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MERRIE MOMENTS

Hula's premier competition draws to a close • TODAY / D1

DENNIS ODA / DODA@STARADVERTISER.COM

Hula Halau 'o Kamuela won the wahine overall title Saturday at the Merrie Monarch Festival in Hilo. The halau's auana performance, "'Umia ka Hanu i ka La'i a ke Aloha," described the many meanings of love.

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WAIKIKI PAVILIONS

MAYOR GOES ON OFFENSE

CRAIG T. KOJIMA / CKOJIMA@STARADVERTISER.COM

Police conduct hourly sweeps as the city weighs the cultural and commercial possibilities

By Allison Schaefers
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Mayor Kirk Caldwell has stepped up law enforcement at the Waikiki pavilions at Kuhio Beach Park, which have been plagued by homeless campers, crime and drug use, and says he is considering converting more of them into commercial enterprises to reclaim the public beach space.

Caldwell's latest plan follows a front-page story in the Honolulu Star-Advertiser this month on community frustration over the public pavilions. Because of enforcement loopholes, the beach locations have become havens for homeless campers, panhandlers and substance abusers.

While Honolulu police use the city's sit-lie law to move homeless sleepers from Waikiki's sidewalks, they have no authority to move them from the pavilions or the grassy areas around them because these places are defined as park spaces, not sidewalks.

As a result, more homeless people have taken over the pavilions and surrounding space.

Police can move loiterers only if they catch them violating other laws or find them in the park during closing hours, which run from 2 to 5 a.m.

Mark Howard, principal broker and

Please see **PAVILIONS**, *A7*

Edwin Lugo and Angelika Rivera, visitors from New York, enjoyed a snack Friday at the Waikiki Grass Shack Bistro. The commercial presence of the bistro keeps this one-time public pavilion at Kuhio Beach clean and free of homeless campers during the day, and could be a model for other public properties in Waikiki, the city says.

LOCAL

SHIPWRECK YIELDS ROYAL TREASURES FOR KAUAI MUSEUM

Artifacts recovered from the yacht of Kamehameha II will be shown >> **B1**

SPORTS

JORDAN SPIETH DONS GREEN JACKET AT THE MASTERS

The 21-year-old becomes the event's second-youngest champion, after Tiger Woods >> **C1**

Celebrities use fame to protest Mauna Kea telescope

By Michael Tsai
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When Gov. David Ige declared a cooling-off period amid the tense standoff between developers of the $1.4 billion Thirty Meter Telescope and self-described protectors of the sacred summit area of Mauna Kea — a postponement of scheduled construction subsequently extended by the contractors themselves — it marked a significant if tentative victory for a homegrown movement whose grass roots spread as broadly across the Internet as they do deeply into Hawaii soil.

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PROTEST: Celebrities use social media for Mauna Kea

*Continued from **A1***

For as much as face-to-face, slippers-on-the-ground activism has advanced the cause of protecting native spaces from outside development, the rapid conjuring of local, national and global support for the movement has likewise provided ample evidence of the enhanced power of celebrity in the age of social media.

"That the governor called a 'timeout' is by itself a demonstration of the power of social media to raise awareness, draw celebrity attention and make the cause something prominent," said Wayne Buente, an associate professor of communications at the University of Hawaii. "It's hard to tell where things go from here. Political institutions don't change overnight. But the groundwork has been set."

IN THE DAYS immediately before and after 31 protesters were arrested for blocking access to the proposed construction site, scores of organizers and supporters took to Facebook, Twitter, Instagram and other social media platforms to call attention to the unfolding situation, in the process enlisting the aid of several prominent entertainers and athletes with ties to the state.

The earliest and most prominent of these midlevel celebrities was Hawaii-born actor Jason Momoa.

Momoa, who is half Native Hawaiian, met face to face with protesters at Mauna Kea but also, and perhaps more important, transformed his Instagram page into a highly visible gallery of demonstration photos and shots of supporters bearing "We Are Mauna Kea" on posters and on their bodies.

Momoa himself, joined by wife Lisa Bonet, posed for pictures with the slogan written across his chest and arms, images that were retransmitted thousands of times by friends and followers.

The actor's Twitter and Instagram accounts also provide links to a Change.org petition.

The petition, created by a user identified as Protect Mauna Kea in Geneva, affirms support of an April 1 letter from the Mauna Kea Hui to Gov. David Ige, asking for him to void state permits allowing construction of the telescope on Mauna Kea. The petition had been digitally endorsed by more than 40,000 as of Sunday evening.

ALSO supporting the movement via social media have been Hawaii-born singer Nicole Scherzinger of the Pussycat Dolls; actor Ian Somerholder, who spent time in Hawaii while working on the TV series "Lost"; Momoa's "Game of Thrones" co-star Emilia Clarke; professional surfer Kelly Slater; San Francisco Giants pitcher Madison Bumgarner; Australian actor Jai Courtney; and actress Jill Wagner.

Buente, who has researched online social movements, said celebrity endorsement can be especially powerful when amplified by social media like Twitter and Instagram.

"Given the fragmented nature of broadcast media and multiple causes vying for attention, creating focuses of attention is key," Buente said. "Celebrities are really good at drawing attention to movements, especially on Twitter, where they are linked to thousands of followers."

"Attention is important to social movements," Buente said. "With Twitter and Instagram there are algorithms that push attention up. Trending topics get more visible with more activity."

Thus, even a photo of Scherzinger posing with "We Are Mauna Kea" scrawled wrist to elbow can be a powerful call to arms when shared with her 1.5 million Twitter followers and 5.3 million Instagram followers, who might then go on to re-tweet her message to millions more.

Still, enlisting celebrities to a cause can be tricky.

Craig Howes, a UH English professor and director of the Center for Biographical Research, said certain celebrities can be distracting, even divisive, based on the public's perception of them and of their relationship to the cause.

Howes said celebrity endorsement is most effective when a justifiably cynical public recognizes that the figure has little to gain from their involvement and that their involvement has significant positive impact, as was the case when Princess Diana of Wales used her celebrity to draw attention to the dangers of abandoned land mines.

"With Mauna Kea the celebrities involved do not have any real incentive for just jumping on the bandwagon," Howes said. "They come from a place of legitimate support based on who they are — being Hawaiian, or growing up in Hawaii, or spending a lot of time in Hawaii and having respect for the people and the place."

BUENTE SAID social media also provides highly effective channels for citizen journalism via live feeds, instant posting of photographs, even links to blogs and other resources that provide perspectives not addressed in traditional media.

Such was the case for UH graduate student Narissa Spies, a biology major who grew up in Kawaihae on Hawaii island.

Spies said discussion on Twitter and Facebook helped her to resolve her ambivalence about where she stood on the issue, both as a Native Hawaiian and a scientist.

"Social media provided people a place to come together and share information and organize," she said. "It took me a couple of weeks to figure out how I felt about the telescope. To me, science is about gathering all the facts and making an informed decision."

Airstrikes escalate in Anbar province

New York Times

BAGHDAD >> Iraq has withdrawn Shiite militiamen from the Ramadi area in Anbar province, and the U.S.-led coalition immediately responded by stepping up bombing raids to support Iraqi forces battling Islamic State extremists there, according to Iraqi officials involved in the decision.

Stuart E. Jones, U.S. ambassador to Iraq, met Saturday with Anbar tribal and provincial leaders and expressed dissatisfaction that Shiite militiamen were in the thick of a local offensive against the Islamic State near the provincial capital, two participants in the meeting said Sunday.

Unless they withdrew the militias, the ambassador warned, the United States would be unable to launch airstrikes to support Iraqi forces there. Anbar province is a Sunni area, and the tribes who live there have largely opposed the use of Shiite militias in the vicinity, a position the U.S. supports. U.S. officials worry that the use of Shiite militias will drive more of Anbar's Sunnis into supporting the Islamic State. They were also concerned about the possibility of accidentally bombing the undisciplined and disorganized militia forces.

"The American ambassador told us that the Americans will not carry out airstrikes if the popular mobilization stays in Anbar, and we understood him," said Sabah Karhot, head of the Anbar Provincial Council and one of those at the meeting.

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