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COMMUNITY MEDIA

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Roy Amemiya
President and CEO

February 28, 2011

Ms. Keali'i S. López
Director
Department of Commerce and Consumer Affairs
P.O. Box 541
Honolulu, HI 96809

Dear Director López:

Thank you for the opportunity to share our annual accomplishments for the last calendar year. Enclosed are the documents that make up 'Ōlelo's 2010 Annual Report. They include the:

- Executive Summary for 2010.
- 2010 Annual Activity Report required by 'Ōlelo's contract with the DCCA.
- Year-End Activity Report that provides information about 'Ōlelo's other operational and administrative achievements during the year.

Together, these documents detail 'Ōlelo's activities in 2010. It was another year of growth in program hours. Premiere programming increased nearly 5%. This made scheduling shows in prime time a challenge. As a result, the decision was made to pair up series programs in prime time.

'Ōlelo also continued to support video archiving services for locally created community productions including meetings of the Honolulu City Council and the Hawaii State Senate. 'Ōlelo has worked closely with our Government partners to extend the reach of their public meetings through this on-demand internet access.

'Ōlelo continues to proactively increase the diversity of voices and programming through its network of community media centers across O`ahu. Adequate funding for staff to manage our services and programs, as well as capital funding for a necessary transition from outdated analog equipment to digital continues to be a challenge for us. Going forward, we would like to meet with DCCA officials to discuss removing the funding cap or other alternatives to ensure current and future services may continue without interruption.

'Ōlelo is proud of what we and the communities we serve accomplished in 2010. Please contact me if you have questions. Thank you for your continued support of community voices.

Sincerely,

Roy K. Amemiya, Jr.
Interim President/CEO

'ŌLELO COMMUNITY TELEVISION
2010 ANNUAL ACTIVITY REPORT
EXECUTIVE SUMMARY

OVERVIEW

This Executive Summary is one of three reports that—taken together—chronicle 'Ōlelo's activities for 2010. The DCCA has required this report, in addition to the Annual Report, since 2004.

In 2010, 'Ōlelo cablecast 52,560 hours of programming (shown in Table 1). Overall first-run programming from the Public Sector was up by 9 percent; however total first-run Government programming decreased by 9 percent. This decrease in Government programming can be attributed to 2010 being an election year. If we compare Government programming in election years, then we note a program increase of 4 percent in 2010 over 2008 numbers.

PROGRAMMING

Table 1. Total Hours of Programming: First Run, Repeat and Submitted but Not Aired

Sector	Total Hours of Programming		Total Hours of First Run Programming		Total Hours of Repeat Programming		Total Hours of Programming Submitted but Not Aired †	
	2009	**2010**	2009	**2010**	2009	**2010**	2009	**2010**
Public	20,331.57	**21,613.15**	4,549.05	**4,942.78**	15,782.52	**16,670.37**	N/A	**N/A**
Education	14,638.78	**14,477.38**	‡	‡	‡	‡	N/A	**N/A**
Government	7,139.08	**6,853.63**	1,333.17	**1,217.85**	5,805.92	**5,635.78**	N/A	**N/A**
Sub-Totals *	42,109.43	**42,944.16**	5,882.22	**6,160.63**	21,588.44	**22,306.15**	N/A	**N/A**
Other Sectors §	10,450.57	**9,615.84**						
Total	52,560.00	**52,560.00**						

† All programs meeting standard administrative and technical submittal requirements were aired.

* Education hours cannot be broken down by First Run vs Repeat since that information is not provided to 'Ōlelo by HENC. Therefore Subtotals for First Run and Repeat only include Public and Government hours.

‡ UH and DOE programming hours are provided in the HENC reports.

§ This programming is not designated P, E or G, and includes Island Info, overnight satellite feeds, other non-PEG specific programs and any outages.

Table 2. Programming by Origin: Locally Produced, Non-Locally Produced & Bulletin Board

Sector	Total Hours of Programming		Total Hours of Locally Produced Programming		Total Hours of Non-Locally Produced Programming		Total Hours of Bulletin Board Programming	
	2009	**2010**	2009	**2010**	2009	**2010**	2009	**2010**
Public	20,331.57	**21,643.15**	16,807.30	**18,994.27**	3,524.27	**2,648.88**	N/A	**N/A**
Education	14,638.78	**14,564.92**	†	†	†	†	N/A	**N/A**
Government	7,139.08	**6,853.63**	7,108.88	**6,838.56**	30.20	**15.07**	N/A	**N/A**
Sub-Totals	42,109.43	**43,061.70**	38,554.96	**40,397.75**	3,554.47	**2,663.95**		
Bulletin Board	1,505.63	**988.67**					1,505.63	**988.67**
Other Sectors §	8,944.94	**8,509.63**						
Total	52,560.00	**52,560.00**						

§ This programming is not designated P, E or G, and includes overnight satellite feeds, other non-PEG specific programs and any outages.

† UH and DOE programming hours are provided in the HENC reports.

Table 3. 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 `Ōlelo (Open Mic and Created by PEG)

Sector	Total Hours of Programming "Dropped Off for Play" *		Total Hours of Programming Created by PEG Trained and Certified Producers		Total Hours of Programming Created by Open Mic †		Total Hours of Programming Created by PEG ‡	
	2009	**2010**	2009	**2010**	2009	**2010**	2009	**2010**
Public	2,001.35	**2,124.07**	2,547.70	**2,818.72**	N/A	**N/A**	N/A	**N/A**
Education §	†	†	†	†	§	§	N/A	**N/A**
Government	42.92	**41.92**	1,290.25	**1,175.93**	N/A	**N/A**	N/A	**N/A**
Totals	2,044.27	**2,165.99**	3,837.95	**3,994.65**	18.84	**3.45**	59.82	**76.92**

* These hours include 'Ōlelo trained and certified producers who don't use 'Ōlelo facilities for some programs.
† These hours are not tracked using the P, E or G designations. Open Mic includes *O'ahu Speaks* and *Capitol Commentary*.
‡ These hours are not tracked using the P, E or G designations.
§ UH and DOE programming hours are provided in the HENC reports.

BULLETIN BOARD (ISLAND INFO)

Island Info, 'Ōlelo's video bulletin board service, provides information to the public about community events, neighborhood board meetings and available jobs. In 2010, a total of 1926 notices were posted from individuals, community organizations and agencies, including O'ahu Job Links and the Hawaii State Legislature.

OPEN MIC (OAHU SPEAKS)

O'ahu Speaks is one of 'Ōlelo's Open Mic services. It allows anyone from the community to come to the Mapunapuna CMC and videotape a message of up to seven minutes in length. This program runs weekly, and provides a convenient way to get brief messages on the channels with minimal turn-around time between recording and cablecasting. In 2010 this service was used 24 times and resulted in just over 3 hours of original open mic programming. This represents a 50% increase in use from 2009. however, compared with the mini studio service, is far less popular. The Mini Studio offers the same benefits as O'ahu Speaks, but allows the speaker a longer time to communicate their message. `Ōlelo's other open mic service, Capitol Commentary, accounted for 25 programs with 20 first-run hours of citizen and legislative speech in 2010 which represents a 15% increase in the total hours of first run programming produced through this service.

TRAINING

VIDEO PRODUCTION TRAINING

As Table 4 shows, fewer classes were taught and fewer people completed training in 2010 than in 2009. The percentage of students completing classes (certification rate) decreased from 87 percent in 2009 to 81 percent in 2010. During 2010, 'Ōlelo awarded community members 1,091 certifications in various areas of video production. While the number of classes and students decreased for all subjects due to reduced staff capacity, Studio and Van training classes decreased markedly (from 10 to 2 for Studio and 2 to 0 for Van) due to decreased demand. Demand for these more advanced classes seems to run in multi-year cycles.

Table 4. Video Production Training: All Locations

Class Name	Number of Sessions		Total Number of Enrolled Students		Total Number of Students that Completed		Percentage of Students Completing Class	
	2009	**2010**	2009	**2010**	2009	**2010**	2009	**2010**
Mini Camera	72	**54**	503	**409**	436	**367**	87%	**90%**
Final Cut Pro	79	**55**	595	**472**	512	**405**	86%	**86%**
Producer	72	**53**	477	**367**	406	**237**	85%	**65%**
Feather Pack	13	**8**	73	**74**	73	**67**	100%	**91%**
EFP/Van	2	**0**	32	**0**	32	**0**	100%	**0%**
Studio	10	**2**	60	**18**	56	**15**	93%	**83%**
Total Instances	248	**172**	1,740	**1,340**	1,515	**1,091**	87%	**81%**

Table 5. Number of Students Trained and Certified as Producers: All Locations

2009	**2010**
406	**237**

SUMMARY OF COMPLIMENTS, SUGGESTIONS AND COMPLAINTS

Complaints range from viewers disagreeing with a program's content or message or being displeased that a program they previously viewed changed airtimes or was no longer available, or a program did not air as scheduled.

In 2010, 'Ōlelo received an average of two phone calls each business day concerning its programming. Of those, the vast majority were in regards to air times and viewer questions on how to obtain copies of shows. Inquiries also came via U.S. Mail, email and in-person communication.

Two programming issues received several inquiries. Over fifty calls or emails were received when satellite difficulties were encountered causing an interruption of the programs "Classic Arts Showcase", "Deutsche Welle", and "Democracy Now" for nearly four weeks. Once service was restored several calls were received expressing appreciation for the return of the program. Over a dozen comments were received from viewers of the Church of Latter Day Saints annual conference from Salt Lake City thanking 'Ōlelo for the live cablecast.

Of the approximate 280 comments received in 2010 20% were compliments and less than 3% were complaints about specific programming, with the balance being general programming inquiries.

SUMMARY OF COMPLAINT RESOLUTIONS

All complaints are looked into as soon as possible during normal business hours and they are normally resolved within 10 business days of receipt. When 'Ōlelo receives calls about programs, staff explains how programs are produced and scheduled. Viewers who take issue with program content are offered the opportunity to create their own programming to present their viewpoints. Additionally, the name and contact of the program producer is provided so that the viewer can share his or her views directly with the producer. Staff also explains how programs are scheduled, letting callers know if and when the program in question will air again and how to contact the producer to obtain copies of a program, if desired.

In 2010 we had a unique situation occur when we encountered satellite difficulties which caused 'Ōlelo to not be able to cablecast certain normally received programs that are via satellite. Working together with the programming providers in Germany and making technical changes to our satellite dish we were able to restore programming. During the period the programs were

not available we received numerous calls and e-mails from concerned viewers. In each instance staff informed the viewer of the situation and advised that we would keep them advised of the situation via either phone or e-mail (their choice) which was done. Once we knew when the program would be available e-mails and phone calls were made to all those who had contacted us advising them of the date, channel and times the programs would be cablecast.

'Ōlelo Community Media
2010 Annual Activity Report

Overview

- This report contains information required by 'Ōlelo's contract with the Department of Commerce and Consumer Affairs (DCCA) that is not part of the Executive Summary. This is one of three reports that collectively summarize 'Ōlelo's activities for 2010.
- The second report, the Executive Summary, contains information on programming, training, and complaint resolution. For ease of reading, the table on Total Hours of Programming is contained in both this report and the Executive Summary.
- The Year-End Activity Report is the third report. It provides added narrative information, particularly about those projects that relate to community building as well as projects that had an impact on 'Ōlelo's resources.

Programming Highlights

- First-run programming hours from the Public sector increased by 9 percent in 2010 over 2009 levels while First-run Government programming decreased by 9 percent from 2009 levels. It should be noted that this decrease in Government programming is typical during an election year. Government programming during an election year has increased in 2010 as compared to 2008 by 4 percent.

Total Hours of Programming: First Run, Repeat and Submitted but Not Aired

Sector	Total Hours of Programming		Total Hours of First Run Programming		Total Hours of Repeat Programming		Total Hours of Programming Submitted but Not Aired †	
	2009	**2010**	2009	**2010**	2009	**2010**	2009	**2010**
Public	20,331.57	**21,613.15**	4,549.05	**4,942.78**	15,782.52	**16,670.37**	N/A	**N/A**
Education	14,638.78	**14,564.92**	‡	‡	‡	‡	N/A	**N/A**
Government	7,139.08	**6,853.63**	1,333.17	**1,217.85**	5,805.92	**5,635.78**	N/A	**N/A**
Sub-Totals *	42,109.43	**43,031.70**	5,882.22	**6,160.63**	21,588.44	**22,306.15**	N/A	**N/A**
Other Sectors §	10,450.57	**9,528.30**						
Total	52,560.00	**52,560.00**						

† All programs meeting standard administrative and technical submittal requirements were aired.

* Education hours cannot be broken down by First Run vs Repeat since that information is not provided to 'Ōlelo by HENC. Therefore Subtotals for First Run and Repeat only include Public and Government hours.

‡ UH and DOE programming hours are provided in the HENC reports.

§ This programming is not designated P, E or G, and includes Island Info, overnight satellite feeds, other non-PEG specific programs and any outages.

OUTAGE SUMMARY

In 2010, outages on 'Ōlelo's individual channels totaled 13.84 program hours while outages that affected all channels simultaneously totaled 9.71 hours. This resulted in a grand total of 72.10 program hours of outages for the entire year. Detailed figures for individual channel outages are shown in the table below.

Channel	49	52	53	54	55	56	Total
Individual Hours	0.08	0.00	10.35	0.00	0.68	2.73	13.84
Simultaneous Hours	9.71	9.71	9.71	9.71	9.71	9.71	58.26
Total Hours	**9.79**	**9.71**	**20.06**	**9.71**	**10.39**	**12.44**	**72.10**

The great majority of the outages were attributable to problems with the cable distribution system which occurred 18 times in 2010. The rest of the outages were due to interruptions to feeds from the University of Hawaii and the Department of Education. A small portion of the outages were due to seasonal solar interference which interrupted satellite feeds.

FACILITY AND EQUIPMENT USAGE

'Ōlelo's overall facility and equipment usage increased in 2010. Details are shown in the table below. The increase was attributable to increases in a few capital-intensive areas (feather pack, studio and EFP van), plus an explosion in use of inexpensive consumer cameras, that more than offset declines in other areas. A decline in non-linear editing and linear editing continues the trend recognized in 2009, where `Ōlelo's continuing budget squeeze has constrained the number of community hours at most CMCs. In the case of linear editing, age-related declines in functionality and reliability have limited client access to the point that we have advised clients who depend on these systems that the technology is near its end of life, and they should prepare to transition to non-linear editing.

As mentioned above, feather pack, studio and EFP van usage grew again in 2010: 46%, 6% and 37% over 2009, respectively. This can be attributed to the continuing support of these resources even during days and/or hours where the rest of the facility is closed. It is worth noting that the valve of 'Ōlelo's resources have also increased by 11%.

Equipment Type	2009 Total Hours Used	2010 Total Hours Used	% Difference	Hours Per Session	Estimated Value Per Session	2009 Total Estimated Value	2010 Total Estimated Value	% Difference
Studio	2,306	2,455	6%	8	$3,000	$864,750	$920,531	6%
Feather Pack	7,430	10,861	46%	8	$2,000	$1,857,500	$2,715,360	46%
Non-Linear Editing	34,094	32,641	-4%	6	$300	$1,704,700	$1,630,840	-4%
Linear Editing	3,293	2,356	-28%	4	$300	$246,975	$176,719	-28%
Field (PD 170)	158,932	142,716	-10%	24	$400	$2,648,867	$2,378,608	-10%
Field (DSR390)	4,734	3,149	-33%	24	$800	$157,800	$104,967	-33%
Mini Studio Service*	3,205	3,302	3%	2	$600	$961,500	$990,600	3%
EFP Van	504	692	37%	8	$4,000	$252,000	$346,100	37%
Consumer Cams	13,967	61,080	337%	24	$200	$116,392	$508,998	337%
Total Estimated Value of Resources Used:						$8,810,483	$9,772,723	11%

MARKETING AND ADVERTISING

As in years past, 'Ōlelo continued to reinforce awareness of its programs and their value through the use of the PEG television channels. On 'Ōlelo cable channels, a special thirty second TV commercial promoting election programming was aired frequently.

One thousand spots also ran on Oceanic Time Warner cable channels during the primary and general election campaign. The commercials were shared with the neighbor island PEG stations for their use of election programming.

In 2010 'Ōlelo initiated bi-weekly ads on the cover of the Star Advertiser TV Week section. We used this ad space for eight election-related ads to promote the "Vote Informed" initiative.

SUMMARY OF REVENUE FROM SOURCES OTHER THAN FRANCHISE FEES

A total of $941,666 was collected in addition to franchise fees. Tenant rental income and reimbursements accounted for $676,955 and interest income was $195,827. Youth Xchange donations accounted for $37,499 and $16,468 was derived from training and tape sales. The remainder, $14,917, was primarily miscellaneous income from different CMCs and programs.

ʻŌLELO COMMUNITY TELEVISION
2010 YEAR-END ACTIVITY REPORT

OVERVIEW

This 2010 Year-End Activity Report highlights challenges and accomplishments during the year. It provides added information about important operational and administrative achievements and community building efforts which add value to ʻŌlelo's services. This report complements data in the Annual Activity Report and the Executive Summary. Together, the three reports provide a comprehensive overview of ʻŌlelo's major efforts in 2010.

2010 OPERATIONAL ACHIEVEMENTS

PROGRAMMING

ʻŌlelo continued to operate six cable channels on Oceanic's system to provide PEG Access services on O'ahu. New programming continues to outpace ʻŌlelo's ability to accommodate all producer requests for prime time. The increases in the programming created by clients and cablecast on ʻŌlelo's channels in 2010, as well as other operational matters, are covered in more detail in the Executive Summary and Annual Report.

COMMUNITY MEDIA CENTERS

ʻŌlelo continues to operate eight media centers across O'ahu. Included in those centers are ʻŌlelo's main facility in Mapunapuna, six Community Media Centers (CMCs) located at the following DOE partner schools: Wai'anae High, Waipahu Intermediate, Leilehua High, Kahuku High and Intermediate, King Intermediate and Jarrett Middle; and an access center located at the State Capitol. ʻŌlelo was able to maintain its commitment to serving the Public, Education and Government sectors through these eight access centers despite budgetary challenges. Lifting the funding cap would help ensure ʻŌlelo is able to continue to provide service to all of O'ahu's residents within the Honolulu area as well as the more rural areas across the island.

ONGOING COMMUNITY-BUILDING PROJECTS

CAPITOL COMMENTARY

Capitol Commentary is an on-location, open-mic service that was made available at the State Capitol throughout the 2010 legislative session. The end of the legislative session in May 2010 also marked the successful completion of *Capitol Commentary's* twelfth season. The purpose of this service is to give community members and legislators the opportunity to share their views on proposed or recently enacted legislation in a timely manner. From January to May, 150 different speakers participated, with 63 legislators and 87 community members. Twenty-five programs, totaling 20 programming hours, were created during the session.

Resulting programs were aired on ʻŌlelo's channels, made available on ʻŌleloNet, and distributed to Neighbor Island PEG Access stations throughout the session.

YOUTH CAPITOL COMMENTARY

Youth Capitol Commentary, a successful offshoot of Capitol Commentary, completed its seventh year in 2010. This initiative trains students across O'ahu to videotape legislators from their districts on Opening Day. In 2010, 54 students from 17 schools were mentored by ʻŌlelo staff. *Youth Capitol Commentary* is part of ʻŌlelo's continuing effort to provide students with a sense of engagement and insight into the legislative process using video production.

Resulting programs were aired on 'Ōlelo's channels, made available on 'ŌleloNet, and distributed to Neighbor Island PEG organizations.

YOUTH SUMMER MEDIA PROGRAMS AT THE CMCS

In addition to our efforts to better organize our services to the community, 'Ōlelo's CMCs were also very busy this year with a growing youth intern program that served over one hundred young people from some of the neediest families on O'ahu. 'Ōlelo's CMCs put forth considerable time and effort into training these interns with the goal of demonstrating our commitment to building stronger communities, one voice at a time.

- **City and County of Honolulu's Student Work Opportunities Program (SWOP)**
  This collaborative effort with the City allowed young people whose families met the City's low-income threshold to earn wages while interning at 'Ōlelo's CMCs. Over the summer, 'Ōlelo hosted a total of 57 students between the ages of 14 -21. These young people received video production training from 'Ōlelo staff, then assisted with various 'Ōlelo productions and learned how to produce their own video programs. Many of these interns assisted with 'Ōlelo Executive Productions as camera operators, directors and editors.

- **Federal Department of Defense**
  The Department of Defense, in partnership with a local non-profit organization, Island Star, partnered with 'Ōlelo to provide employment to young people whose families met the program's income guidelines. Thirty-eight students participated in this program across each of 'Ōlelo's CMCs. The students were trained by 'Ōlelo staff and participated in various video production-related services in the community.

- **Queen Liliuokalani Children's Center (QLCC) Summer Media Program**
  The Summer Media Program, started in 2003, is 'Ōlelo's longest running youth mentoring partnership. In 2010, 'Ōlelo staff trained 24 students in video production at our Mapunapuna and Waipahu CMCs. New students learned to create oral history projects featuring members of their Ohana. Returning students helped create informational videos for Healing Our Spirit Worldwide, an international indigenous conference. The final oral history projects premiered at the annual Ho'ike that marked the end of the Summer Media Program. This year the Ho'ike was held at Dole Cannery theaters with well over one hundred people in attendance to celebrate the success of these students

- **Other Individual Internships**
  In addition to the group internships noted above, 'Ōlelo also supported individual interns from the Department of Labor, Hawaii Pacific University, Stanford University, Assets High School, Waipahu High School, and Goodwill Industries.

GIVING ALOHA

Giving Aloha is a turn-key service that 'Ōlelo provides to non-profit organizations to give them an opportunity to share their messages with the community via 30 minute studio discussions produced by 'Ōlelo staff. *Giving Aloha* programs air on OAHU, channel 52. In 2010, seven organizations taped shows, including Kapiolani Park Preservation Society, Diamond Head State Monument Foundation, Humane Society of the United States, Keiki o Ka Aina, Planned Parenthood of Hawaii, Hawaii International Child, Hawaii Habitat for Humanity. All programs were aired on 'Ōlelo's channels and made available on 'ŌleloNet.

YOUTH XCHANGE

'Ōlelo received a record 575 videos entries from K-12 students for the seventh annual *Youth Xchange* video competition. They competed in eleven categories (5 general and 6 Sponsored): mini-documentary, news segment, short, animated video, PSA, Start Living Healthy, Peacemaker, HI-5 Recycling, Global Warming, Traffic Safety and Expert. Eighty-one schools participated statewide.

The second annual Pearlridge Video Marathon took place on Saturday, April 24, 2010, at Pearlridge Center. Two Awards Banquets were held on May 17, 2010 at the JW Marriott Resort & Spa: one for elementary schools in the morning and another for intermediate/high schools in the afternoon. Sony video cameras were awarded to the winning schools.

Sponsors included Sony-Hawaii, First Hawaiian Bank, Ko Olina Resort & Marina, Pearlridge Center, HECO, Chaminade University, Rotary Club of Honolulu, Hawaii State Department of Health, Blue Planet, Honolulu Advertiser and GEICO. The State Department of Education also gave 'Spirit Awards' to schools with the highest student participation.

Over 17 hours of *Youth Xchange* programming aired on 'Ōlelo's channels, were made available on 'ŌleloNet, and were distributed to Neighbor Island PEG organizations.

VOTE! 2010

'Ōlelo provided voters with in-depth information covering local and statewide issues, candidate profiles, debates and forums prior to the primary and general elections in 2010.

Vote! is an 'Ōlelo service offered during election periods designed to increase civic participation in the democratic process. In addition to the Primary and the General elections, Special elections were also held in 2010. *VOTE!*-related programs included: *Candidates in Focus, Candidates Debate*, and *Executive Productions* covering election-related content.

Candidates in Focus (*CIF*) provided all candidates for O'ahu and Statewide office the opportunity to record five-minute messages for their constituents. All eligible statewide and O'ahu candidates from each contest were invited to participate. All candidates' messages were compiled by race to give voters an overview of each contest. In addition to being cablecast, these messages were also made available on 'ŌleloNet. For the Primary election period, 133 candidates from 5 political designations participated, and for the General election period, 94 candidates from 5 political designations were represented.

'Ōlelo worked with the League of Women Voters to produce three Lieutenant Governor Candidate Forums leading up to the Primary election. All candidates for this contest were invited and 8 candidates participated.

'Ōlelo worked with the Association of Hawaiian Civic Clubs to produce four OHA Candidate Forums. All candidates for this contest were invited and 11 OHA candidates participated.

Two Special elections were held in 2010: one for US Congressional District 1 and one for Honolulu City Council District 1. Candidates in both of these elections were invited to take advantage of 'Ōlelo's *CIF* service. Thirteen candidates for the US Congressional District 1 contest and ten candidates for the Honolulu City Council District 1 contest participated in *CIF*.

'Ōlelo's *Vote Informed* initiative provided O'ahu viewers election programming for nine hours each day for twenty one days prior to the Primary and General elections. 'Ōlelo arranged with KHPR and KITV to provide additional exposure of election programming they produced. 'Ōlelo partnered with neighbor-island community access stations to create a common promotional

theme and distribute the first exclusive statewide live TV Governor's debate for the General election.

VOLUNTEER ACTIVITY/EXECUTIVE PRODUCTIONS

Video production requires a considerable amount of work, as well as great dedication and the assistance of many volunteers. In 2010, over 530 dedicated volunteers provided more than 22,000 hours of their time creating programs that aired on 'Ōlelo's channels. These numbers are conservative; there are many volunteers who do not complete vouchers to claim the hours they donate.

Executive Productions (EPs) are particularly dependent on volunteers. Through the EP program, not-for-profit organizations and community groups are able to request coverage of events that they want cablecast on 'Ōlelo's channels. 'Ōlelo staff matched those requests with available volunteers. The resulting programming extended the impact of these events to the broader community. In 2010 there were a total of 139 Executive Productions resulting in over 200 hours of community event programming. This is an 85 percent increase from the 75 Executive Productions in 2009.

OTHER ADMINISTRATIVE EFFORTS

LEGISLATIVE MEASURES OF INTEREST

Three Measures were introduced during 2010, in the State Legislature that had the potential to affect PEG Access. 'Ōlelo provided testimony on each; none of these Measures passed.

SB2543: This Bill would have established the Hawaii communications commission and the Hawaii broadband commissioner within the DCCA. Among other responsibilities, the bill required the commission and commissioner in cooperation with the public utilities commission to work towards various goals, including increasing broadband availability in the state, providing increased, flexible, timely and responsible access to public rights of way and public facilities for broadband service providers, and providing a more streamlined permit approval process that reduces the time and cost of broadband infrastructure deployment.

SB707: This Bill would have authorized the Department DCCA to designate public, educational and governmental access organizations according to standards that would be established through Chapter 91 rulemaking procedures, and with advice from the Cable Advisory Committee. The Bill would have exempted the PEG Access organizations from the State Procurement Code.

HB2902: This Measure would have authorized the Legislative Auditor to conduct an analysis of the allocation of cable operator franchise fees to PEG access organizations, Hawaii Public Television Foundation and the Department of Commerce and Consumer Affairs' Cable Television Division to determine the basis and rationale for the distribution of amounts to each entity for fiscal years 2007, 2008, and 2009. The measure also would have authorized the DCCA to contract for a performance review or audit of 'Ōlelo Community Television to determine the effectiveness with which it implements its programs and uses its allocated resources.

MERINA INVENTORY AUDIT

The DCCA, through its consultants, Merina and Company, conducted its annual PEG access fixed assets and inventory verification on May 21 through May 28, 2010. This audit required a significant amount of staff hours and resources, and validated that ʻŌlelo's inventory controls were adequate.

PEG ACCESS SERVICES REQUEST FOR PROPOSALS

The process for the Request for Proposal (RFP) of the operation, maintenance and management of PEG access channels, funds, facilities and equipment in all four counties of the State was resumed on November 9, 2010. The DCCA hosted a site visit at ʻŌlelo for potential bidders on November 29, 2010; none showed up. ʻŌlelo submitted written questions for the RFP by the December 13 deadline and the DCCA provided answers to those questions on January 20, 2011. The RFP is currently stayed as a result of numerous protests.

REQUEST FOR AN ADDITIONAL CHANNEL

On July 9, 2010 ʻŌlelo submitted a request to the DCCA for an additional PEG Access Channel. One of the points of the requests was that in the last five years since the initial request for the sixth PEG access channel, program volume has increased by 32 percent and ʻŌlelo's current channel capacity to meet this increased level of programming has been inadequate

On July 20, 2010 the DCCA denied ʻŌlelo's request for an additional channel. The challenge for staff, and more importantly community producers, has been an ever decreasing amount of available prime time.

CAPITAL BUDGET MEDIATION

As part of the current Cable Franchise Agreement that was effective at the start of 2010, Oceanic Time Warner and ʻŌlelo were to meet and agree upon the capital funding for 2011 through 2014. After initial meetings, both parties remained far apart, but agreed to mediation. While both parties were unable to come to terms on a four year agreement, ʻŌlelo agreed to accept $823,000 for 2011, and both parties agreed to resume negotiations this June to work out the capital funding for the next three years.