TV
6. Submit Final Project Report (June 2025)