



ENTREPRENEURS

 by Ginger Keller

Videographers Are A Couple On A Mission

Who knew that owning a business could be such a matchmaker? Nolan and Jamie Hong, the husband-and-wife team behind Pop Creative Media, established their company in 2014 purely as partners — and not the romantic kind.

The two met more than a decade ago while working at a local TV provider. Nolan — who's acted in countless commercials and TV shows, including *Hawai'i 5-0* and *Doogie Kameāloha, M.D.* — is a natural in front of the camera, while Jamie prefers more of a behind-the-scenes lifestyle.

"We deemed ourselves as the Ying Yang Twins like that rap group because we're so completely different and opposite from each other, but so complementary in that sense," says Nolan. "Like, she would never want to be in front of the camera and I am totally comfortable in front of the camera; she went to 'Iolani and I went

to Punahou; she'd rather do technical computer work and I'd rather just talk about it.

"And yet, our passion for what we want to accomplish is very simple, and our appreciation for each other's style is matched. So, it's kind of cool that the result of putting us together created the thing that we both desperately wanted to, but never felt like we had the tools to do (on our own)."

Pop Creative Media, a biz that specializes in long-format, interview-style videos, began as a passion project, then turned into an official side hustle and now is the Hong's full-time job. They mostly work with nonprofits, families and couples to, as Nolan puts it, "bridge the gap between people and their stories and the audience they're trying to reach."

"We'll do the filming, editing and interviews," he explains. "We help people communicate their stories through video. We work a lot with nonprofits because



Jamie and Nolan Hong are the husband-and-wife team behind Pop Creative Media. PHOTO COURTESY NOLAN HONG

they have so many things to share about who they are and their mission, but it's hard to communicate that to the general public. Sometimes, they speak a different language it seems, so I like to describe our videos like we're the interpreters."

The Hong's, who know a thing or two about love

stories, also work with engaged couples who want to document their romance to play at their wedding and for keepsake purposes in the event their future kids ask, "Mom/Dad, how did you meet?"

Lately, the Hong's have been excited about a new venture: Pop Legacy Videos,

a division of Pop Creative Media. For this, the Hong's sit down with a client's family member — namely kūpuna — and record their life's stories. It's a hard truth that nobody lives forever, but by preserving meaningful memories in video format, the oral history can continue on.

Acknowledging that not everyone can afford their services, the Hong's held a free workshop in November — which can now be watched on their YouTube channel ([youtube.com/user/meisingproductions](https://www.youtube.com/user/meisingproductions)) — to share basic tips on how to do it yourself.

"My mom ... was super critical about it — like 'why are you giving away your business for free?'" Nolan says with a laugh. "But not everyone has the means or the desire to go through a service or company like us. But those stories are still there and they need to be captured.

"There's so many times our friends would say,

'That's so amazing, I wish I could have done something like that when my mom was alive' with a lot of regret. Same thing here — I wish I had this done for me when my grandfather was alive," Nolan adds. "There's so many people in this community that have loved ones who are still here and they have the opportunity to capture these stories before they pass.

"We wanted to desperately convince and empower people that no matter what position they're in, they can still capture these stories now while you have your loved ones here, especially while the holidays are coming up and families are getting together. Time is of the essence and we wanted everyone to not lose the opportunity."

For more information on Pop Legacy Videos, visit [poplegacyvideos.com](https://www.poplegacyvideos.com), and check out [popcreativemedia.com](https://www.popcreativemedia.com) for everything else the Hong's have going on.

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