



4211 Rice Street, Suite 103
Lihue, HI 96766 -1325
Vox: 808-246-1556
Fax: 808-246-3832

hoike@hoike.org

OFFICERS

Barbara Morrison
President

Michelle Rundbaken
Vice President

Paula Schultz
Secretary

Joseph Figaroa
Treasurer

DIRECTORS

Lee Anderson

Steven Kline

Michael Ratcliffe

STAFF

J Robertson
Managing Director

William "bc" Charles

Tiare Nichols

Roger Olsen

Kainoa Palama

Jul3ia Richard

Michelle Rozon

CABLE DIVISION
COMMERCE AND
CONSUMER AFFAIRS

2013 FEB 20 A 10: 51

A / E P / S

FILE _____

February 19, 2013

Donn Yabusaki, Cable Administrator
Department of Commerce & Consumer Affairs
355 Merchant Street, Room 101
Honolulu, Hawaii, 96813

Dear Donn,

Enclosed please find Ho'ike: Kauai Community Television's response to the "First Request for Information" supplemental to our original application for PEG Designation for the County of Kauai.

As always you may contact me at Ho'ike should you require additional details or information.

Sincerely,

J S Robertson
Managing Director



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

Total Hours of First run Programming *Public Access*

2009	548
2010	1011
2011	1388
2012	1729

Total Hours of First Run Programming *Government Access*

2009	383
2010	265
2011	475
2012	510

a. Please see original application for complete data report

Total Hours of Repeat Programming *Public Access*

2009	7801
2010	7708
2011	7354
2012	7036

Total Hours of Repeat Programming *Government Access*

2009	8068
2010	8462
2011	8264
2012	8237

b. No, please see original application

c. Please see original application for complete data report

Total Hours of Bulletin Board programming on *Public Access*

2009	658
2010	0
2011	0
2012	0

Total Hours of Bulletin Board Programming on *Government Access*

2009	309
2010	0
2011	0
2012	0

5. Please see original application for complete data report on Local Original programming
 Total Hours of Local Originally Produced Programming

2009	7008
2010	7024
2011	6799
2012	6949

6. Please see original application for complete data report on PEG Producer programming
 PEG Trained and Certified Original Programming

2009	381
2010	789
2011	804
2012	913

 - 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
 - d. 2012 (October to December) 131 hours of Ho'ike producer original content

7. Please see original application for complete data report on Open Mic & Community Camera
 Total Original Hours of open mic programming

2009	39
2010	23
2011	22
2012	18

8. Please see original application for complete data report on PEG produced programming per
 Channel for years 2009 through 2011.
 Total Hours of PEG produced programming *Public Access*

2009	49
2010	41
2011	35
2012	69

 Total Hours of PEG produced programming *Government Access*

2009	366
2010	265
2011	425
2012	509

9. 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. However, the following information accurately

describes a portion of the productive partnership efforts:

Ho'ike completes a new working agreement with Kauai Online newspaper (print and internet) for additional media center promotions. The Managing Director conducted a series of meetings with the owner and publisher of the Kauai newspaper. The end result after discussions was an agreement to include programming information and a short editorial to be included in the print edition distributed to each and every home on the island as well as post office boxes (plus several retail pick up locations). Our schedules and information are also listed on the web-site distribution.

Hawaii Business Magazine provides coverage of Ho'ike and our community impact in their monthly publication. This edition recognizes Ho'ike as one of Hawaii's top small non-profit organizations. A community partner (Community Manager, American Savings Bank) nominated Ho'ike in this category. Ho'ike assisted in the process by providing information on our services and effectiveness. The Hawaii Business Magazine considered our qualifications and supporting detail and decided to include our PEG operation in the awards.

Managing Director works with the Kauai County Government in adapting new technology for Government broadcasts. This essential collaboration has increased the transparency of our local government operations. We met on several occasions discussion their needs and Ho'ike's ability to respond and adapt to the particulars of their interest. These efforts were apparent following the failed renovations of the Historic County Council Chambers. Ho'ike immediately resolved their broadcast issues and provided vital assistance in restoring a quality production. Following several meetings and identifying the essential elements of their needs Ho'ike agreed to provide for \$25,000 in high quality equipment for their use. This includes the advanced streaming of the government meetings live via their internal web systems.

Ho'ike produces special programming to support the efforts of the Kauai March of Dimes. Special features on the 2011 Ambassador Family are also produced and aired. The Managing Director and the Executive Director of the March of Dimes began a conversation as to how Ho'ike might be able to provide meaningful services to this valuable organization. They had specific needs in terms of marketing and outreach as well a developing general awareness of the March of Dimes Mission. Ho'ike devoted resources towards creating programming that promoted the March of Dimes. A special program was created that featured the March of Dimes "Ambassador Family". We went provided assistance in developing the storyline and then produced a feature on the family and the positive effects of the services provided to the prematurely delivered child. We also found a variety of national Public Service Announcements to air in conjunction with the overall campaign. The net result was a very successful March of Dimes "Walk-a-thon" and more awareness and interest in the organization.

Ho'ike supports the Friends of the Children's Justice System on Kauai producing special programming directed at sexual and physical abuse prevention for our children. While serving on the FCJS Board of Directors, Ho'ike's Managing Director offered the services and capability of the PEG to promote awareness of sexual abuse on children and what to do when you become aware of the situation. This program included a special series that informs the public and provides them with comprehensive information on how to respond and where to get help. Ho'ike also found special national programs that specialize in the historical aspects of child abuse in American and in particular with native cultural groups.

Managing Director hosts the annual Kauai Independent Foodbank event. The media center also assists with special program development for food raising efforts. The Kauai Independent Foodbank has traditionally used Ho'ike's Open Mic programs to provide information to the community. At this time they were under a challenge and needed assistance in creating island wide support for the organization as well as conduct a food gathering drive. Ho'ike provided studio time and production to create a forum on issues of homelessness and food scarcity on Kauai. The Foodbank was able to reinforce their message, information the public about their needs and develop a positive supportive network on the island. The end result was an increase in donations and public generosity.

Managing Director works with the Wilcox Elementary School Kids Video Institute. The program involves digital media education and production skills. Lihue's elementary school was initiating a media arts program entitled "Wilcox School Kids Video Institute". However, the teacher was without media and production skills. Ho'ike agreed to be a part of the Institute along with several other professional's on the

island. Our goal was to train and support the program involving a 5th grade class. On a scheduled basis we began with camera and basic filming instructions. We worked with the students on interviewing skills and techniques. We also provided an extensive training program on editing using both iMovie and Final Cut Pro. The students learned valuable production techniques and we able to create a series of independent Public Service Announcements on issues on tap at their campus. They also created a series of interviews with our elected officials as well as production of a candidate's series during the election process. We continue to support this excellent program.

Media Educator conducts a Kapaa High School After Effects workshop for the advanced media students. The media arts instructor at Kapaa High School called and inquired about our services and her needed assistance in teaching some editing techniques. Ho'ike has special workshops and training in After Effects and agreed to attend several classes providing instruction in this software program. The students gained advanced skills and became much better producers. This was evident in their qualifying as finalists in several video competitions including the coveted "Olelo Youth Xchange" program.

Ho'ike provides production services at the Chamber of Commerce Quarterly membership meetings. Keynote speakers discuss economic development on Kauai. The Chamber of Commerce indentified a weakness in their outreach and development of Kauai's economic platform. After a series of meetings with the Chamber Executive Director and committee leadership it was determined that broadcasting the keynote address of the quarterly membership meetings would enhance the Chambers position and inform the general public on many of these topics. The result is a broader general awareness of the economy of Kauai, what drives our businesses, and what the government and business community is doing to create a more secure life for all.

Ho'ike supports various Hawaiian Sovereignty movements with production and studio support. Kanaka Maoli, Re-instated Hawaiian Government and the lawful Hawaiian Government. Leaders of the above mentioned sovereignty groups approached Ho'ike requesting our assistance in getting information out to the Hawaiian community. They had been cut off by tradition media. The newspapers would not cover or print stories on their activities and points of view. The radio stations routinely ignored them. The corporate television stations based in Honolulu made them invisible. Ho'ike was more than obliged to provide studio time and assistance in order for them to tell their story, generate awareness, and gather Hawaiians at important events. The results is a better informed public and not simply Hawaiians. It has created discussions and more importantly gained the attention of the intended audience so they may actively participate in the process. It should be noted that the three groups listed above do not necessarily share the same message and information. Ho'ike does not determine the validity of the information but instead broadens the scope of information and collaboration.

Ho'ike provides production assistance for the "Senior Law Corner" providing important information to our kupuna on affairs of the aging. On Kauai there is a non-profit organization providing legal assistance and information for Senior Citizens. There services are completely free. The Executive Director approached Ho'ike requesting help in reaching those kupuna who for whatever reason find transportation and attending workshops troublesome. The information on senior scams, estate planning, dealing with advanced age issues and more is so important to our seniors and their extended families and caregivers. Ho'ike's response was to assist in a regular series of programs called, "The Senior Law Corner" where most of this information can be presented in a way that reaches all of our homes and families. In addition the organization conducts an all day conference with special speakers from law enforcement, health care, end of life advisors and more. Ho'ike determined that we would be of the best assistance in documenting the programs and rebroadcasting them for the entire island. The result is a variety of programming that provides this important information and becomes an archived document that we continue to broadcast and provide to the non-profit for their internal use.

Ho'ike opens its first satellite media center in Kilauea "Common Ground Media" serving the north shore of Kauai. A complete inventory of services are available including training and equipment. After a number of meetings with constituents living on the north shore of the island and our core of producers residing in those areas it was determined that a satellite facility would be in the best interest of all parties. Several potential sites were visited and evaluated in addition to discussions with property owners, managers, and community leaders. We were able to create a scenario and partnership with Kauai's Common Ground, the former Guava Kai plantation. Ho'ike has rented space that allows us to provide

equipment equal to the main facility and incorporates our training and education programs. We added staffing for the operation and now see results of increased community conversations and information. It has broadened the public awareness of Ho'ike and our services and provided essential media provisions to independent producers. There is now less time spent on the road driving and lowering fuel consumption, saving of time, increasing programs delivered by those who might normally thought it too difficult to make the trip to Lihue.

Managing Director meets with executives and Board of the Kauai Boys & Girls Club in exploring expanded services to youth and the west side of the island. Potential partnership and location sharing. Ho'ike has sought to have a satellite facility for the residents of the western portion of the island. The Boys and Girls Club in Waimea was experiencing difficulty in maintaining their economic viability at their facility. They reached out to Ho'ike to determine our interest in partnering and bringing our operations to their location and a level of autonomy that would preserve our mission and interests. We would be able to provide our core services and with the close proximity to Waimea High School have a direct line into their media arts programs. A community leadership group was formed to manage the center and create the synergy in a variety of organizations. Ho'ike participated in the planning and feasibility study of the enterprise.

Ho'ike trains and certifies student intern for the Kauai Police Department. We also assist in the development of various Traffic Safety Prevention programs related to infant car seats and drinking and driving prevention. Ho'ike maintains a close relationship with our local government. The Kauai Police Department was interested in using their interns to create marketing campaigns and needed assistance in the media training. The Deputy Chief of Police met on several occasions with the Managing Director to determine the scope of their interests and goals. Ho'ike trained the student interns in the full array of productions skills earning the candidates certified credentials as producers. Their training then allowed for the production of several public service announces on alcohol or drinking and driving as well as child safety issues and instructions. These PSA's have been extremely useful for the department and provides Ho'ike with additional content in government service.

Ho'ike produces a special series of programs for the YWCA in conjunction with their Domestic Violence Prevention program. The YWCA Executive Director and coordinator for domestic violence prevention called upon Ho'ike for assistance in outreach of their core message on this issue. After they analyzed their position and the current situation on the island we crafted a plan with a number of programs. One primary effort was to broadcast a forum with their leaders and partners with an in depth discussion on domestic violence and how it relates to our relationships on Kauai.

Ho'ike produces special programming for the Kauai Parenting Association as related to parenting skills, crisis intervention, and available services on the island. The Executive Director of the Kauai Parenting Association is familiar with Ho'ike and the services we provide the island. She was met with a critical situation on Kauai with young parents and skills in raising children. We met to discuss the situation and determine if Ho'ike could lend support and assistance. Following our conversations and an appraisal of the situation Ho'ike agreed to produce a few segments for television that dealt with the topics. We broadcast a forum on crisis intervention and another with specific attention paid to the various services and organizations that meet these needs. We also video-taped a community event where a number of these organizations coordinated informational booths and provided seminars or workshops. The production provided Ho'ike with exceptionally important content and gave the Kauai Parenting Association much needed exposure and outreach. The community gained benefits with the information and knowledge.

Ho'ike produces a special Citizens panel related to the island issue of KIUC Hydro-electric power generation. While Kauai's utility Co-op made plans on developing hydro-electric power on the island an informed group of citizens demanded an open discussion on the topic with a revealing of potential ramifications. A group of citizens approached Ho'ike in order to use the cable channel to bring to light some of the issues with hydro power on Kauai. They essentially needed to have an open conversation that the entire community could participate in even though they are at a different location watching TV. Ho'ike agreed to facilitate the production and created a program with five community leaders in an open dialog on the pros and cons of the proposed project. The result of the broadcast forced the utility to re-think their plan and change the proposal for the benefit of the island.

Ho'ike provides production assistance with the Kapaa High School Media Arts program in creating a documentary on the "Shattered Dreams" program on teen aged drinking and driving. Teen aged drinking and driving is a sad state of affairs on Kauai. At this time there were several recent accidents with teens that were directly related to driving while intoxicated. Annually one of Kauai's high schools conducts a program "Shattered Dreams" where the real consequences of teen drinking are played out on the campus throughout a day. Students die in the wreckage of the vehicles and the student body is brought from an assembly to witness the carnage. At the same time every few minutes a student is called from their class as a reminder that every hour a teen ager dies in America from drinking and driving. Ho'ike was approached by the organizers and Kapaa High School's media arts program for assistance in documenting the day's program and ultimate consequences. There is the wreckage, the bodies, emergency response, paramedics, a visit to the home of the deceased to inform the parents, a booking process for the responsible party and a date with a judge in court to face the manslaughter charges. Ho'ike provided assistance to the media arts students and provided some of the outside coverage of events. The program was turned around to use in another student assembly and aired on the Ho'ike channel for all to see. I am happy to report that since these programs have aired the number of fatal accidents with teens and alcohol have dramatically been reduced.

Ho'ike produces a special program as a service to the Hawaii State Reapportionment Committee at their Kauai hearing. Ho'ike was approached and asked to provide broadcast assistance by the Hawaii State Reapportionment Committee for an upcoming hearing on Kauai. We agreed to video tape the meeting and broadcast the information on our channel. This provided the committee with the significant community information outreach they required and provided Ho'ike with excellent additional content.

Ho'ike produces a special program for the Hawaii State House Finance Committee at their Kauai public hearing and presentation. House of Representative, James Tokioka, met with Ho'ike's Managing Director asking for assistance when the State House Finance Committee and House Leadership visited Kauai for an informational update. He requested that we cover the public forum in its entirety along with a close look at some of the information they presented on the state of the budget and Hawaii's State finances. We provided this service as requested by our State Representative. This gave the House leadership the reach they needed and provided the residents of the island with critical government information.

Common Ground media meets with Hanalei community organizations to promote the services and opportunities for the north shore. Following the successful launch of the satellite operations on Kauai's north shore a few of the community organizations approached our office to seek a broadcast partner or facilitator for their community meetings. This is a vigorous group of residents who care deeply about their community and the impacts upon it. We continued discussions and agreed to attend their meetings and document the discussions and decisions reached. The Hanalei community gained better understanding and better messaging for their particular constituents. They also made the entire island more aware of the events and activities that are impacting Hanalei and Princeville. Ho'ike received a direct benefit by becoming more ingrained in their community projects and our acceptance.

Ho'ike provides mentorship to a Waimea High School Student in the "Senior Project" focused on digital media and presentations. Kauai's Senior students are faced with creating a "Senior Project" to satisfy a graduation requirement. Several students had chosen to create video presentations on a variety of subjects as their projects. Ho'ike was approached by the advisor of the program to find out if we might be able to mentor and assist some of their students in their efforts. We agreed and for several months worked with students on their skills including streamlining the message and becoming a more effective communicator. This results in the students projects being graded in the excellent category and helped to build their self-esteem. It was an even better result to have our staff mentor be recognized by the students in their presentations.

Ho'ike provides production assistance to the Kauai Economic Development Board in documenting and broadcasting the community information regarding the "Kauai Agricultural Business Plan" competition. The Kauai Economic Development Board had engineered a sterling program that would encourage agricultural business. This included educational forums on business planning and development, strategic assessment, marketing and research and development. The Executive Director and project manager, aware of Ho'ike reach and service, approached Ho'ike to partner in the information sharing about this creative and innovative project. Community members were informed of the competition that offered

thousands of dollars in awards and direct assistance in creating agricultural based businesses on Kauai. Ho'ike agreed to provide coverage of several informational meetings that announced the project. We then covered the workshops and broadcast the additional entrepreneurial information. When the competition results were announced we attended and videotaped the presentations of the projects and the winning business plans. Our partnership provided KEDB with the informational source they needed and help to boost the effectiveness of the training programs. The competition was fierce and generated several incubator projects including the one that was funded as the winner.

Ho'ike produces broadcast coverage of the Lights on Rice Street Parade. This is a holiday event that attracts more than 7,000 people to the event. Ho'ike is the sole televised outlet. Each year Ho'ike's management meets with the organizers of Kauai's single largest event – the Lights on Rice Street Parade. This is our traditional holiday event on Kauai. We regularly met with the principle parties and made arrangements to bring a volunteer crew to document the more than 60 lite entries and the more than 7,000 people in attendance. The island anticipates the replay of the parade throughout the holidays. We gain holiday content, the island enjoys the community festival, and the event now sponsored by the Kauai Rotary Club was exceptionally successful. Ho'ike also provides the parade master of ceremonies.

Ho'ike initiates basic media education program at the Kanui Kaponu charter school in Anahola serving Hawaiian Youth. Kauai experienced the opening of a new charter school for native Hawaiians located in Anahola. Their curriculum was lacking in media production and arts. The administrator of the school inquired with Ho'ike about lending assistance to develop these particular skills with their students in the Sophomore and Junior classes. Ho'ike designed a special program that would incorporate our basic instruction with their methodology. Ho'ike provided the instructor on a continuing basis and the equipment for the video training. This project created certified producers for Ho'ike and met the scholastic ambitions of this Hawaiian immersion school.

Managing Director meets with principles of the Kauai Economic Development Board seeking ways for the organization to support the KEDB mission and activities. Based on the success of the Agriculture Business Plan competition Kauai's Economic Development Board asked for a series of meetings with Ho'ike to secure our continued cooperation. We have become a useful tool in their outreach to the residents of Kauai in terms of a variety of initiatives for enterprise. One in particular was based on the "Green Initiatives" being presented on the island. Another, was a proposed partnership in developing a Digital Media Center for Kauai that would allow for Ho'ike to have a permanent home and meet our mission while supporting the entrepreneurial development of the island. We participated in the early feasibility study and then continued to provide support and information in the business plan development. This is an on-going project that is still current and viable.

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. Our community organizations make contact with Ho'ike with a specific event or program request, a subsequent meeting is arranged to confirm details and create the working plan. Ho'ike then provides the video service, develops the program and broadcasts the results on the public access channel.

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 have not found it necessary to create a formal written agreements or documents in our working relationship. It has been their habit make a request of

services, provide the date and location and Ho'ike has been able to provide the necessary 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 and analysis in its development. A 2011 strategic vision session was accomplished and those results will help to focus the direction of the plan.

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.