

Ho'ike: Kauai Community Television, Inc.

4211 Rice Street #103, Lihue, Hawaii, 96766 ~ Ph: (808) 246-1556 ~ Fax: (808) 241-2832

2012 DEC 17 P 2: 20

A ___ E ___ P ___ S ___

Re: Application of Ho'ike: Kauai Community Television for Designation of a PEG Access Organization on Kauai

FILE _____

Department of Commerce and Consumer Affairs First Request for information

1. Ho'ike's financial audit was received by the DCCA on February 28, 2012 and signed for by L. Yoshimura.
2. The address and phone number for the satellite media center in Kilauea is 4900 Kuawa Road, Kilauea, Hawaii, 96754 – (808) 828-6121.
3. Facilities are open Monday – Friday from 9:00am to 5:00pm and Saturday from 10:00am to 3:00pm. Basic Video Training classes are conducted monthly from January through November, a total of 11 courses are offered at each location. Additional one-on-one training programs are individually scheduled per client arrangement.
4. Organizational Chart
 - a. Five positions are located in Lihue and two are at the Kilauea location. The Lihue location serves the Managing Director, Administrative Clerk, one Media Education manager and two part time Production Assistants (1 general and 1 government production). The Kilauea location has a station manager and one part time production assistant.
 - b. All positions are currently filled as indicated.
5. PEG channel hours of first-run programming
 - a. Please see original application for complete data report
 - b. No, please see original application
 - c. Please see original application for complete data report
6. Please see original application for complete data report on Local Original programming
7. Please see original application for complete data report on PEG Producer programming
 - a. 2012 (January to March) 186 hours of Ho'ike producer original content
 - b. 2012 (April to June) 289 hours of Ho'ike producer original content
 - c. 2012 (July to September) 307 hours of Ho'ike producer original content
8. Please see original application for complete data report on Open Mic & Community Camera
 - a. 2012 (January to March) 87.5 hours
 - b. 2012 (April to June) 101 hours
 - c. 2012 (July to September) 65 hours
9. Please see original application for complete data report on PEG produced programming per Channel for years 2009 through 2011.
 - a. 2012 (January to March) (G) = 148 original hours
2012 (January to March) (P) = 12.25 original hours
 - b. 2012 (April to June) (G) = 188 original hours
2012 (April to June) (P) = 10.25 hours original hours
 - c. 2012 (July to September) (G) = 90 original hours
2012 (July to September) (P) = 15 original hours
10. Ho'ike's VIDEO ON DEMAND service is provided on the company website and is not a Cable Channel – these questions do not apply. The question related to Open Mic programming is not

relevant.

11. Maintain our normal operational structure. We have experienced an increase in first run programming each year and expect that pattern to continue.
12. Ho'ike will continue to encourage active participation in the exercise of free speech rights. Our normal training programs and support for producers have provided an increase in local original program each year over the past five years and will continue. Additional marketing efforts and public campaigns will also increase the public output. Ho'ike will create an island wide campaign and event that will stimulate additional original programming.
13. Community partnerships
 - a. Please refer to the original application which provides details of the various community organizational partnerships and outcomes.
 - b. Kauai is a truly unique county where personal relationships bring more results than formal written agreements. Most of the organizations on this island do not have the capacity to enter into formal contractual agreements therefore significant associations have been made through needs requests either via phone, personal contact or email exchanges.
14. There is no question #14 –
15. Short Term Plans
 - a.
 1. Extend relationship and partnerships with an expanding network of community groups and organizations. Specifically to provide information on Ho'ike partnership opportunities, participate in joint activities and encourage our community members to take advantage of their options.
 2. Continue to expand current working relationships with Kauai's public and private schools. Personal outreach has proven to be the most effective means of working within our school system. Our staff's education outreach member has contacted schools offering our services and information them of the potential of youth training and access to the PEG equipment. To date three immersion schools have indicated an interest and we will follow up by implementing a training program when they are ready. Our other schools are actively engaged with our operations and we will continue to extend our services.
 3. Incorporate advanced web technology to provide a simplified submission process allowing for program delivery via the internet to our playback servers. This system will utilize a web-based "cloud" technology. We have begun using this system for the delivery of a few programs from across the state. The immediate plan is to inform and help train our producers in this technology and implement a broader use of the web delivery as it becomes a more useful tool for the producers.
 4. Work with Kauai Economic Development Board and the County of Kauai in a feasibility study and plan for a Kauai Digital Media Center. This project is driven by the County of Kauai and the Kauai Economic Development Board. Ho'ike is a participant in the planning and study of the media center. Our immediate goal is to continue to participate as much as allowed and finally determine if it is the appropriate avenue for our growth and future.
 5. Transition and development of High Definition (HD) technology – This development is dependent upon and would require the cooperation and assistance of the cable operator in the provision of digital and HD tier of service.
 6. Seek new ways to provide services to under-represented sectors of our community. Our immediate action is to conduct meetings with our County officials dealing with the under-representative segment of our community to determine a variety of programs that will assist them including but not limited to social service programs, personal training in video, support for identified causes. We have scheduled a meeting with the Office of the Mayor, the Director of

Communications and the Mayor's Advisory Council on Equal Access (MACFEA). The County as agreed to provide the direction and guidance while Ho'ike will implement and execute the services.

b. Our current staff is capable of accomplishing all of the goals listed above. If and when the need arises we have the capacity to hire additional staffing to accommodate the projects.

16. Training

a. Please see original application for class training figures. Due to the flexibility of the training program allowing producer's skills and technical capabilities there is a varying amount of time spent with each student. We have small individual class number providing a more personal course of instruction therefore the amount of time spent in class is irrelevant in our process.

b. Typically, a potential producer is required to attend 24-hours in a training course. However, we also offer a course challenge system where an individual can demonstrate competency and necessary skill levels required for certification.

c. The expansion of training services is dependent upon demand of the community. Our current system meets the needs of Kauai. Additional training may be offered in specialized technique or software and program adaptation when and if needed. The proposed expansion will include the addition of course offerings on the west side of the island, specific offers to selected community organizations, and advanced technology applications ie; Adobe Photoshop, Adobe After Effects, and Chromakey techniques.

17. Relationships with Schools

a. Ho'ike has provided services to a variety of Kauai's schools. This is primarily, but not exclusively, in terms of personal instruction, use and training on camera equipment, special instructions for editing in both the Final Cut Pro format and Adobe Premier Suites. On occasion, when needed, Ho'ike staff will provide on-site assistance during student production projects. One of the primary support systems is the sponsorship and partnership with local schools in their application for Kauai Economic Development Board Aloha Ike media grants of \$5,000. Without our specific support these funds would not be available to the student media arts programs. Another service to consider is that retired video equipment is donated to our schools media arts programs at Kauai High School, Waimea High School, Kapaa High School, and Wilcox Elementary.

b. 2011 – 65 hours serving 77 students attending 6 different schools

2010 – 32 hours serving 58 students attending 5 different schools

2009 – 10 hours serving 24 students attending 2 different schools

c. Additional outreach and communication with Kauai's schools is a critical element of our continued development. It is our intention to support grant applications for our Media Arts programs in conjunction with other development agencies (KEDB) providing financial, training support and broadcasts. Ho'ike has and will continue to make personal contact with our educators offering training partnerships. This currently involves our public education system along with Hawaiian immersion and charter schools.

1) Over the next five years, and more immediately, we will identify individual schools with specific needs. We have identified specific programs that are attractive to the media production process currently in place. Those offerings include but are not

limited to advanced editing techniques, basic editing with Final Cut Pro and Adobe Premier with attention to special effects, chromakey and computer generated images, audio production, as well as documentary and interview techniques.

2) There is no indication as to the "contract term". However, we continually evaluate and assess the needs of our youth while in the school systems. Those indicators along with special requests from the Media Arts instructors provide the basis of our training assistance.

d. The current programs are staffed with active employees. At this time three staff members in addition to the Managing Director have been assigned to the various school programs. These activities are part of each staff member's duties and roles.

18. County of Kauai

a. On a regular basis Ho'ike provides video production services for the County of Kauai Police Commission, the Planning Commission, the County Council and the Office of the Mayor. This Service includes operating cameras, providing a stream source for the County's official website and archives, audio sources and technical support when needed. Additional services are provided when required for community informational meetings and events. This has included Kauai County special projects like the Ka Ala Hele Makalae multi use path, community and neighborhood meetings, National Resource Defense Council, the Federal Emergency Management Agency, the Army Corp of Engineers, the State Department of Transportation, and others. Ho'ike has also provided video services to the Kauai Police Department in the production of public service announcements related to traffic safety, anti-drinking and driving, child safety, and infant car-seats. The only charge for service is attached to the Police Commission, Planning Commission, County Council meetings and the Together We Can programs. All other production services are provided at no charge.

b. Ho'ike and our County partner do not use formal written agreements or documents. It has been their habit to request services, provide the date and location and Ho'ike complies with staff and production.

c. 90% of all government programming is generated and produced by Ho'ike on the G channel.

d. Our plans are to be as responsive as possible for any and all County government requests for services. We have continually offered our production and broadcast services to the Police Department, the Fire Department, the Transportation Department, the Americans with Disabilities division and Civil Defense. If and when they choose to take advantage of the opportunities presented we will have a plan to deliver any products required.

e. Ho'ike has one dedicated staff member for Government productions and a second staff position assigned to additional tasks. The special project requests are routinely handed with current staffing.

f. Ho'ike regularly makes contact with the elected Federal government officials for program requests. Access to Federal agencies is limited on the island of Kauai as they are Oahu based. Similarly we extend service opportunities to various State agencies. However, Kauai has no single coordinator or lead person to identify information sources or appropriate projects specific to Kauai residents as they are also Oahu based and focused.

g. Ho'ike does supply equipment to be used by County officials or employees if they are trained and certified through the media center training. Video Production training is offered to the County agency staff at no charge.

19. Strategic Plan

a. There is no Strategic Plan officially approved by the Board of Directors at this time.

b. Ho'ike is undertaking the Strategic Plan moving forward and fully intends to consult with

professional assistance in its development.

c. The previous strategic plan called for the complete digitalization of the operations. That objective has been met. Current technological advancement and the evolution of equipment is the primary focus in purchases. The digital playback equipment transformation was a part of the previous objectives. Currently equipment purchases are made to meet community demand for facilities or equipment.

20. The following accurately reflects the Operational Plan submitted to the DCCA on or before November 1, 2012:

OPERATIONAL PLAN 2012

Administration

Alliance for Community Media leadership and participation
Submit proposal for DCCA contract agreement
Work with Cable Advisory Commission on regulation issues
Conduct a "Needs Assessment" survey through an independent party
Implement Strategic Plan from Board of Directors
Improve and expand Website functions
Explore expansion in Staff and inventory to accommodate Waimea satellite center

Public Access

Maintain effective management of all media centers
Conduct/offer a minimum of 20 training courses
Conduct special workshops and increase learning opportunities
Producer participation in National and Regional video competition
Create a producer event on Kauai

Education Access

Provide media arts support to Kauai's Schools
Develop and expand relationship with Kanuikapono Charter School
Coordinate program with Wilcox Kids Video Institute
Support grant opportunities
Participate in DOE enrichment programs

Government Access

Provide services to State and County government entities
Generate positive relationships with elected officials
Work with State Legislature in Broadband development
Provide special services to the County agencies and departments

21. While Ho'ike would appreciate the ability to broadcast community programming in High Definition at this time there is no indication by either the State or the Cable Operator that the advantages realized by this service tier will be offered in the near future. Without any assurance or action in this regard Ho'ike has not developed a comprehensive move into this technology. We hope that a discussion is forthcoming that will include PEG Access programs in this realm. If and when this ever becomes a possibility we will provide a detailed plan on equipment and implementation. Ho'ike will be a position to purchase the necessary equipment and would require the cable operator to provide the channel allocations in High Definition.
22. The proposed Kauai Digital Media Center is a joint project with the County of Kauai, the Kauai Economic Development Board and various constituents in media, business development,

culture and the arts. The proposed project has recently completed a feasibility study with a presentation to the Kauai County Council. Currently a business plan is being developed. There is no assurance that this project will ultimately receive the necessary approval and funding. At this time the majority of funding is proposed to be provided through Federal Business Development grants. However, Ho'ike continues to play an important role in designing and developing the study and plans.

Ho'ike has found the need for a permanent facility with adequate technology provisions (studio, edit bays, training center, and playback center) that is centrally located. It is the intention of the Board of Directors to either become a functioning partner in the above mentioned Digital Media Center or identifying available property or structures to independently create the Ho'ike media technology center.

23. Ho'ike provides financial information annually to the Department of Commerce and Consumer affairs. We consider this information to be proprietary to the private non-profit organization and not for public distribution. Disclosing this information for the past six years would not be relevant or applicable to our application process and could potentially be used to our disadvantage. Our by-laws allow for financial information to be distributed to a Director, the Department of Commerce and Consumer Affairs and the Cable Operator. However this is confidential material at all times and not publicly disclosed.
24. As the least funded of all PEG's in Hawaii by a substantial margin this question has no basis on our ability to manage the access operations on Kauai. Ho'ike provides financial information annually to the Department of Commerce and Consumer Affairs. We consider this information to be proprietary to the private non-profit organization and not for public distribution. Disclosing this information for the past six years would not be relevant or applicable to our application process and could potentially be used to our disadvantage. Our by-laws allow for financial information to be distributed to a Director, the Department of Commerce and Consumer Affairs and the Cable Operator. However this is confidential material at all times and not publicly disclosed.
25. Ho'ike does receive some level of funding from sources other than Oceanic Time Warner Cable.
 - a. Please see original application for detailed listing of source and amount of revenue.
 - b. Ho'ike will expect to continue to receive additional funds from training, product sales (blank video tapes, copies of programs, miscellaneous production supplies), occasional donations, and payment for services rendered to the County of Kauai broadcast and streaming primary contractor.
26. Ho'ike does not have an investment account.
 - a. This question is not applicable
27. The primary purpose of the internet at Ho'ike is to provide a broader reach for the producers message and programming. We also use the internet to provide information and communications about the non-profit organization. More recently we have been able to receive programs through internet "cloud" services providing an remarkable tool for our community producers to deliver programming to our primary media technology center for broadcast. The continued application of web technology is dependent upon improved broadband services
28. Ho'ike currently employs two methods of streaming. The first is selected inventory available on the company website video player. Producers have the option when submitting programs to include their work in the catalog. The second process is our complete library is available on PEG TV, an exclusive web based television delivery process that provides Ho'ike's producers with a national viewing audience.
 - a. Ho'ike has spent no funds for the streaming processes. The capacity to deliver the programs

via video on demand and/or PEG TV are a free service built into the recent purchase of the digital playback system with TelVue. This system is primarily for broadcast playback, the additional service features are a bonus. We intentionally added these options to the purchase.

29. Ho'ike: Kauai Community Television does not own any property.
30. Ho'ike: Kauai Community Television does not lease or sublease any portion of any facility.
31. Ho'ike: Kauai Community Television has no plans to lease or sublease any portion of any facility.
32. Ho'ike: Kauai Community Television has no immediate plans to relocate the satellite facility
33. Increase outreach for diversity of content – Personal one on one presentations about the programs and services at Ho'ike have proven to be the most effective means of developing collaborations and partnerships. Within the next 12 to 16 months we will identify and communicate with special interest groups. Immigrant populations (Spanish speaking and Japanese speaking along with other languages), we are undertaking a very specific effort with the Mayor's Advisory Council for Equal Access (MACFEA) and the County administration to include disabled members of the community with targeted programs and training opportunities. Outreach will include special visits and education on services to the outlying communities with emphasis on the underserved. We are currently communicating with our Hawaiian immersion and charter schools in order to include our native children including other Pacific islanders. For additional diversity we will continue to develop programs with our schools in order to include interest in youth subjects.
34. Any and all complaints regarding operations or program content are received and reviewed by the Managing Director for determination. Should the complainant not accept the Managing Director's review and decision another appeal may be presented to the Board of Directors. Please note as indicated in the original application Ho'ike has received one minor complaint in the past 7 years. (The issue was of a dislike for the personality and not the specific content.)
35. With a total staff of seven employees (4 fulltime and 3 part-time) in two facilities it is paramount that all staff members are trained and capable of serving in a variety of essential tasks. These multi-tasks include but are not limited to equipment usage, mentorship and assistance on community producer projects, programming, production operations and attending to the daily needs of the Media Center.
36. Ho'ike currently does not charge any fee for services within our operations for Public Access. All community and public assistance or facilitated production is provided at no cost. However, Ho'ike currently receives a fee from Granicus, Inc. for video production services for contracted programming from the County of Kauai.
 - a. There are no immediate plans to increase the fee for service in this regard.
 - b. There are no immediate plans to impose any fee for services in the future for Public Access