



# Nā Leo 'O Hawai'i, Inc.

In Hilo: 91 Mohouli Street, Hilo, HI. 96720

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In Kona: 74-5565 Luhia Street, #C1-A, Kailua-Kona, HI. 96740

Tel: (808) 329-9617 Fax: (808) 329-9630

March 6, 2013

Mr. Donn Yabusaki  
Administrator  
Cable Television Division  
Department of Commerce & Consumer Affairs  
335 Merchant Street  
Honolulu, HI 96813

FILE  
A | E | P | S  
2013 MAR - 7 P 2:31  
CABLE DIVISION  
COMMERCE AND  
CONSUMER AFFAIRS

RE: NĀ LEO 'O HAWAI'I AMENDED APPLICATION TO PROVIDE PEG  
ACCESS SERVICES

Dear Mr. Yabusaki:

Attached you will find the "amended" hard copy of our application: Nā Leo 'O Hawai'i Amended Application to Provide PEG Access Services. An electronic copy was sent to you on March 5, 2013.

**The following pages were amended from the original application:**

- Page 12 - Description of Nā Leo 'O Hawai'i Organizational Structure
- Page 13 - Description of Nā Leo 'O Hawai'i Organizational Structure
- Page 14 - Organizational Chart
- Page 16 - Board of Directors
- Page 25 - The Management, Technical & Operational Ability and Experience of Nā Leo 'O Hawai'i and its Staff, to Provide the PEG Access Services
- Page 26 - The Management, Technical & Operational Ability and Experience of Nā Leo 'O Hawai'i and its Staff, to Provide the PEG Access Services

If you have any questions please do not hesitate to contact me so we may rectify any issues.

Mahalo,

Baron A. Sekiya  
General Manager  
Nā Leo 'O Hawai'i Community Television

APPLICATION TO  
PROVIDE PEG ACCESS  
SERVICES RELATED TO  
STATE OF HAWAII D&O  
NOS. 173 & 185



Nā Leo 'O Hawai'i  
Community Television

"Amended Application"

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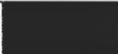
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### *Executive Summary*

Nā Leo 'O Hawai'i Community Television is pleased to submit this application to provide Public, Educational and Governmental (PEG) access services and cable channel management related to the State of Hawai'i's Decision and Order Numbers 173 & 185. Nā Leo has provided PEG access services and channel management on the Island of Hawai'i since 1994. This application details Nā Leo's commitment to provide continued vital services, video training of the highest caliber, continued technological development and partnerships with the public, educational and governmental sectors of the County of Hawai'i.

We look forward to the opportunity to continue to serve the community as the Big Island's PEG access organization.

#### **Nā Leo 'O Hawai'i qualifications include:**

- Good standing as a 501 c (3) non-profit organization.
- A team of professionals with experience in PEG access administration, broadcast engineering, channel management, facility operation, equipment management, training of clients from all three sectors (P, E, and G), marketing and promotion, and client support and production assistance.
- A record of outreach and development of partnerships with community, education and government organizations.
- Strong financial capacity evidenced by its balance sheet including liquidity, significant operating reserves and the absence of debt.
- Strong financial and administrative management evidenced by excellent financial audits and documentation of client and employee-related policies and procedures.
- Experience in scheduling on-going series programs as well as onetime special programs in a fair and equitable manner.
- A training program that has certified 353 producers during the past six years. Nā Leo defines a producer as one who has completed all training classes and two Public Service Announcements (PSAs) to demonstrate their mastery of concepts and techniques.

- Experienced production staff capable of videotaping an array of community events for airing on Nā Leo channels.
- Experience in management of Public, Education, and Government Access requirements.
- Experience with innovative media technology that provides viewers alternative means of access such as internet streaming and internet archiving

***Nā Leo 'O Hawai'i's Nonprofit Status***

***DCCA Guideline: Proof that the applicant is a nonprofit organization.***

Nā Leo 'O Hawai'i, Inc. is a registered 501 c (3) Tax Exempt Non-profit Organization. It was incorporated in 1994 and has been the PEG provider on the Island of Hawai'i since that time. Nā Leo 'O Hawai'i's Hilo facility began operation in 1994. Nā Leo's Kona facility began operation in 1995. In January 2011, a satellite training facility located at Kohala High School in Hawi began offering video production classes.

The following documents are attached:

1. IRS Letter of Determination
2. State of Hawai'i Articles of Incorporation
3. Department of Taxation A6 Form

DISTRICT DIRECTOR  
P. O. BOX 2508  
CINCINNATI, OH 45201

Date: JUL 15 1994

NA LEO O HAWAII INC  
1261 KILAUEA AVE 270  
HILO, HI 96720

Employer Identification Number:  
99-0310038  
DLN:  
17053156760029  
Contact Person:  
THOMAS E O'BRIEN ID# 31187  
Contact Telephone Number:  
(877) 829-5500  
Our Letter Dated:  
October 1994  
Addendum Applies:  
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(ri).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

  
District Director

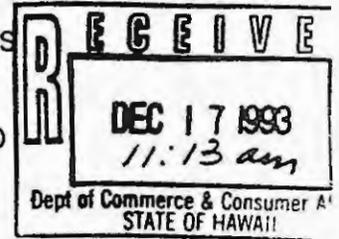
Letter 1050 (DO/CG)

Nonrefundable Filing Fee: \$25.00  
Submit Original and One True Copy

DOMESTIC NONPROFIT

STATE OF HAWAII  
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS  
Business Registration Division  
1010 Richards Street  
Mailing Address: P. O. Box 40, Honolulu, Hawaii 96810

ARTICLES OF INCORPORATION  
(Section 415B-34, Hawaii Revised Statutes)



The undersigned, desiring to form a nonprofit corporation under the laws of the State of Hawaii, certify as follows:

I

The name of the corporation shall be: Na Leo 'O Hawai'i, Inc.

II

The address of the corporation's initial office is:

c/o 29 Shipman Place, Room 102  
Hilo, Hawaii, 96720-0745.

III

The period of its duration is perpetual.

IV

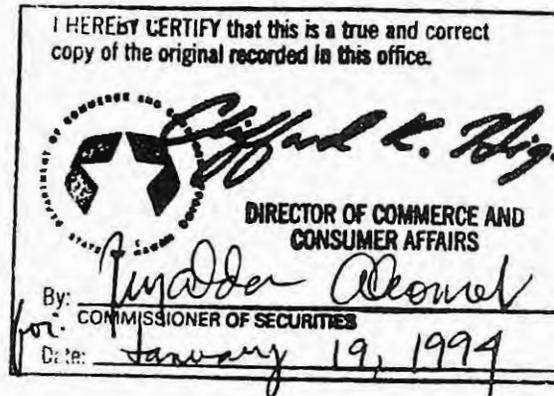
Section I. The purpose(s) for which the corporation is organized:

- a) The specific and primary purpose of the corporation is to promote the creation, production and cablecasting of programs by, for and about Hawaii.

Such programs will be aimed at the preservation, development and enhancement of the diversity of thought, culture and heritage within Hawaii. Through these activities the corporation will facilitate lifelong learning and the community's participation in the democratic process.

To this end the corporation shall:

- o maintain those cable channels dedicated to public use in a manner that is free of censorship and control of program content, except as necessary to comply with state or federal law,
- o provide a range of resources for program production for the users of these channels, and
- o develop and enforce such rules and policies that will ensure equitable access to these channels and production consistent with applicable State or Federal laws.



This organization is organized exclusively for charitable and educational purposes within the meaning of section 501 (c)(3) of the Internal Revenue Code.

Notwithstanding any other provision of the articles, the corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from Federal income tax under section 501 (c)(3) of the Internal Revenue Code of 1986 (or the corresponding provision of any future United States Internal Revenue law) or (b) by a corporation contributions to which are deductible under section 170 (c)(2) of the Internal Revenue Code of 1986 (or the corresponding provision of any future United States Internal Revenue law).

Upon dissolution of this corporation, assets shall be distributed for one or more exempt purposes within the meaning of section 501 (c)(3) of the Internal Revenue Code of 1986 (or corresponding section of any future tax code), or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of by the Court of Common Pleas of the county in which the principal office of the corporation is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes.

V

The number of directors shall be not less than three (3) and the number of directors constituting the initial Board of Directors is nine. The following are the names and residence street addresses of the initial directors:

Directors (must be individuals)

	<u>Name</u>	<u>Residence Street Address (number, street, city, state, zip code)</u>
1.	<u>John A. Fernandez</u>	<u>11 Iilinoe Street, Hilo, HI 96720</u>
2.	<u>Helen R. Hemmes</u>	<u>333 Kalili Street, Hilo, Hawaii, 96720</u>
3.	<u>Clifton S. Iwamoto</u>	<u>1419 Kilikina Street, Hilo, 96720</u>
4.	<u>Constance R. Kiriū</u>	<u>*195 Makani Circle, Hilo, Hawaii 96720</u>
5.	<u>Howard I. Nakamura</u>	<u>1782 Kaiāo Street, Hilo, Hawaii 96720</u>
6.	<u>Gordon Ogasawara</u>	<u>75-5737 Kuaikini Highway, Kona-Kailua, Hawaii, 96740</u>
7.	<u>Robert T. Okuda</u>	<u>1525 Kikaha Street, Hilo, HI 96720</u>
8.	<u>Scott A. Seely</u>	<u>Hawi Road, P.O. Box 1138, Kapaau, Hawaii, 96755</u> (no street address)
9.	<u>Robert Trott</u>	<u>73-4239 Eluna Street, Kailua-Kona, Hawaii, 96740</u>

VI

The officers of the corporation shall consist of a president, vice-president, secretary and treasurer. The following are the names and residence street addresses of the initial officers:

Officers (must be individuals)

<u>NAME</u>	<u>Residence Street Address</u> (number, Street, city, state, zip code)
President: <u>Helen R. Hemmes</u>	<u>333 Kalili Street, Hilo, Hawaii, 96720</u>
Vice-President: <u>John A. Fernandez</u>	<u>11 Iilinoe Street, Hilo, HI 96720</u>
Secretary: <u>Clifton Iwamoto</u>	<u>1419 Kilikina Street, Hilo, 96720</u>
Treasurer: <u>Constance Kiriu</u>	<u>195 Makani Circle, Hilo, Hawaii 96720</u>

VII

The Corporation has no members

VIII

The corporation is nonprofit in nature, and shall not authorize or issue shares or stock. No dividends shall be paid and no part of the income or profit of the corporation shall be distributed to its members, directors, or officers, except for services actually rendered to the corporation.

We certify under the penalties of Section 415B-158, Hawaii Revised Statutes, that we have read the above statements and that the same are true and correct.

Witness our hands this 30<sup>th</sup> day of November, 1993.

Helen R. Hemmes  
(Signature of Incorporator)

Helen R. Hemmes  
(Print Name of Incorporator)

Clifton S. Iwamoto  
(Signature of Incorporator)

Clifton S. Iwamoto  
(Print Name of Incorporator)

[Signature]  
(Signature of Incorporator)

ROBERT T. OKUDA  
(Print Name of Incorporator)

John A. Fernandez  
(Signature of Incorporator)

JOHN A. FERNANDEZ  
(Print Name of Incorporator)

Howard I. Nakamura  
(Signature of Incorporator)

HOWARD I. NAKAMURA  
(Print Name of Incorporator)

Robert Trotti  
(Signature of Incorporator)

ROBERT TROTTI  
(Print Name of Incorporator)

Gordon Ogasawara  
(Signature of Incorporator)

Gordon Ogasawara  
(Print Name of Incorporator)

Constance R. Kiriu  
(Signature of Incorporator)

Constance R. Kiriu  
(Print Name of Incorporator)

Scott A. Seely  
(Signature of Incorporator)

SCOTT A. SEELY  
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## Application Status

Vendor: NA LEO 'O HAWAI'I, INC.\*

[Print Vendor Compliance Certificate](#)

### Status of Compliance for this Vendor:

Form	Department(s)	Status(What do these mean?)	
A-6	Hawaii Department of Taxation Internal Revenue Service	Compliant	<a href="#">View</a>
COGS	Hawaii Department of Commerce & Consumer Affairs	Compliant	<a href="#">View</a>
LIR27	Hawaii Department of Labor & Industrial Relations	Exempt	
		Compliant	<a href="#">View</a>

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## *Description of Nā Leo 'O Hawai'i's Organizational Structure*

Nā Leo 'O Hawai'i Community Television is comprised of the following staff members: General Manager, Baron Sekiya; Kona Facility Manager, Donna Dunham; Senior Staff Advisor (Operations and Logistics), Juergen Denecke; Video Production Specialist, Stanley Sergeant; Technical Coordinator, Bill Maffit; Production Coordinator, Maxima Forslund; Production/Outreach Coordinator, Ken Okimoto; Production Coordinator (P/T), Michael Navatta; Programming Coordinator, Ann Toledo; Administrative / Accounting Coordinator, Ku'ulei Garcia; and Studio Coordinator (P/T), Casey Richard.

### **Management Bios:**

#### **Baron Sekiya**

##### **General Manager**

Baron Sekiya has been involved in media for over 30 years. Sekiya has worked on assignment for the Sun Press newspapers, Hawaii Navy News, Hawaii Magazine, The Associated Press, Reuters, PC Laptop Computers Magazine, The New York Times, Sygma Photo News, Contact Press Images, The Honolulu Advertiser, The Honolulu Star-Bulletin, Chaminade University, ABC-TV, USA Today, Seattle Times, Newsweek, American Photo Magazine and other publications including Hawaii TV stations.

Originally from Honolulu on the island of Oahu, Sekiya moved to Hawaii Island in 1990 and worked for West Hawaii Today and North Hawaii News from September 1990 until November 2008 where he won numerous awards for photography and was the original webmaster creating the newspaper's website.

In November 2008 he co-founded the news website Hawaii 24/7 focusing on Hawaii Island. The website staff has won several awards including the 2012 Society of Professional Journalists Hawaii Chapter honors for 'Best Website Design' and 'Best Overall News Site.'

Sekiya has work for the County of Hawaii, as a Multi-Media Development Specialist, working on social media, website design, photography, videography, staff training and working with statewide media outlets.

Sekiya was the President of the Board of Directors of Nā Leo 'O Hawai'i for almost two years before accepting the role as General Manager.

**Donna Dunham**  
**Kona Facility Manager**

Donna served as Nā Leo 'O Hawai'i General Manager for the past year and recently resumed her previous position of eleven years as Kona Facility Manager overseeing activities at the Kailua-Kona facility.

Prior to joining Nā Leo, she and her husband were distributors and contractors of a polystyrene building system for residential and commercial construction. Prior to that, she was a marketing executive for TeleCheck Services, Inc.; marketing director for Corporate Video Services in Colorado Springs, Colorado; and Promotion Assistant at KCNC-TV (NBC affiliate) in Denver, Colorado. Donna received a Bachelor of Arts degree in Communications/Multi-Major/Broadcasting and a minor in Public Relations from Metropolitan State University in Denver.

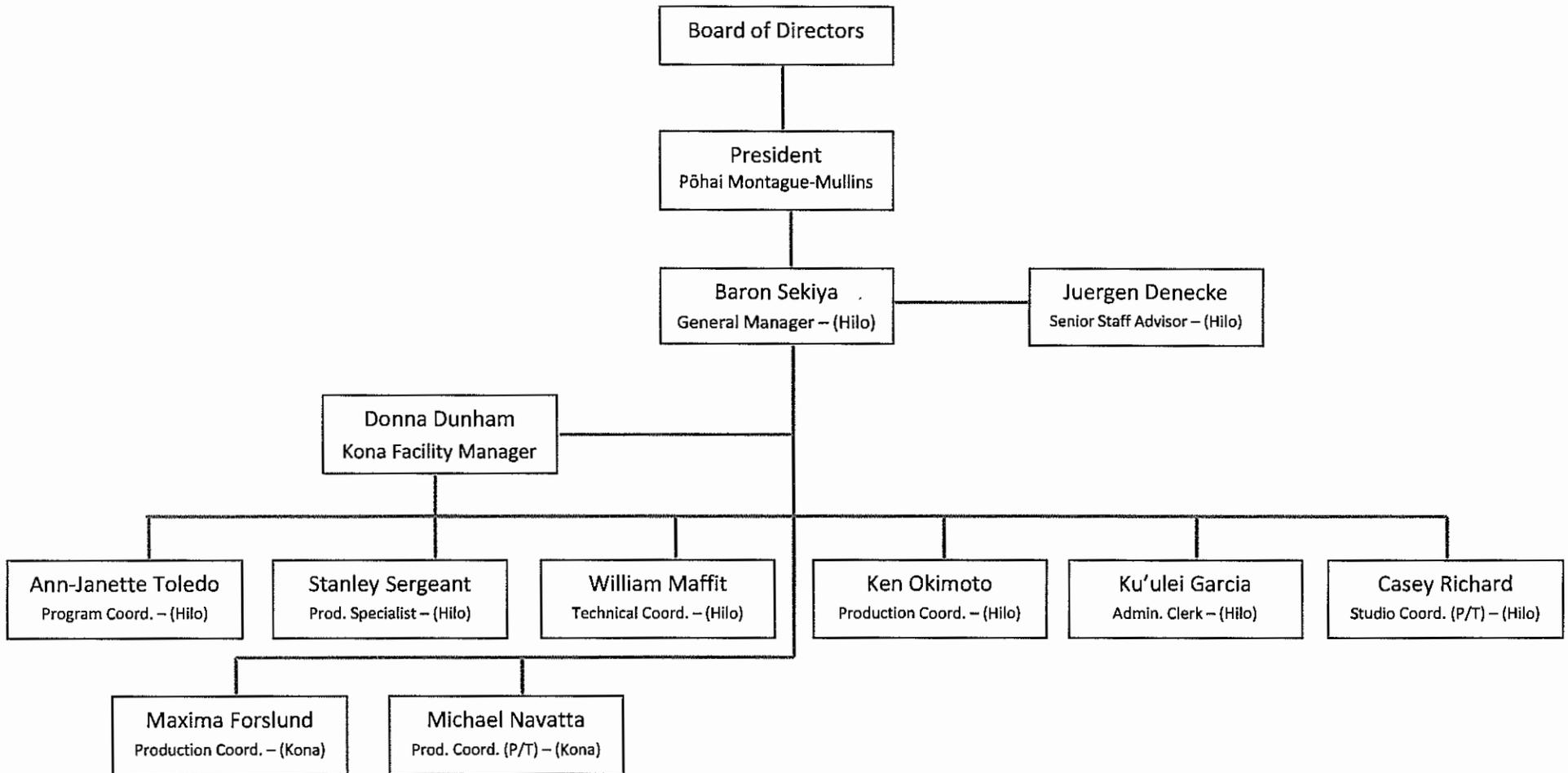
**Juergen Denecke**  
**Senior Staff Advisor, Operations and Logistics**

Juergen has been involved with cable television since 1982 when Hawaiian Telephone Company was ordered by the FCC to divest itself of all cable television properties. He started as an installer, was promoted to Chief Technician, then Manager and finally President of Hawaiian Cablevision Corporation of Lahaina, Maui, Hawai'i. He tripled the subscriber base, introduced computers to handle billing and served as a consultant to Camp television to prove the feasibility of using microwave to provide Honolulu TV station programs to the Big Island.

He left Maui when a partner in the Lahaina system asked him to establish a television station in the Netherlands Antilles. He was recalled to the U.S. to help with building a UHF station in Seattle, Washington. He returned to the Caribbean and was assigned to Lima, Peru where the company wanted to build a Pay TV station. The project was abandoned when the Peruvian government, under pressure from the International Monetary Fund, banned all repatriation of monies. He remained in the Antilles until the TV station was sold to a local investor. After a short stay in Maui, he was assigned to the United Kingdom where the company and its partners had just won franchises for the new CATV service. While in England, his main focus was developing business plans/projections for the newly acquired areas of service.

He returned to Maui and in 1993 was chosen to be the General Manager of the newly formed Nā Leo 'O Hawai'i Corporation. Juergen retired from his position as General Manager in December 2011. He remains on the staff working part time to increase organizational productivity and efficiency as well as provide management transition assistance and continuity.

# Nā Leo 'O Hawai'i



**Board of Directors:**

Nā Leo 'O Hawai'i is governed by a Board consisting of seven (7) Directors. The General Manager serves as an ex-officio, non-voting member of the Board. The Board holds a minimum of four (4) meetings each year including an Annual meeting. Meetings are open to the public and the Board affords all interested persons an opportunity to present oral testimony during a time reserved for public comment during the course of the meeting. The Board may hold an executive meeting closed to the public to discuss matters that require legal consultation.

**Director Qualifications:**

- Directors must be residents of the County of Hawai'i.
- No person employed by or under contract with the corporation, or any member of his/her family or kin of the first or second degree, is eligible to serve as a voting director.
- The Board shall be generally reflective of the ethnic, geographical and cultural diversity of the County and the public, educational and governmental groups.

**Director Terms:**

- Directors shall serve three year terms. Each Director shall serve during the specified term and thereafter until a successor is appointed or elected.
- No person shall serve more than two full terms without a lapse of at least one year before that person can be re-appointed.

## 2013 Nā Leo 'O Hawai'i Board of Directors

<b>Board Role/Name</b>	<b>Position outside Nā Leo</b>	<b>Company/Organization</b>
<b>President:</b>		
Pōhai Montague-Mullins	Kumu	Ke Kula 'O Nāwahīokalani'ōpu'u
<b>Vice President:</b>		
Connie Kiriū	Planning Consultant	Self-employed
<b>Treasurer:</b>		
Brandon Gonzalez	Deputy Director	County of Hawai'i
<b>Secretary:</b>		
Daniel Weiss	Career Technical Education Teacher	Kealakehe High School
<b>Ex-officio:</b>		
Baron Sekiya	General Manager	Nā Leo 'O Hawai'i
<b>Members:</b>		
Kauhi Keliiaa, Jr.	Commercial Development Manager	Oceanic Time Warner Cable
Gerald Takase	Director	County of Hawai'i
Jennifer Zelko	Attorney	Torkildson, Katz, Moore, Hetherington & Harris Attorneys at Law

***Description of the specific PEG access services Nā Leo is proposing to provide to the public, educational institutions, and governmental entities***

The specific and primary purpose of Nā Leo ‘O Hawai‘i is to plan, design, manage and promote the creation, production and cablecasting of noncommercial programs by and for the people of the Island of Hawai‘i.

Such programs will be aimed at the preservation, development and enhancement of the diversity of thought, culture and heritage. Through these activities Nā Leo ‘O Hawai‘i will facilitate access to lifelong learning and participation in the democratic process.

To this end Nā Leo ‘O Hawai‘i shall:

- maintain those cable channels dedicated to public, educational and governmental use in a manner that is equitable and free of censorship and control of program content, except as necessary to comply with State or Federal law,
- provide a range of resources for the planning, production and distribution of noncommercial programs for the users of these channels,
- develop and enforce such rules and policies that will ensure equitable access to these channels and production consistent with applicable State or Federal laws,
- maintain planning and research functions to keep abreast of new technologies which will improve the quantity and quality of communications among the communities of Hawai‘i.

Additionally, Nā Leo provides monthly video production training classes, refresher classes, blue screen and advanced techniques. A studio production class is offered at the Hilo facility. Nā Leo’s basic training program consists of 14 hours of courses. Certified producers may reserve equipment packages at both the Hilo and Kona locations. Nā Leo Production Coordinators assist the public, educational and governmental sectors with storyboarding, scriptwriting, location selections (studio and field), talent, voice-overs, music selection (adhering to copyright regulations) and more.

Nā Leo has a 10 year working relationship with Kealakehe High School in the production of “Kealakehe Daily Broadcast”. Originally, programs were delivered to Nā Leo on VHS format. Today Kealakehe submits their programs from their campus directly to Nā Leo’s FTP server with ease and efficiency. Nā Leo has also worked with students at the University of Hawai‘i at Hilo and West Hawai‘i and Hilo Community College. Students have served internships at Nā Leo as part of their course curriculum. Cameras and tripods were donated by Nā Leo to the Hilo Community College Women’s Center. Over the last two years, Makua Lani Christian High School students received training and produced programs that aired on Nā Leo. Nā Leo has also trained students from Hawai‘i

Academy of Arts & Science, a Pahoa Charter School, and provided funding for a field trip to the Hawai'i Legislature to visit Big Island Legislators. HAAS is currently part of a PBS statewide program (see Appendix A & B).

One of Nā Leo's outstanding successes is a young Hawaiian man who won statewide recognition for his work, won an internship to WGBH-Boston and was subsequently invited by the premiere PBS station in the nation to develop a program. Another client was successful in having her dance program shown on commercial television.

In conjunction with the County of Hawai'i and First Hawaiian Bank, Nā Leo sponsored the "Big Island Youth Video Contest" providing video production training classes to students on the Big Island that culminated with winners in elementary, middle and high school divisions. "Film Boot Camp" was held by Hawai'i Community College, its University of Hawaii Center, West Hawai'i and its Educational Talent Search Program in partnership with Nā Leo O Hawaii to engage 6<sup>th</sup> through 9<sup>th</sup> grade students in purposeful summer activities (see Appendix C & D).

Nā Leo currently produces "Hawai'i Island's Most Wanted" a project of Crime Stoppers Hilo, Inc., which is a partnership of the business community, the media and the police. The show was inspired by the national TV show, "America's Most Wanted" (see Appendix E). We have produced numerous public service announcements (PSAs) for various departments of Hawaii County including an informational video for the Kona Civic Center. Nā Leo filmed and edited the 2012 Hawaii State Association of Counties Annual Meeting (HSAC). Over the years, Nā Leo has filmed and edited the Kona-Kohala Chamber of Commerce Focus Luncheons with Governor Neil Abercrombie and Mayor Billy Kenoi as well as candidate forums. Additionally, Kona Town Meetings are filmed and edited by Nā Leo.

Nā Leo 'O Hawai'i has provided grants totaling \$225,000 to the County of Hawai'i for filming and closed-captioning of County Council meetings.

"Big Island Video News," a daily broadcast (Monday through Friday) is a welcome addition to Nā Leo's list of programs since 2010. It provides valuable *local* news information on what is happening on the Big Island.

Nā Leo is the only entity whose cameras are allowed to film the Hoike night at the Merry Monarch Festival in Hilo each year.

Nā Leo proposes continued and enhanced working relationships with the aforementioned entities of the Public, Educational and Governmental sectors of Hawai'i Island. We also commit to continued outreach for "The Voices of Hawai'i" which have yet to be heard.

*Nā Leo 'O Hawai'i's short-term and long-term plans for PEG access services in a designated franchise area*

**Short-Term Plans:**

- Increase community outreach to non-profits, schools, youth groups, seniors and governmental agencies by hiring additional personnel to make personal contacts by visiting the targeted entities in person.

Our specific plan would begin with Waiakea Elementary and Middle Schools. The students from these schools will be given the opportunity to get 'hands-on' experience in the handling of a camera and tripod in addition to being the actual 'talent' for each video production. With the permission of the principals from each of these schools we will begin a monthly series entitled "Kid Talk" where students would be given one minute of air time to express themselves. These productions will be shot during the recess break so as not to intrude or interrupt with their academic curriculum.

Our short term goals for building Nā Leo's relationships with non-profit agencies will begin with looking at which non-profit agencies share the same mission statement with us in addition to their committed involvement with our local communities. Our plan includes designing Public Service Announcements that will bring awareness to each respective non-profit organization. This purpose is to share the goals and objectives of these organizations with the general public while at the same time create a cohesive bond between our two organizations.

We also plan to work closely with Hawaii County governmental agencies to see how we can alert the Big Island communities about all of the different departmental agencies and the services which are available to Hawaii County residents.

- Continue monthly Video Production Training and provide additional workshops at the beginner, intermediate and advanced levels. With these offerings already in place, the next year's goal is to focus-in on what our current producers' needs are and how we can best accommodate them to make their video production presentations more efficient. In addition to offering our standard camera operating lessons, video edit training and studio production classes, we intend to delve into other technically related offerings to include specialty lighting, advanced studio productions, acting and directing workshops and new editing programs utilizing specialty graphics and text.

- Increase in-house production capacity. We are preparing for an increase in community video presentations through our new use of Robotic Technology that will allow community residents to book a reservation for use of a studio that has been pre-set to accommodate quick ‘turnaround’ use. We will be able to get more video productions done in a shorter amount of time. Our clients will be able to come in at a designated time and leave our facility with their project ‘in-hand’.
- Train, identify and assemble studio and field production crews by emphasizing the advantages of more professional looking videos if done in a team environment using the studios. Having a well-prepared crew will bond our in-house producers and instill a sense of pride throughout both of our facilities. Utilizing the technologically advanced ‘Newtek’ systems we will be able to ‘stream live’ direct from our studio to the worldwide web and increase our presence accordingly.
- Implement social media strategies to communicate with clients about classes, workshops, community events and other news. We have already begun using the social media sites, Facebook and Twitter in addition to the constant promotion on our Nā Leo website. We feel that our focus with these sites will not only be more informative to new users but using all new social media will bring the needed visibility and accessibility to our current producers who may need information as it happens. Our intent is to provide classes on acting, directing, lighting and editing to help enhance the video projects of all of our producers.
- Exchange/share programs primarily with neighbor island PEGs, and also mainland PEG productions, if appropriate. We have built strong relationships with the other PEG facilities in Maui, Oahu and Kauai over the last few years with the help of our ACM seminar provider. Many programs produced at our neighbor island PEG centers feature a great deal of cultural, political, entertainment and spiritual insights that fulfill many needs of the general public.
- Implement live location broadcasting. With the purchase of the Newtek 8000 system we will be able to get information out to the community in real time. Prior to the availability of these systems to PEG providers, information at any live event would need to be taken in to the studio for editing and broadcast. This is not the case any longer thanks to the advancement of technology making it affordable for even the little PEG providers to compete with the larger commercial broadcast organizations. The Newtek 8000 system allows for a “Live Feed” direct to the internet via a dedicated cable access line making for important relevant communications for special events or emergency broadcast.
- Ensure all reports are submitted by deadlines outlined in the June 17, 1999 agreement with the DCCA and the December 22, 2003 letter from DCCA.

- Develop and keep updated a 5-year Strategic Plan.
- Building a permanent Kona facility. Purchasing property makes business sense in terms of increasing capital assets rather than simply expensing as rent. We are working with a local contractor to make this a reality. This new facility will be a ‘stand alone’ building that will house a full TV production studio as well as edit bays, office area and production workstations.
- Improve and expand Nā Leo website functions.
- Archive additional video-on-demand by exploring different video-on-demand providers such as Granicus, rather than trying to develop our own.
- Continue to provide the daily Big Island Video News and explore the possibilities of using tablets, iPads and other new technologies for uploading news stories to Nā Leo’s FTP server.

#### **Long-Term Plans:**

- Renew / Reinvent Nā Leo by assuring our relevance in the digital future. Develop a committee comprised of board members, staff and producers to discuss new economic strategies, resources, approaches and technologies for public access in its rapidly changing environment.
- Focusing on the role television plays in our lives, Nā Leo leads the Big Island’s community efforts in educating citizens to make and understand television. Public access is the means by which everyone can use television to speak to the world; therefore, Nā Leo must continue to increase community outreach.
- Nā Leo supports community organizations by providing training, consultation and resources to help them use television to get their messages out in ways they could never afford or otherwise communicate. Nā Leo will continue partnering with community organizations on the Big Island.
- Provide training and support for the management, staff and Board of Directors to keep them apprised of changing technology and trends in community access television.
- Replace the old Interactive Video Bulletin Board and Calendar of Events with the new INFORMA 2 system, which would provide “up-to-date” detailed information on listed current events. By implementing the new INFORMA 2 system, viewers

will still be able to access current events immediately without waiting for the viewing screen to refresh.

- Nā Leo will continue to upgrade equipment and provide the technologies necessary to make programs easier to produce free of charge for the Big Island community.
- Continually seek producer input and suggestions by way of in-house news bulletins to improve Nā Leo's services.
- Upgrade public information outreach regarding Nā Leo's mission, purpose and services for public benefit.
- Increase community, educational and government events from producers, presenters and in-house production staff.
- Conduct a viewer survey measuring community interests and needs for public access services.
- Analyze and propose service support for meeting Hawaii Island Civil Defense needs.
- Replace or upgrade playback system in the next two to three years.
- Continue to keep abreast of new developments and platforms in camera, editing and social media technologies to improve better client experiences.

## *Nā Leo 'O Hawai'i's Financial Capability*

### **Strong Financial Position:**

Nā Leo 'O Hawaii has extremely strong financial resources evidenced by the Statement of Financial Position. At August 31, 2012, assets totaled \$7,399,225 compared to liabilities of \$14,395 for net assets of \$7,384,830.

Much of the assets consist of fixed assets reflecting the capital intensive nature of PEG access. Nā Leo also owns the land and building, located in Hilo, free and clear of any debt and liens.

#### **Property and Equipment**

Building	\$ 716,087
Office Equipment & Furniture	129,436
Production Equipment	436,929
Land	190,198
Less accumulated depreciation	( 745,776)
<b>Net Property and Equipment</b>	<b>\$ 726,874</b>
	=====

Nā Leo 'O Hawai'i also enjoys adequate operating and capital reserves that stand at \$4,765,747 and \$1,857,407 respectively at August 31, 2012. The operating reserves allow Nā Leo to endure shortfalls in revenues and unexpected expenses. The capital reserves are primarily encumbered for a Kona site and for further upgrading equipment to digital technology, but can also be used in the event of unforeseen occurrences requiring the expenditure of capital.

Additionally, Nā Leo 'O Hawaii enjoys strong liquidity with reserves being held in cash or marketable securities.

#### **Current Assets**

Cash and Cash Equivalents	\$ 4,205,056
Investments	560,691

#### **Other Assets**

Restricted cash and cash equivalents	\$ 1,857,407
--------------------------------------	--------------

**Strong Financial Management:**

Nā Leo ‘O Hawai‘i has independent audits conducted annually. Carbonaro CPA and Associates, Inc. conducted the most recent audit of the 2011 financial statements. The audit was conducted in accordance with accounting standards generally accepted in the United States of America.

Jennifer L.Gossert, CPA has been the independent outside accountant for Nā Leo since the Organization’s inception. She performs the monthly financial compilation of the books and maintains the subsidiary ledgers. She also prepares requested schedules for the annual audit.

The organization and assets are protected with annual insurance coverage in very specific areas. These policies include Liability and Property, Professional Liability (Multimedia), Directors and Officers Liability, Inland Marine Coverage – Radio and Television Equipment, and Workman’s Compensation insurance.

Nā Leo currently maintains two separate funding accounts. One is an unrestricted Operating funding consisting of franchise fees. The second account is restricted Capital funding from capital franchise fees. These accounts are held at two different banks. At no time is there co-mingling of any of these accounts.

***The Management, Technical and Operational Ability and Experience of Nā Leo 'O Hawai'i and its Staff, to Provide the PEG Access Services***

Nā Leo 'O Hawai'i Community Television has been the provider of PEG Access services on the Island of Hawai'i since 1994. Nā Leo 'O Hawai'i has continuously demonstrated its ability to manage the resources required to cablecast programs for the five PEG Access channels 24 hours a day/7 days a week.

**Management and Staff:**

**General Manager**, Baron Sekiya has been involved in media for over 30 years. Sekiya has been published in local and national publications such as Hawaii 24/7, Big Island Video News, Stephens Media (West Hawaii Today, North Hawaii News, Hawaii Tribune-Herald), Ka Wai Ola (newspaper of the Office of Hawaiian Affairs), The Associated Press, Reuters, New York Times, ABC-TV, American Photo Magazine, PC Laptop Computers Magazine, Honolulu's daily newspapers and TV stations along with other publications.

Sekiya has created programs aired on Nā Leo 'O Hawai'i, was the President of its Board of Directors for almost two years before accepting the role as General Manager. As General Manager, he executes policies set by the Board of Directors.

**Kona Facility Manager**, Donna Dunham earned a Bachelor of Arts degree in Communications from Metropolitan State University in Denver, Colorado. She has been with Nā Leo 'O Hawai'i for twelve years handling daily operations of the Kona facility and special projects such as the Big Island Youth Video Contest and community outreach.

**Senior Staff Advisor**, Juergen Denecke brings almost 30 years of television experience to the job, both in cable television and over-the-air broadcasting. In 1993, he was chosen to be the General Manager of the newly formed Nā Leo 'O Hawai'i Corporation. After 18 years of managing Nā Leo, Juergen retired as General Manager in 2011. He is currently part-time Senior Staff Advisor, Operations and Logistics.

**Programming Coordinator**, Ann Toledo programs and schedules Nā Leo 'O Hawai'i's public access channels. She interacts with clients in accepting programs and fitting them into the program schedule. She answers inquiries and complaints about Nā Leo 'O Hawai'i services, schedules and programming. Ann has been with Nā Leo 12 years.

**Video Production Specialist**, Stanley Sergeant wears many hats – trainer/teacher, computer guru and equipment maintenance. He teaches classes in program production techniques and editing. He also maintains Nā Leo 'O Hawai'i's server based playback system and oversees the equipment which clients can check out. Stanley attended the University of Hawaii at Hilo majoring in English. He has been with Nā Leo since 2005.

**Technical Coordinator,** William “Bill” Maffit began as a volunteer at Nā Leo and moved into a part-time position as a technician. He was then promoted to full-time Technical Coordinator and is responsible for assisting in all technical and IT aspects of Nā Leo ‘O Hawai‘i Television.

**Production Coordinator,** Maxima Forslund has 30 years of computer experience which includes training users, and software and hardware support. She teaches production classes, assists clients, and produces programs for Nā Leo ‘O Hawai‘i in Kona. Maxima earned a BS in Administrative Management from San Francisco State University.

**Production/Outreach Coordinator,** Ken Okimoto videotapes and edits community events, meetings, open mic and PSAs for Nā Leo in Hilo. Previously he taught television production at Waiakea High School. Prior to that, he was the office staff at UH Manoa’s Student Video and Filmmakers Association, where he also received producer training at ‘Olelo. He has a B.A. in Political Science and a M.Ed. in Educational Communications and Technology. Ken’s media teaching position also allowed him to develop strong alliances in the public school sector.

**Administrative/Accounting Coordinator,** Ku’ulei Garcia is responsible for the day-to-day payables and assists the Programming Coordinator in receiving and scheduling programs and in answering inquiries and complaints. She performs administrative tasks for the General Manager and on behalf of the Board of Directors. Ku’ulei is presently attending Hawaii Community College working toward an A.S. accounting degree.

#### **Technical & Operational Ability & Experience:**

In addition to the expertise of Nā Leo’s technical staff, Nā Leo holds warranty, maintenance contracts and technical support with each of its equipment vendors. Should a situation arise, technical support can be obtained by phone, e-mail and on-site visits. Equipment is continuously maintained, repaired or replaced. Because we have two locations on the Big Island, if a situation should arise, equipment can be shared or loaned between the two facilities. Nā Leo tracks every piece of equipment in the detailed inventories of both Hilo and Kona locations as required by our contract. Once producers complete their certification with Nā Leo, they have access to equipment check-outs (cameras, edit bays, studio usage) at both the Hilo and Kona facilities.

***Nā Leo ‘O Hawai‘i’s Prior Experience in Providing PEG Access Services, and Other Broadcast or Cablecast and Telecommunications Experience***

Nā Leo ‘O Hawai‘i is a non-profit organization created specifically to plan, design, manage and promote the creation, production and cablecasting of noncommercial programs by and for the people of the Island of Hawai‘i. It has 18 years of experience in all aspects of operational and financial management and has been under continuous contract with the Department of Commerce and Consumer Affairs (DCCA) to provide those services since 1994.

In the past ten years, Nā Leo i has advanced with equipment and technology and made the transition from analog to a digital media system. Nā Leo offers video streaming on its website as well as video-on-demand. Nā Leo purchased 20 Sony HD cameras and provides a total of seven Adobe Premiere Pro and four Final Cut Pro editing suites for producers. We plan to upgrade the software in the editing suites in the near future and long-range plans are to purchase new editing suites’ software and hardware. We are currently upgrading our studios with robotic technology; upgrading our Interactive Video Bulletin Board (IVBB) and “Events Calendar”.

Nā Leo has trained 3,802 students over the past six years in basic video production. Classes are offered every month and producers may also schedule refresher classes as needed. Our course curriculum consists of Orientation, Production Basics, Camera, Editing 1, and Editing 2 for a total of 14 hours. Nā Leo staff provides day or evening classes to accommodate clients’ work and school schedules and is available to assist them through the entire program production process. As of September 2012, 818 new programs have been submitted for playback on Channels 53 and 54.

Nā Leo provides 55 hours of operation at the Hilo facility and 45 hours of operation per week at the Kona facility. We are open Monday through Friday except holidays.

Nā Leo has affiliations with over 300 non-profits and organizations island-wide. Non-profit organizations and community members are invited to our monthly public forum, “Big Island Speaks Out” where they can share non-commercial information on the airways. Non-profit organizations, schools and government agencies may post information on on our IVBB which airs as filler between regularly scheduled programs. Big Island viewers have come to rely on the IVBB as a source for island-wide information. Since the inception of the IVBB, 32,050 calls have been made to request information from the system. In addition, Nā Leo produces the “Calendar of Events”, emphasizing community events and happenings on the Big Island.

Nā Leo offers its video-conference system in Hilo and Kona to non-profit organizations, educational and governmental entities free of charge.

***The amount of funding required by the organization to provide the PEG access services***

Nā Leo 'O Hawai'i's current funding requirements are 3% of applicable cable revenues and capital contributions.



***Nā Leo 'O Hawai'i's Ability to Provide Reports, Audits, and Other Information to the Director***

Nā Leo 'O Hawai'i currently provides information on the following areas to the DCCA:

- Annual Unaudited Financial Reports
- Annual Audited Financial Reports
- Annual Board Approved Operating and Capital Budgets
- On-Air Outage Summary
- Facility and Equipment Usage and Value
- Marketing and Advertising Activity
- Summary of Revenue From Sources Other Than Franchise Fees
- Total Hours of Programming: First Run, Repeat and Submitted but Not Aired
- Programming by Origin: Locally Produced, Non-Locally Produced & Bulletin Board
- Programming by Source: First Run Hours from P, E and G Sectors in the Categories of Dropped off for Play, PEG Trained and Certified Producers and Hours Created by Nā Leo 'O Hawai'i (Open Mic and Created by PEG)
- Bulletin Board (Island Info)
- Open Mic (Big Island Speaks Out)
- Video Production Training: All Locations
- Number of Students Trained and Certified as Producers: All Locations
- Summary of Compliments, Suggestions and Complaints
- Summary of Complaint Resolutions

***Nā Leo ‘O Hawai‘i’s Agreement to Expand the Marketplace of Ideas, and its Commitment to Allowing Members of the Public to Express Their First Amendment Free Speech Rights***

Nā Leo ‘O Hawai‘i is committed to expand the marketplace of ideas by promoting members of the public to express their first amendment free speech rights.

**Nā Leo ‘O Hawai‘i Mission:**

*“The mission of Nā Leo ‘O Hawai‘i (“Nā Leo”) is to facilitate diverse community, education and government dialog and expression through television access for the people of the County of Hawai‘i.”*

**Nā Leo ‘O Hawai‘i Bylaws:**

Article III of Nā Leo’s bylaws states:

*“The specific and primary purpose of the corporation is to plan, design, manage and promote the creation, production and cablecasting of noncommercial programs by and for the people of the Island of Hawai‘i.*

*Such programs will be aimed at the preservation, development and enhancement of the diversity of thought, culture and heritage. Through these activities the corporation will facilitate access to lifelong learning and participation in the democratic process.*

*To this end the corporation shall:*

- *maintain those cable channels dedicated to public, educational and governmental use in a manner that is equitable and free of censorship and control of program content, except as necessary to comply with State or Federal law,*
- *provide a range of resources for the planning, production and distribution of noncommercial programs for the users of these channels,*
- *develop and enforce such rules and policies that will ensure equitable access to these channels and production consistent with applicable State or Federal laws,*
- *maintain planning and research functions to keep abreast of new technologies which will improve the quantity and quality of communications among the communities of Hawai‘i.”*

## **Commitment to Expanding the Marketplace of Ideas:**

- ❖ Nā Leo 'O Hawai'i has set in motion a plan to utilize one of our studios as an 'all-inclusive' quick turn-around facility to maximize the number of projects that can be done in a day. Compared to other studios which need to be reset after each production, this 'Robotic Studio' will be set up to accommodate our clients which have messages or information to share that require very little props or stage furniture. By focusing in and separating these exclusive use clients, Nā Leo will be able to quadruple the amount of productions in this one studio alone in addition to freeing up use of the second studio for larger production requirements.
- ❖ Nā Leo's current Outreach Campaign continuously seeks "voices" of the public, educational and governmental sectors that have yet to be heard on Big Island Community Television. We intend to expand the market in two specific ways. The first is to involve the youth of the community by partnering up with elementary and middle schools. Our reach will first be to the various Student Activity Counselors and advisors who counsel the student government representatives. They will participate in a "Speak Out" forum on events and activities occurring throughout the school year in their respective schools. The second initiative would be to create relationships with Government leaders at the State and County level to make the general public aware of upcoming legislation affecting their respective communities. We receive occasional updates from Representative Mark Nakashima's office alerting us to upcoming events that are important to Big Island residents. We use this information to capture video footage, where possible, to share with other residents who may not be able to attend these events. Our hope is that we can continue to build the same relationships with other councilpersons, State senators and County officials to get the information in to the hands of those who need it.
- ❖ Nā Leo is the community media center of the Big Island, offering the community opportunities to "tell their stories" via the technology we currently utilize and hope to employ in the future. The community media center is also set up to assist older clients that utilize VHS tapes and DVDs that need to be transferred to a more advanced technological medium such as zip drives and other digital devices.
- ❖ In the last few years we have added a satellite media center in North Kohala at the Kohala High School which was in great demand by members of the community. As this Island is divided into four major quadrants, we are hoping to provide one more satellite media center offering the same availability to digital media to the residents of south Kona, Ka'u and Puna. With this much needed expansion, Nā Leo will be able to reach out to these rural communities and allow their ideas and expressions to be shared, thereby increasing our marketplace.

*Nā Leo 'O Hawai'i's Prior Dealings and Relationship with the State*

Nā Leo 'O Hawai'i has a long standing relationship with the State through contracts with the Department of Commerce and Consumer Affairs. Nā Leo has been the provider of PEG Access services on Hawai'i since 1994.

Nā Leo complies with all requests for information from the Department of Commerce and Consumer Affairs as well as management and inventory audits as ordered by the State. Nā Leo management has always been and continues to be available to interact with the Department.

*Nā Leo 'O Hawai'i References whom the DCCA may contact*

**Public Producers and Clients:**

**Dennis Mihalka:** *"Big Island Speaks Out"* participant who provides dental hygiene tips for the community each month.

77-285 Maliko Street  
Kailua-Kona, HI 96740  
808-443-9495

**Scott Ordway:** Nā Leo weekly producer since 2008 with 200+ episodes of *"Legacy Church"* Sunday services.

73-1285 Awakea Street  
Kailua-Kona, HI 96740  
808-443-3677

**Hawaii Island United Way:** Nā Leo is currently producing informational programs for each of United Way's 53 agencies.

Jeanine N. Atebara  
President, Chief Professional Officer  
P.O. Box 745  
Hilo, HI 96721-0745  
808-935-6393 ext. 222

**"Hui Kako'o Benefit Concert Series:** Nā Leo produces monthly "Hui Kako'o Benefit Concert Series" for The Food Basket, Hawai'i Island's Food Bank.

Kristin Kamakau  
Property Manager  
Colliers Monroe Friedlander Management  
Keauhou Shopping Center  
78-6831 Ali'i Drive #232  
Kailua-Kona, HI 96740-2440  
808-322-3000

**Education:**

**Kealakehe High School:** Nā Leo has aired daily broadcasts from Kealakehe High School since 2002. The program airs at 6:30PM and repeats the following morning at 6:30AM.

Daniel Weiss  
Instructor  
74-5000 Puohuluhuli Street  
Kailua-Kona, HI 96740  
808-327-4300

**Government:**

**County of Hawaii:** Nā Leo provides a grant for County Council filming and closed-captioning.

Jamae Kawauchi  
County Clerk  
25 Aupuni Street  
Hilo, HI 96720  
961-8255

**Mayor Billy Kenoi**

Office of the Mayor

25 Aupuni Street

Hilo, HI 96720

[cohmayor@co.hawaii.hi.us](mailto:cohmayor@co.hawaii.hi.us)

808-961-8211

**County of Hawai'i Council Chair**

Dominic Yagong

P.O. Box 875

Honokaa, HI 96727

[dominicyagong@gmail.com](mailto:dominicyagong@gmail.com)

808-775-7122 (H)

808-936-3412 (C)

***Nā Leo's Position on Ownership of PEG Assets Prior to and After New Contract Period***

***As to Capital Assets:***

1. Acquired After 1998 Contract Execution –

Under the 1998 DCCA/Nā Leo 'O Hawai'i Agreement and under all subsequent modifications to the agreement to date, title to all capital assets purchased with capital contributions reverts to DCCA upon termination or expiration of the agreement.

2. Acquired Prior to 1998 Contract Execution –

Unlike capital assets obtained by Nā Leo after 1998, Nā Leo retains all rights and title to capital assets accumulated by Nā Leo prior to the 1998 renegotiated agreement, even upon termination or expiration of the new agreement.

***As to Unexpended Funds:***

1. Unexpended Capital or Restricted Funds –

Nā Leo will use capital or restricted funds for the purposes identified when the funds were provided to Nā Leo. Nā Leo will account for and return to DCCA all unexpended capital or restricted funds upon termination or expiration of the new agreement.

2. Unrestricted and Self-Generated Funds –

Nā Leo accounts containing unrestricted funds or self-generated funds (such as fees, contributions, or operational savings) shall be earned revenues. Even upon termination or expiration of the new agreement, such earned revenues are to be retained by Nā Leo and Nā Leo may expend such funds for any purposes the Nā Leo Board determines consistent with Nā Leo's declared civic and charitable objectives as disclosed in Nā Leo's state non-profit organization registration.



# HAAS student film

## Puna students document the reality of charter schools

### ► Big Island Weekly

On Friday, Aug. 27, a student-produced documentary on charter schools and educational reform will have its debut screening at the Hilo Palace Theater. The film entitled "Class of 2010" is a year-long project of HAAS Productions, a digital media program that provides the youth of Puna with real-world opportunities in TV and Film. The production team is based out of Hawaii Academy of Arts & Science public charter school and sponsored by the Paha non-profit Arts & Science Center.

Led by TV Producer and Teacher Gloria Baraquio, HAAS Productions first launched in August of 2008. With her experience in hosting, writing, producing, and teaching, Baraquio hoped to create a platform from which the youth of Puna could share their unique stories through the use of video and digital media. In the pilot year of the program, seven students were able to work at Na Leo studios and travel to the Hawaii State Capitol to interview Big Island lawmakers during legislative session. Students also interned on the "Living Local" set



the set of "Predators," and met with various filmmakers in the industry. The Hawaii County recognized the students' efforts and awarded them \$20,000 in June 2009 to fund their second year of production. The County recently awarded them an additional \$25,000 for this coming 2010-11 school year.

For their 2009-10 project, the HAAS Productions film students agreed that a documentary on charter schools was meaningful and relevant for this time. The students of HAAS felt the impacts of the budget cuts, and they wanted to find out why the cuts were happening and how their school could improve — and remain open. With their small

at KYBC, and partnered with Shootz Studios of Honolulu to document interviews and events in Hawaii's education system this past year.

Focusing mostly on HAAS and surrounding schools in Puna, "Class of 2010" explores what a charter school is, how charter schools are funded, what efforts schools and the DOE are making in educational reform, and how we all as a community can help. The film touches on issues faced in East Hawaii, emphasizing the fact that every community is unique in their strengths and their needs, urging the importance for local governance of Hawaii schools.

The film also features the



HAWAII ACADEMY OF ARTS AND SCIENCE

**Above, students Bailey Wooldridge and Shoa Johnson meet with Emily Naeole-Beason and her husband Raymond. Left, Chris Shaeffer and Kayla Greenberg film with HAAS Productions..**

who are all trying to meet success in a rural district on the Big Island of Hawaii.

"Class of 2010" is directed by Gloria Baraquio, edited by Erik Bathen, and produced by students Courtney Campbell, Akela Quin, Bailey Wooldridge, Tyler Flower, Raskassa Johnson, and Kayla Greenberg. The film will feature students, teachers, and administrators of HAAS, such as Steve Hirakami, Gail Clarke, and Patrick Baker, as well as Mayor Billy Kenoi, Councilwoman Emily Naeole-Beason, District Superintendent Mary Correa, Charter School Administrator

and Interim Superintendent Kathryn Matayoshi. The film is professionally produced and edited by Baraquio and Bathen, but the story is told and filmed through the eyes of HAAS kids.

The event will be held on Friday, Aug. 27 at the Palace Theater in Hilo and hosted by

Big Island Film Commissioner John Mason. There will also be a Q&A session with the filmmakers followed by a reception. Doors open at 6 p.m. and the film begins at 7 p.m.

For more information, visit [www.haasproductions.com](http://www.haasproductions.com) or [www.hilopalace.com](http://www.hilopalace.com).

# West Hawaii Today

SATURDAY, JULY 17, 2010

WESTHAWAII.TODAY.COM

50¢

## Who needs Hollywood?

### CREATIVITY ROLLS AT KIDS' SUMMER FILM BOOT CAMP

BY KIM EATON  
WEST HAWAII TODAY

keaton@westhawaii.com

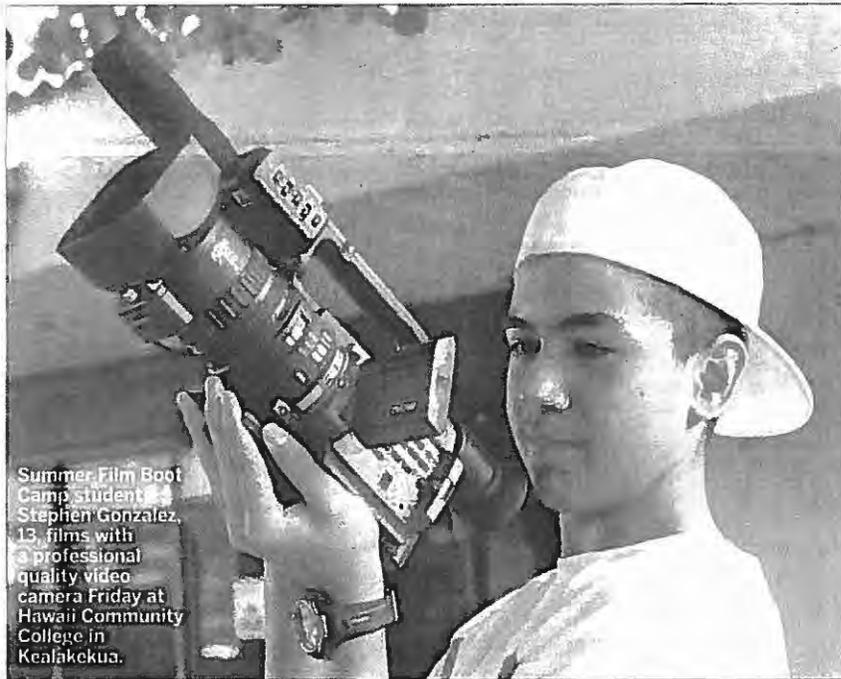
Forget Hollywood. West Hawaii students are learning all they need about film production right here in Kona.

For the second year, University of Hawaii Center at West Hawaii teamed up with Na Leo O Hawaii to offer a Summer Film Boot Camp, a two-week film production training program that ends with participants becoming certified producers for the public access television station.

The program, open to sixth-through ninth-graders, started Monday at the community college campus and culminates July 24 with a premiere showing of the films created during the program.

"The overall purpose is to provide some meaningful, purposeful summer activities for youth. We targeted sixth- through ninth-grade because there doesn't seem to be much out there for them during the summer," said Beth Sanders, the campus' interim director. "We also wanted to make them more aware that college is an option."

Students started the week learning about community television, including the rules, regulations



Summer Film Boot Camp student Stephen Gonzalez, 13, films with a professional quality video camera Friday at Hawaii Community College in Kealahou.



LEFT: From right: Hiro Ueno, 14; Stephen Gonzalez, 13; and Anthony Palleschi, 11; use video editing software to create a movie Friday at Hawaii Community College. ABOVE: Angel Brown, 14 gives direction to fellow student actors as they film a public service announcement Friday.

PHOTOS BY LAURA SHIMABUKU | SPECIAL TO WEST HAWAII TODAY

### Greenwell pushes to halt export of aquarium fish

COUNCILMAN WANTS DLNR TO BAN PRACTICE UNTIL RESEARCHED

BY CHELSEA JENSEN  
WEST HAWAII TODAY

chensen@westhawaii.com

A nonbinding resolution recommending the state Department of Land and Natural Resources halt the practice of exporting tropical fish collected from Big Island waters will be up for review by the Hawaii County Council's Committee on Human Services and Economic Development on Tuesday in Kona.

North Kona Councilman Kelly Greenwell, who introduced the resolution, said he wants the practice stopped for the time being until adequate scientific studies are conducted. Greenwell reiterated the resolution, which has no legal authority, does not seek to permanently ban collecting tropical fish for export.

While Greenwell said he realizes collecting tropical fish is a means of earning a living for some Big Islanders, studies need to be conducted to determine what impact the practice has on tropical fish populations. Once

▶ SEE BOOT CAMP PAGE 5A

▶ SEE COUNCIL PAGE 4A

## ► **BOOT CAMP:** Movies will be shown July 24 at Aloha Theatre

CONTINUED FROM PAGE 1A

and policies involved. Then, they rolled into a video production class, which covered everything from pre-production meetings and planning to creating story boards and writing scripts.

Next came the fun part — camera operations. Students were taught how to use a camera to tell a story, as well as the importance of camera angles, lighting, audio and more. Finally came the editing process at Na Leo O Hawaii studio. Using two digital editing systems, one for PCs and one for Macs, students learned how to combine the clips, voice-overs, music and whatever else was needed to create their final product.

"The first step was thinking of a topic that would teach us a good lesson in life," said 11-year-old seventh-grader Anthony Palleschi. "There needs to be a beginning, middle and end, and it needs to flow together with the camera angles, lighting. You want something that will stay in people's minds."

As students worked with the cameras, they had to keep in mind lighting and audio. If there was wind in the background and the actor was not talking loud enough, then the wind would drown out the voice, Palleschi said.

"You also want to make sure your camera angles are good so you're not chopping people's heads off," said 14-year-old ninth-grader Angel Brown.

The skills students learn through the two-week class



LAURA SHIMABUKU | SPECIAL TO WEST HAWAII TODAY

**Na Leo O Hawaii Production Manager Jon Sabati, right, serves as instructor to area sixth- and ninth-grade students attending the Summer Film Boot Camp on Friday at Hawaii Community College in Kealahou.**

### **Be there**

#### **Youth Film Premiere**

- 11 a.m. to 1 p.m. July 24
- Aloha Theatre in Kainaliu
- Open to everyone
- Free admission

can be utilized in other fields, such as communications, sales, computer work and more, said Jon Sabati, Na Leo O Hawaii production coordinator and program instructor. In addition to film, students can also use what they learn to develop music videos and even video games.

"There's a lot of opportunities out there, but like any other career, you just have to go out and get the training," Sabati said. "And community TV is a great avenue for that."

Once students go through the program and become certified producers with Na Leo O Hawaii, they can use the studio's equipment for free, film public service announcements or short documentaries and have them aired on public access television, he said.

But some of the students weren't thinking that far

ahead. They were just having a good time meeting other students and learning about film production.

Eighth-grader Tiger Oakes, 13, has been experimenting with creating videos at home for YouTube, and he hopes the program will help improve his skills.

"(Filmmaking) is just a hobby now. I'm more interested in computers, but I could see myself going into film, maybe fiction films as a director, or working with cameras or special effects," he said.

Whatever the students

take away from the program, Sabati said he hopes they build confidence and learn to trust in themselves.

"What I really like is seeing the kids coming from all different districts, all walks of life, bringing them to the table and having them blend into something really cool," he said. "And they have fun while at the same time learning a valuable skill that will help them whether they pursue media arts or not. Hopefully one day I'll look up on the big screen and see one of their names."

# Honolulu Advertiser

March 5, 2009

## Big Island police arrest 3 on 'Most Wanted'

Advertiser Staff

HILO — Big Island police have arrested three men who were featured on the most recent episode of the CrimeStoppers television program "Hawaii Island's Most Wanted."

In the Feb. 6 episode, police asked for the public's help in identifying a man who was photographed by a surveillance camera at the scene of several car break-ins in Hilo. On Feb. 25, police arrested Brian E. Perreira, 32, in connection with the case and later charged him with four counts of second-degree theft, three counts of unauthorized entry into a motor vehicle, and one count each of criminal property damage, unauthorized control of a propelled vehicle, second-degree burglary and first-degree trespassing. His bail was set at \$55,000.

The television program also asked for public help in locating Richard Davis Potter, 26 and Mark Yun Jin McCurley, 25. Potter was arrested Feb. 20 and later charged with burglary and second-degree theft. His bail was set at \$7,200.

McCurley was arrested Feb. 27 and later charged with burglary and unauthorized entry into a motor vehicle. His bail was set at \$4,400.

CrimeStoppers Hilo Inc. said "Hawaii Island's Most Wanted" was inspired by the national TV show "America's Most Wanted." Since the program began airing in February 2007, police have asked for help in locating 56 people who were either missing or crime suspects. Thanks to tips from the public, police cleared 31 of those cases.

The program airs on Na Leo O Hawaii Community Television Channel 54 at 5 p.m. Sundays and 5:30 p.m. Fridays. It also airs intermittently on Channel 53.

Saturday, July 23, 2011

## Good health is focus of new Alameda show

C. Kimo Alameda, state director of the Office of Multicultural Services within the Department of Health, invites the community to tune in to his new television program on health every Monday and Tuesday evening.

The show is titled "Rise Above, Hawaii." The 30-minute program on "anything and everything concerning health," airs at 7:30 p.m. both days on Na Leo Public Access Cable TV channel 54.

"Each week, I have a guest from the Big Island and we engage in a talk-story about a topic of mutual interest," said Alameda.

Topics range from health and fitness to prostate cancer, health issues of older folks, Alzheimer's disease, suicide prevention, Parks and Recreation activities and living a fulfilling life.

"If viewers have suggestions for certain health topics, or guests that I should feature, please contact me," said Alameda. He can be reached at 808-306-8223 and via email at [adrkimo@cs.com](mailto:adrkimo@cs.com).

## COMMUNITY

# Public access TV to air drug policy forum video

**Efficacy founder: Treat drug use as public health issue, not one of crime**

People who didn't get to see the recent campus presentation in Hilo by drug policy reform advocate Clifford Wallace Thornton Jr. can view the program starting today on public access television channels 53 and 54.

Thornton, a resident of Hartford, Conn., and founder of Efficacy, a nonprofit organization to "educate about drug policy reform," was the special guest at a forum last month at the University of Hawaii at Hilo.

Thornton and others in the Efficacy movement make the case that drug use should be handled as a public health issue, not one of crime.

The organization believes America's "War on Drugs" has not been successful, and has, instead, created drug gangs and cartels as well as "turning the average citizen user into a criminal, even when no violence or criminal behavior is involved."

"As in the case of our financial markets, there is a need for regulation and control by our government," Thornton said. "The resulting taxes and the moneys saved from prosecuting and imprisoning drug-related cases could provide much-needed health care and other services."

During his Hilo presentation, he also spoke in support

of voting for Ballot Question No. 1, an option on the General Election ballot that would make cannabis the lowest law-enforcement priority for police.

The video lasts 30 minutes and can be viewed on Na Leo o Hawaii cable access at the following times. It was produced by Island Eyes Video Journalism as a public service, said spokeswoman Mary Marvin Porter.

The program will be shown on channel 53 today at 8:30 a.m., Saturday at 1:30 p.m., Sunday at 7:30 p.m. and Monday at 7:30 p.m.

Public access channel 54

will broadcast the show at 5 p.m. Wednesday and 9:30 p.m. on Thursday. On Friday, Oct. 31, the show will air at 9:30 p.m. On Saturday, Nov. 1, it will air at 3 p.m. The show also can be seen at 5:30 p.m. Sunday, Nov. 2, and at 8 p.m. on Monday, Nov. 3.

Clifford Wallace Thornton Jr. of Hartford, Conn., founder of Efficacy, a nonprofit organization to "educate about drug policy reform," was the special guest at a forum last month at the University of Hawaii at Hilo.

Courtesy photo

