

**39TH LEGISLATURE
4TH REGULAR SESSION**

(ADMIN/BY REQ)

**S.R. NO. 39-22
IN THE SENATE**

05 FEBRUARY 2025

INTRODUCED BY: Sen. Tualo Manaia Fruean, D-6

REFERRED TO COMMITTEE ON:

SUBJECT:
CONFIRMATION—DIRECTOR, OFFICE OF PUBLIC INFORMATION

SUMMARY:
This resolution confirms the Governor’s appointment of Mr. Aaron Hall as Director for the Office of Public Information.

OWN VOTE			LEGISLATIVE VOTE		
YES	NO		YES	NO	DATE
<input type="checkbox"/>	<input type="checkbox"/>	1ST READING			
<input type="checkbox"/>	<input type="checkbox"/>	COMMITTEE REPORT			
<input type="checkbox"/>	<input type="checkbox"/>	2ND READING			
<input type="checkbox"/>	<input type="checkbox"/>	3RD READING			
<input type="checkbox"/>	<input type="checkbox"/>	AMENDED - SEE CALENDAR DATED			
<input type="checkbox"/>	<input type="checkbox"/>	AMENDED - SEE JOURNAL DATED			
<input type="checkbox"/>	<input type="checkbox"/>	AMENDED - SEE JOURNAL DATED			
<input type="checkbox"/>	<input type="checkbox"/>	RECOMMITTED			
<input type="checkbox"/>	<input type="checkbox"/>	ORDERED TO LIE			
<input type="checkbox"/>	<input type="checkbox"/>	WITHDRAWN			

S.R. NO. 39-22
INTRODUCED BY: Julius W. Smith

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“A SENATE RESOLUTION CONFIRMING THE GOVERNOR’S
NOMINATION OF MR. AARON HALL AS DIRECTOR FOR THE OFFICE OF
PUBLIC INFORMATION.”

WHEREAS, by letter dated January 28, 2025, to the Honorable Tualo Manaia
Fruean, President of the Senate, Governor Pulaali’i Nikolao Pula,
submitted the name of Mr. Aaron Hall to the Legislature, pursuant to
A.S.C.A. 4.0111(b) and 4.0112(a)(f), for confirmation as the
Director of the Office of Public Information; and

WHEREAS, in his letter the Governor stated in part:
“...I hereby submit my appointment of Mr. Aaron Hall as Director
of the Office of Public Information.
I respectfully request that you and your colleagues review his
nomination and confirm him as Director of the Office of Public
Information.”

NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE
TERRITORY OF AMERICAN SAMOA:

THAT, the nomination of Mr. Aaron Hall as the Director of the Office of Public
Information is hereby confirmed; and

BE IT FURTHER RESOLVED, that the Secretary of the Senate is directed to
transmit this resolution to the Honorable Pulaali’i Nikolao Pula, Governor of
American Samoa; and a copy to Mr. Aaron Hall.

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**NOFOA'IGA TOLUSEFULU-IVA
FONO TELE LONA MUAMUA**

(TALOSAGA/KOVANA)

**IMM NU. 39-22
I LE MAOTA MAUALUGA**

05 FEPUARI 2025

FA'AULUFALEINA E: Senatoa Tuoalo Manaia E. Fruean, Itumalo - 6

TU'UINA ATU I LE KOMITI:

MATA'UPU:

FAAMAONIGA—FAATONUSILI, OFISA O FAAMATALAGA FAALAUATELE

'OTO'OTOGA:

O lenei Iugafono e faamaonia ai le tofia e le Afioa i le Kovana o Aaron Hall e fai ma Faatonusili o le Ofisa o Faamatalaga Faalauaitele.

LANA PALOTA MONI			PALOTAGA A FAIPULE		
IOE	LEAI		IOE	LEAI	ASO
<input type="checkbox"/>	<input type="checkbox"/>	FAITAUGA MUAMUA			
<input type="checkbox"/>	<input type="checkbox"/>	RIPOTI A LE KOMITI			
<input type="checkbox"/>	<input type="checkbox"/>	FAITAUGA FA'ALUA			
<input type="checkbox"/>	<input type="checkbox"/>	FAITAUGA FA'ATOLU			
<input type="checkbox"/>	<input type="checkbox"/>	SUI – VA'AI ASO I LE KALENA			
<input type="checkbox"/>	<input type="checkbox"/>	SUI – VA'AI ASO TALA 'OTO'OTO			
<input type="checkbox"/>	<input type="checkbox"/>	SUI – VA'AI ASO TALA 'OTO'OTO			
<input type="checkbox"/>	<input type="checkbox"/>	TU'U ATU LE ISI KOMITI			
<input type="checkbox"/>	<input type="checkbox"/>	FA'ATONU E FA'ATA'ATIA			
<input type="checkbox"/>	<input type="checkbox"/>	TOE TAOFI			

1 I.M.M. NU. 39-22
2 FAAULUFALEINA E: Jul W. S.
3

4 “O SE IUGAFONO A LE MAOTA MAUALUGA E FAAMAONIA AI LE
5 TOFIGA A LE KOVANA O AARON HALL E AVEA MA FAATONUSILI O
6 LE OFISA O FAAMATALAGA FAALAUATELE.”
7

8 TALUAI, i lana tusi ia Ianuari 28, 2025, i le Afioga ia Tualo Manaia Fruean,
9 Peresetene o le Maota Maualuga, na faaoo atu ai e le Afioga i le
10 Kovana, Pulaali’i Nikolao Pula, le suafa o Aaron Hall i le
11 Fonofaitulafono ina ia faamaonia e fai ma Faatonusili o le Ofisa o
12 Faamatalaga Faalauaitete ina ia tusa ai ma maga 4.0111(e) ma
13 4.0112 (a)(f), T.T.A.S; ma
14

15 TALUAI, i se vaega o lana tusi, na faapea ai le Afioga i le Kovana:
16 “...ua ou faaoo atu la’u tofiga o Aaron Hall e fai o ia ma Faatonusili
17 o le Ofisa o Faamatalaga Faalauaitete.
18
19 Ou te fautuaina ma le fa’aaloalo lau Afioga ma le Maota ina ia iloilo
20 ma faamaonia o ia e avea ma Faatonusili o le Ofisa o Faamatalaga
21 Faalauaitete.”
22

23 O LENEI, O LE MEA LEA, IA FAAIUGAFONOINA AI E LE MAOTA
24 MAUALUGA O LE TERITORI O AMERIKA SAMOA:
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26 E FAAPEA, ua faamaonia nei le tofiga o Aaron Hall e avea ma Faatonusili o le
27 Ofisa o Faamatalaga Faalauaitete; ma
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29 IA TOE FAAIUGAFONOINA FOI, e faapea e talosaga le Failautusi o le Maota
30 Maualuga e faaoo atu lenei Iugafono i le Afioga ia Pulaali’i Nikolao Pula, Kovana
31 o Amerika Samoa; ma se kopi ia Aaron Hall.
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----- IUGA -----

Aaron Hall

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Professional Profile

Results-driven professional with over 7 years of expertise in media/digital broadcast and aerial industrial services, coupled with 13 years of management experience. Proven ability to lead teams, manage operations, and deliver high-quality results on time. Skilled in policy analysis, project management, and implementing innovative solutions in dynamic environments.

Professional Experience

Quality Control Manager

Going the Extra Mile LLC - Phoenix, AZ | 2023 – 2024

- Conduct comprehensive reviews of client files to ensure compliance with industry standards.
- Develop and revise internal policies to improve operational efficiency.
- Perform in-depth research on AHCCCS, ADHS, and Federal policies to guide organizational strategy.
- Facilitate internal communications with managers and executives.
- Draft and present actionable recommendations to executive leadership.

Deputy Director

Office of Public Information - Utulei, American Samoa | 2021–2022

- Spearheaded the modernization of local news production by integrating live-streaming capabilities across social media platforms, significantly increasing audience reach and engagement.
- Oversaw daily operations, including production schedules, news team management, master control room functionality, and resolution of broadcasting challenges.
- Collaborated with government departments and federal programs to promote public awareness of government social services and initiatives.

- Upgraded equipment and filming techniques to align with current industry standards, enhancing the quality and efficiency of production.
- Facilitated interdepartmental communications, ensuring accurate dissemination of news updates, memos, and public service announcements.
- Provided strategic recommendations to the Director of OPI, identifying functionality/operational opportunities to expand and enhance services.
- Led digital innovation initiatives in partnership with ASTCA and Bluesky, optimizing technology infrastructure to support advanced broadcasting solutions.

Director

Office of Public Information - Fagatogo, American Samoa | 2022–2023

- Led the successful transition of broadcast services from analog to digital systems, modernizing communication infrastructure to meet contemporary standards.
- Expanded public media reach by integrating social media platforms such as Facebook and YouTube, increasing audience engagement and accessibility.
- Introduced and implemented live-streaming media production services, enhancing real-time broadcasting capabilities.
- Oversaw all aspects of daily operations, including production schedules, news programming, personnel management, and financial oversight.
- Directed the digitization of archival tapes and reels, preserving historical records and enhancing accessibility.
- Facilitated cross-departmental initiatives and fostered interagency collaboration to align messaging and optimize resource utilization.
- Managed financial operations, including payroll, grant funding, contract negotiation, and payment processing, ensuring fiscal responsibility and compliance.
- Directed the procurement and upgrade of production and broadcasting equipment to enhance quality and operational efficiency.

Owner/Operator

Six84 Media/ Six84 Aerial – Tafuna, American Samoa | 2015 – 2021

- Provided professional aerial filming and industrial services as an FAA-certified sUAS operator.
 - Pioneered, Developed and integrated commercial drone services in American Samoa

- Drone services provided to government, federal government and private sector to promote environmental concerns, infrastructure upgrades, land surveying and crisis management
- Delivered filming, editing, and live-streaming services to clients locally and nationwide.
 - Pioneered, developed and integrated first live streaming services in American Samoa.
 - Serviced government and private sector needs for marketing and commercial drone services.
- Developed custom scripts and programs tailored to client needs.
- Directed and produced high-quality multimedia content for government and private clients.

Retail Buyer

Tools Inc (Tool Shop) – Tafuna, American Samoa | 2014 – 2016

- Negotiated pricing and procurement with suppliers to optimize costs for B2B and distribution channels.
- Analyzed sales trends to forecast inventory needs and implement restocking strategies.
- Implemented efficient inventory management practices and maintained accurate records.
- Ensured workspace organization and streamlined document retention for audits and reviews.
- Provided RFQ Bids to Procurement to align with ASG Procurement policies

Inventory Control Specialist

Best Buy – Aiea, HI | 2010 – 2014

- Monitored and verified inventory shipments with a focus on accuracy and detail.
- Addressed and resolved discrepancies in inventory documentation across corporate levels.
- Provided detailed reports and recommendations to senior management for decision-making.
- Delivered exceptional customer service to stakeholders at all organizational levels.

Education

American Samoa Community College | Coursework in Business Management & Accounting (2015 – 2017)

Grossmont Community College | Coursework in Criminal Justice (2007 – 2009)

American Samoa Community College | Coursework in Criminal Justice & Pre-Law (2002 – 2004)

Fa'asao-Marist High School | Diploma (1998 – 2002)

Key Projects

- **DOC Shoreline Management Project (2017):** Performed quarterly aerial mapping of beaches to assist the Department of Commerce in mitigating and managing coastal erosion.
- **Swains Island Scientific Expedition (2017):** Conducted aerial filming and mapping to support ecological research and resource conservation.
- **CRAIG Reef Management Project (2018):** Provided aerial imagery for the Department of Marine and Wildlife Resources (DMWR) to monitor and manage protected reef areas impacted by climate change.
- **Cyclone Gita Relief Efforts (2018):** Produced drone imagery and video for Emergency Operations Center (EOC) submissions to FEMA for state-of-emergency declarations.
- **PPG Runway 5 Rehabilitation (2018):** Provided detailed aerial mapping services for critical infrastructure upgrades to improve runway functionality.
- **McConnel Dowell – Rock quarry aggregate management (Aggregate Survey/Measurements)**
- **ASPA Reservoir Project (2018):** Utilized drone imagery to support water conservation efforts by identifying alternative water sources in mountainous regions.
- **American Samoa Visitor's Bureau Campaigns (2019–2020):** Produced creative media content to promote tourism and cultural heritage.
- **ASPA Waterline Project (2019):** Conducted aerial surveys of western villages to update as-built plans and improve waterline infrastructure for the American Samoa Power Authority (ASPA).
- **Reel-to-Digital Conversion Project (2021-2023):** Digitized archival footage, preserving historical records and enhancing accessibility for future generations.
- **Gubernatorial Campaigns (2021):** Directed and produced high-quality multimedia coverage of key ceremonial events.

- **COVID-19 Aid and Response (2021 -2022):** Managed public communications and provided live aerial surveillance to support repatriation efforts and pandemic response measures.
- **KVZKTV Analog-to-Digital Conversion (2022):** Led the modernization of the national broadcasting system, including comprehensive upgrades to digital film and broadcast equipment, ensuring compliance with modern standards.
- **Going the Extra Mile LLC (2023):** Assisted in preparing and organizing all required documentation for a federal audit, ensuring accurate and timely digital submissions in compliance with regulatory standards.

Skills & Certifications

- **FAA Certified sUAS Operator (Small Unmanned Aircraft Systems) 2016 - 2022**
- **Policy Research & Development**
- **Project Management & Strategic Planning**
- **Multimedia Production & Editing**
- **Broadcast Systems Integration (Analog to Digital)**
- **Topography Mapping and GIS systems**
- **Inventory Management & Procurement**
- **Advanced MS Office Suite & Data Management**
- **Exceptional Communication & Leadership Skills**

Aaron Hall

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Professional References

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