

**AKAKU: MAUI COMMUNITY TELEVISION  
Annual Report Narrative for DCCA  
July 2004 - June 2005**

This year was and continues to be, as the Chinese Year of the Rooster may predict, a year filled with decisions, debates, changes, challenges, partnerships and successes. The year opened with legislation aimed at reducing and reallocating Akaku's franchise fee revenues. Though the legislation failed to pass, it did set up parameters for the eventual signing of the "Education Agreement," a document that awards annual fiscal support to Maui Community College (MCC) and the Department of Education Maui District (MDOE). In addition, Akaku actively sought a new home for its facility, an effort that resulted in the purchase of the building at 333 Dairy Road and creating a new revenue stream. Akaku became owner and manager of the commercial property. All of the above activities were the focus of many board and community discussions throughout the year. This annual report is based on Akaku's strategic plan.

Our Mission is:

**"Empowering Our Community's Voice  
Through Access To Media."**

CABLE DIVISION  
COMMERCE AND  
CONSUMER AFFAIRS  
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Our Vision is to:

- Promote free speech and expression
- Create and disseminate local quality programming
- Preserve Maui County's unique culture, and
- Serve as a community information network

By providing education, resources, and access to communications technology."

Eight Strategic Directions are identified in Board adopted plans:

- Fund Development
- Human Resources
- Facilities and Infrastructure
- Education
- Outreach
- Program Development
- Advocacy

This report provides selected highlights of Akaku's progress to reach the organizations goals for each of these strategic directions.

Fund development

- Diversify funding through production and training activities

- o Special projects' costs are increasingly funded by other public and private non-profit agencies.
  1. Molokai Media Center completed a Special Projects pilot project funded by Office of Hawaiian Affairs (OHA) surpassing all of its projected goals. This project effectively provided increased access to and interest in Akaku's services, as well as greater visibility and representation for Molokai in Maui County.
- o Diversity of fund sources is increasing, and partnership networks are growing.
- o Media services are being adapted to targeted markets, specifically non-profit organizations, public agencies, and youth-based service and educational organizations.
- Increase fund raising, especially grants
  - o Grant funding is increasing, especially for underserved communities, including Moloka'i.
  - o Development director provided full-time focus on organizational efforts for fundraising and development.
  - o Fundraising efforts are underway in four areas: grants, direct appeals, corporate sponsorships, and special events.
    1. Conducted 1st Akaku FEST on February 5, 2005 raising community awareness and attracting an interactive audience to our 333 Dairy Rd. facility.
    2. Akaku's first annual Golf Drop fundraiser is planned for October 8, 2005.
  - o Selection and design of a donor database is planned for FY06.
  - o Strategies are being designed to market Akaku's strengths to garner community confidence and donor support.
- Education Agreement Implemented
  - o Annual fiscal support to Maui Community College and Department of Education - Maui District

### Human Resources

- Develop highly effective and motivated staff
  - o Team building and staff recognition are emphasized.
  - o Employee Handbook is completed to include updated employee guidelines and best practices in Hawaii.
  - o Annual operational and business plan to support organizations goals and strategic plan.
  - o Flexible work schedules are permitted whenever possible to enhance employee quality of life.
- Increase internal staff communication

- o Regular managers and department meetings and staff update help to increase participation and keep staff informed.
- Provide staff training and education
  - o Increased board activity heightened awareness of board functions and responsibility.
  - o Cross-training across functional areas is a particular focus,
- Reward motivation with incentives
  - o Department managers are developing and implementing specific performance incentive programs for front line staff.

### Facilities & Infrastructure

- Expand existing facilities and provide new mobile services
  - o Akaku successfully addressed long-term facility needs by purchasing the building at 333 Dairy Road.
  - o Akaku became owner and manager of commercial property.
  - o Akaku explored new mobile services and delayed implementation of this new program pending staff and board review.
  - o Planning and development of improved mobile and portable media production and transmission services is ongoing.
  - o Special Projects team increased productivity with new EFP capabilities with a "Super-Fly Pack.
  - o Additional venues with fixed production support, such as lighting and audio, are being planned.
- Increase network connectivity
  - o Direct fiber-optic connection to Maui County Office Building has been completed. DCCA continues to delay support for non-profit, educational and governmental agencies to access I-Net capacity dedicated by Time Warner to the County,
  - o Transferred transmission responsibilities for Department of Education programming to Time Warner cable, changing the feed source from Akaku's facility to Maui Community College's facility.
  - o PEG transmission network is being extended through acquisition of microwave transmission equipment and cooperation with the Mayor's Office to support live telecasts within seven miles line-of-sight to the 9th floor of Kalana O Maui building.
  - o Internet Protocol TV (IPTV) services are under development to allow for remote transmissions from any site with access to broadband telecommunications - including Akaku's Moloka'i Media Center.
- Provide new channels of media including TV, radio and online
  - o Three channels are being programmed on a 24/7/365 basis, with other channels operated by UH-Maui Community College (MCC-TV 55) and Department of Education (METV - ch 56).

- o Development of operation policies for Experimental TV - XTV ch 54 to support innovative web-based program scheduling and digital server based playback operations that provides timely viewer directed programming is planned for FY06.
- o Community radio construction was completed for KAKU-lp FM 88.5, Akaku's new radio station serves Central Maui.
  1. Operational plan to meet FCC requirements and organization's strategic goals is planned for FY06.
- o Constantly improved website with consideration for methods to stream media,
- Extend media services for all communities - especially Moloka'i, and Lana'i.
  - o Digital facility upgrades, advanced training offerings, and focused fund development efforts are underway for Moloka'i.
  - o Residents and workers in Kalawao County received certification training and access to on-location production equipment.
  - o Partnership efforts were coordinated to provide Lana'i residents with certification training and equipment access. Strategies are being discussed to provide ongoing support.

### Education

- Partner with public and private education providers
  - o In addition to DOE schools, Akaku is working with private schools and alternative education providers throughout Maui County to offer a range of digital media education and training opportunities.
  - o Akaku partnered with UH-MCC in both Hana and Kaunakakai, providing facilities for media production labs.
- Increase youth training and outreach in community settings
  - o Programs are ongoing with community-based youth service and mentoring agencies.
  - o The number of youth media programs appearing on Akaku's channels are increasing as a result of increased youth training efforts.
  - o Regular outreach efforts are being designed to compliment training efforts.

### Outreach

- Gather feedback and improve service tracking, reporting and evaluation
  - o Complaints are received and tracked to ensure that recurring issues are addressed.
  - o Increase community awareness; promote successful programs; maintain services; and market Akaku's strengths to garner community confidence, support and usage.
- Increase public relations and marketing
  - o High visibility of Akaku's board meetings through regular, live broadcast and print media coverage. Rebroadcast available on XTV ch 54.

- o Akaku's leadership role in the Molokai Community Alliance for Media has lead to increased positive public relations.
- Provide a wider range of free services
  - o "Speak Out" service taken on the road to various locations on a pilot basis –with resounding success.
  - o "PSA Day" providing upgraded support and free pre-production consulting.
  - o New outreach training classes for adults and youth designed and implemented on Molokai.
- Improve volunteer coordination
  - o Updating volunteer programs to ensure ongoing success.
  - o Reorganizing training programs to build ongoing volunteer participation.
- Support viewer and producer feedback
  - o Reviewed and updated process to track compliments and complaints.
  - o Gathering feedback to improve services, constant quality improvements are developed to empower new voices.
  - o Complaints are tracked to ensure that policies and procedures are current and activities comply with policy.

#### Program Development

- Develop a wider range of special projects
  - o Project collaborations are reaching new partners and growing.
  - o Production equipment is being configured to support more diverse requirements.
  - o Establishment of Molokai Special Projects to serve Molokai clients and cover Molokai events.
- Coordinate peer review and support public screenings
  - o Open calls and producer meetings are supported.
  - o Public screenings of youth videos coordinated through partnership effort to host a Molokai Youth Video Contest with the Molokai Community Alliance for Media.
- Create partnerships with other media
  - o Media Advisory Group and other efforts bring news editors and other partners to work with Akaku.
  - o Local commercial broadcast and print organizations are regularly contacted to explore and develop potential collaborations.
- Support and improve programming intelligence
  - o Open County TV, and "Local News" are civic media initiatives to add value to existing projects supported by the County of Maui.

#### Advocacy

- Increase public policy advocacy
  - o Akaku is recognized both statewide and nationally as a proactive and ethical policy advocate.
  - o Efforts are continuing to represent local interests, researching and promoting smart telecommunications policy for the County of Maui and the State of Hawai'i.
- Build and organize media access for political action at county, state, and national levels
  - o Advocate for citizen empowerment through regular ongoing participation in statewide cable access policy development, planning and implementation.
  - o Akaku's CEO acts as state policy coordinator for the national Alliance for Community Media (ACM) and as a member of the Board of Directors for ACM-Western Region.
  - o Akaku's CEO serves as an active member of the National Association of Telecommunications Officers and Advisors (NATOA), member of Policy Committee, and is again nominated to serve on the national board of NATOA.
- Provide a voice for the mute - taking an active v. passive role
  - o Ongoing advocacy for localism in current FCC rulemaking and Congressional review regarding media ownership rules –joining the Society of Professional Journalists-Hawaii Chapter (SPJ-Hawaii) and interested citizens.
- Provide high quality, timely civic programs relevant to the local community
  - o Timely, complete and ethical coverage of public proceedings of the State Legislature's "Capitol TV programming, and County of Maui Council and Boards and Commissions are provided and constantly improved. Community viewing flexibility is enhanced via XTV ch 54.

### Future planning

- Complete strategic, operations, and marketing plans
  - o Updates for the strategic plan are slated for Fall 2005.
- Expand production and viewership services
  - o Fund development plans are being implemented to provide necessary resources to accomplish this goal.
- Conduct regular needs assessments
  - o Needs of partnering youth agencies assessed on Molokai via Molokai Community Alliance for Media.

## **Akaku: Maui Community Television FY05 Annual Activity Report**

### **Highlights**

This year was and continues to be, as the Chinese Year of the Rooster may predict, a year filled with decisions, debates, changes, challenges, partnerships and successes. The year opened with legislation aimed at reducing and reallocating Akaku's franchise fee revenues. Though the legislation failed to pass, it did set up parameters for the eventual signing of the "Education Agreement," a document that awards annual fiscal support to Maui Community College (MCC) and the Department of Education Maui District (MDOE). In addition, Akaku actively sought a new home for its facility, an effort that resulted in the purchase of the building at 333 Dairy Road. Akaku became owner and manager of the commercial property. All of the above activities were the focus of many board and community discussions throughout the year. In addition, events throughout the year resulted in Akaku's board terminating Sean McLaughlin, President/CEO of the organization, on July 13, 2005. Iris Cober, former Vice President/Chief Operating Officer, is serving as interim.

Through a \$50K grant from the Office of Hawaiian Affairs (OHA), the Molokai Media Center (MMC) established a Special Projects department in FY05. The grant period ended at the close of the fiscal year having greatly surpassed all of its projected goals. Through the video documentation of 49 community events, servicing 24 on-island non-profit agencies, this project effectively provided increased access to and interest in Akaku's services, as well as greater visibility and representation for Molokai in Maui County.

Additional successes on Molokai were plentiful. The outreach and education effort increased its reach and productivity through a series of innovative training programs involving Molokai High School, Molokai Intermediate School, Aka'ula private school, the general community, and even residents of Kalaupapa. For the second year in a row, MMC coordinated for a group of youth to visit Olelo's Waianae facility for training, and for a third year Molokai staff coordinated community screenings for the Hawaii International Film Festival. Partnerships with community organizations were increased and strengthened through staffs' efforts and through continued support from members of the Molokai Community Alliance for Media (M-CAM).

Ongoing funding initiatives support the Molokai Media Center's goals for sustainability and continued growth. Grants are being pursued to support these goals via a long-range project identified as the "*Moloka'i Civic Engagement Initiative: Using Media to Build Social Capital and Empower an Undersewed Community*".

Maui's education department faced the biggest challenges this year with resignation of lead education coordinators. In response, a new strategic focus was developed to increase interest and success in Maui's youth programs. Successful youth camps throughout the year have encouraged the redesign and implementation of certification sessions for youth. Additionally, continued interest and effort is focused on fostering partnerships with youth organizations.

Finding strategies for overall sustainability became an ongoing discussion due to the fiscal changes and challenges that arose in FY05. Staff and administration identified the following key

points of focus: increasing community awareness; promoting successful programs; maintaining services; and marketing Akaku's strengths to garner community confidence, support and usage.

**Public, Educational and Government Access Programming**

Akaku channel lineup includes

- Channel 52 Calabash (BASH)
- Channel 53 Visions (VTV)
- Channel 54 Experimental (XTV)
- Channel 55 Maui Community College (MCC)
- Channel 56 Department of Education (METV)

During this fiscal year notably, in FY05 Akaku transferred the transmission responsibilities for DOE programming to Time Warner Cable, changing the feed source from Akaku's facility to Maui Community College's facility. This decision was a result of the Education Agreement.

<b>Akaku Programming FY 2005</b>				
Sector	Total Hours of Programming	Total Hours of First Run Programming	Total Hours of Repeat Programming	Total Hours of Submitted but not aired
Pub	19618	1628	17990	0
Ed	17520	*	*	0
Gov	3659	1258	2400	0
<b>Total</b>	<b>40798</b>	<b>2887</b>	<b>20391</b>	<b>0</b>
Sector	Total Hours of Programming	Total Hours of Locally Produced Programming	Total Hours of Non-Locally Produced Programming	Total Hours of "Bulletin Board" Programming
Pub	21412	14143	5475	1793
Ed	17520	*	*	?
Gov	4867	2744	915	1207
<b>Total</b>	<b>43800</b>	<b>16887</b>	<b>6390</b>	<b>3001</b>
Sector	Total Hours of Programming "Dropped off for Play"	Total Hours of Programming Created by PEG Trained and Certified Producer	Total Hours of Programming created by Open Mic	Total Hours of Programming Developed by PEG
Pub	785	612	20	61
Ed	?	?	?	?
Gov	260	0	0	358
<b>Total</b>	<b>1046</b>	<b>612</b>	<b>20</b>	<b>420</b>

Note: Summary statistics are not available for the Educational Sector.

Akaku airs the 24x7 feeds provided by UH/MCC on ch55 and DOE on ch56



**Complaints:**

Commercial content - Three total complaints about two programs. The programs were reviewed for violation of commercial content rules. One was found to be in violation and pulled from airplay, the other program was in compliance and no action was taken.

Objectionable content - Five complaints about one program, four about another, two about another and one other program generated one complaint. Since there were no commercial content issues involved, no direct action was taken. We attempted to educate the callers on the Free Speech rights of every presenter and encouraged them to contact the presenters with their complaints. We also encouraged callers to submit programs of their own containing their own viewpoint.

Compliments - Seventeen calls or emails of praise for general programs, or specific programming services to the community.

**Channel Outages**

There were no significant channel outages during the reporting period.

**Facility Use**

The Number of New Users for FY05 included 398 for Maui and 115 for Molokai. Number of Repeat Users data is not available using the Facil data-tracking program.

**Maui**

Field cameras ranging from 456 - TRV900's were consistently used throughout the year. Discussion on removing outdated 456's received an outcry from the small number of users. Inviting and encouraging these users to attend current post-production classes is the first step. This year, 594 field producers reserved cameras for a total of 60,716 hours compared to 1,003 producers reserving field equipment in FY04 for 3,666 hours.

In addition, production equipment is dedicated and routinely maintained to support government partners at the County building. A super fly pack supports offsite County sponsored productions as well as nonprofit requests. Production equipment available for the County Boards and Commission contract tracked a total of 154:37:08 actual hours of equipment use based on total program hours.

The Maui County Council equipment is in used for all of the council meetings and committee meetings, even those that are not broadcast or taped for broadcast. The equipment is used to provide a video and audio feed to offices in the county building. The hours of usage can be estimated based on the number of scheduled Council meetings (twenty-five), committee meetings (one hundred and eighteen), and Budget Sessions (thirty-three) for fiscal year 2005. Using an estimated average meeting time of two and one-half hours per meeting, the equipment usage hours is estimated to be a minimum of four hundred and forty hours 440:00:00

Akaku's studio is used for staff and board meetings and studio productions, as well as training activities. Usage tracked is not separated. Generally, Maui's facility and studio is available for 3,172 hours annually. Total hours of studio reservations for FY05 was 2,192 hours or 69% of available time. This is an 80% increase in studio use from 2004.

Editing equipment and field cameras usage continues to be affected by lower cost of high quality consumer equipment, resulting in many producers purchasing their own equipment. However, a large number of producers, especially those who rely on staff support, continue to utilize Akaku editing and field equipment. Total usage for editing equipment was 6,818 hours, an increase of 294 hours from 2004.

During the 1st quarter, producers transitioned into iMovie4 and the OSX operating system. Final Cut Express was also made available for producers along with new eMac editing computers. Although Final Cut Express is not offered in our education curriculum, the software is available in the edit bays and classes are taught locally at the community college and other education venues. Akaku introduced the "Akaku Pass" program to support availability and access to this editing program in our facility.

**Hours of operation:**

Akaku recognizes twelve (12) holidays a year.

Maui facility hours are:       Monday – Thursday 9AM-9PM  
  Friday and Saturday 9AM-6PM

Due to challenges that arose from reorganization, staff attrition/departures, difficulty hiring new personnel, budget cuts, and staff absence due to illness or vacations, it was necessary to temporarily modify hours of operation. This was an ongoing concern since May 2005 that resulted in limited facility hours from May 11 - June 3 (9am - noon) and on Saturdays in May due to low class enrollment. Regular facility hours resumed in June - August upon hiring returning student interns.

**Molokai**

Field cameras for Molokai include MiniDV (PanasonicPV200 & Sony PDX10) and Digital 8 cameras. A total of 135 producers reserved field equipment throughout the year for a total of 12,206.50 hours, a slight increase compared to FY04 with 11,525 hours of usage for 178 producers.

There are five edit bays available for producer's use on Molokai. Editing equipment usage for FY05 was 11,083.25 hours, approximately 52% increase in usage from FY04.

**Hours of operation:**

Akaku recognizes twelve (12) holidays a year.

Molokai facility hours: Monday - Friday 9AM - 5PM  
 Closed Saturday/Sunday

<b>Facility Use FY05</b>	<b>Maui</b>	<b>Molokai</b>
Field equipment use – Hours	60,716	12,206.50
Field equipment use - People	594	135
Special Project equipment - hours	1,982	Not available
Studio Use - hours	2,192	Not applicable
Editing Equipment	6,818	11,083.25
New Users	398	115
Repeat Users	Not available	Not available

See Maui & Molokai Facility - Stats worksheet for details at the end of this report (separate sheet)

<b>Video Production Training</b>
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**Maui**

In FY05, Akaku offered 42 certification classes in different areas including Intro To TV/Preproduction, Field, Studio, Post, Youth Field and Post, Access Pass, Equivalency and customized specialty classes. In addition to the above, 81 orientation sessions were conducted for 99 people as compared to 19 sessions with 181 students in FY04. The Orientation requirement changed during this past year as new Education Coordinators were hired and revamped the training modules. Staff encourages new producers to view the 15 - 20 minute orientation video that is available at the facility. A total of 229 students registered for classes with 214 or 93.4% receiving certification in the course. (FY04 - 39 classes offered with 240 registered 228 certified.)

Youth programs also went through a transition this fiscal year. Youth camps were offered during school breaks and continue to be offered, however, certification is now included proving to be a big draw for families.

Additional Education and Training services include Media Activist workshop for non-profit organizations. Fourteen (14) new agencies participated in the workshops this fiscal year. These sessions are generally scheduled twice a year with favorable attendance and outcomes.

Regular Producer's Sessions were scheduled where producers have the opportunity to view and critique each other's work. Informational Sessions were implemented this fiscal year that included sessions such as lighting, audio, other production techniques and showcasing new in-house formats (OSX training, Final Cut Express).

<b>Classes Maui</b>	<b>Sessions offered</b>	<b>Registered Students</b>	<b>Certified Students</b>
Intro/Preproduction	11	61	59
Field Certification	6	65	59
Studio Certification	3	22	19
Post Certification	9	73	68
Access Pass	1	1	1
Field Equivalency	8	7	8
	<b>38</b>	<b>229</b>	<b>214</b>

See Maui Education/Training - Stats worksheet for details at the end of this report (separate sheet)

## **Molokai**

In FY05, Molokai Media Center (MMC) offered 67 training workshops in different areas including Intro to Video, Advanced Preproduction, Orientation & Forms, Equipment Familiarization, Shooting Techniques, Shooting Interviews, Advanced Lighting, Imovie Basics, Advanced Editing and Individual Projects. In addition to the above, 10 Orientation sessions were conducted for 103 people as compared to 9 sessions with 46 students in FY04. A total of 412 students, compared to 281 in FY04, registered for workshops with 100% completion. A total of 221 certifications were awarded in FY05, compared to 120 in FY04 (certifications are awarded based on the completion of workshop sets).

Outreach efforts (free & limited training sessions), aimed at attracting new producers and increasing community awareness, are vital components to Molokai's success. In FY05, 282 youth and 52 adults attended various outreach sessions.

Furthermore, a total of 231 individuals attended public screening events sponsored by the Molokai Media Center. This year's events included the Hawaii International Film Festival and the M-CAM Molokai Youth Video Contest.

<b>Classes Molokai</b>	<b>Sessions offered</b>	<b>Registered Students</b>	<b>Certified Students</b>
Intro to Video	18	101	101
Advanced Preproduction	2	15	15
Orientation & Forms	9	51	51
Equipment Familiarization	10	56	56
Shooting Techniques	7	46	46

Shooting Interviews	1	7	7
Advanced Lighting	0	0	0
Imovie Basics	18	130	130
Advanced Editing	2	6	6
Individual Projects	0	0	0
	67	412	412

See Molokai Education/Training - Stats worksheet for details at the end of this report (separate sheet)

**Government**

Akaku secured contracts with the County of Maui to provide production services for the Boards & Commission and County Council meetings during FY05.

**Boards & Commission**

Thirty-three (33) Maui County Board or Commission meetings were covered for the fiscal year. Some of the Maui County Board and Commission meetings that were covered include: Salary Commission, Maui Planning Commission, Cultural Resources Commission, Molokai Planning Commission, Arborist Committee, Maui Police Commission, Board of Water Supply, Liquor Commission, Committee on the Status of Women, Maui Redevelopment Agency, Urban Design Review Board, Board of Ethics, Fire and Public Safety Commission, Commission on Culture and the Arts, Cost of Government Commission, Council on Aging, Urban Design Review Board, and Commission on Persons with Disabilities.

Akaku provides information on scheduled meetings in the weekly Local News program which is regularly aired each week at specific times. This half-hour program is designed to inform the community of the following week’s Board and Commission meeting dates, times, locations, and contact information, as well as the airtimes of previously taped programs.

The information for the Local News program, regarding the Maui County Boards and Commission meetings, is completed by the project coordinator, including communications with Boards and Commissions, gathering agendas, trips to the Maui County Clerks office, maintaining current calendar of Board and Commission meetings, as well as a current list of chairs, contacts, and members.

<b>Boards &amp; Commission</b>	
<b>Total Number of Shows</b>	33
<b>Total hours of original programming (B&amp;C)</b>	129:07:08
<b>Total hours of broadcast (B&amp;C)</b>	736:27:30
<b>Total hours of original programming (Local News)</b>	25:30:00

<b>Total hours of broadcast (Local News)</b>	<b>84:00:00</b>
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See Maui County Boards & Commission Cumulative Report for details at the end of this report (separate sheet)

### County Council

A total of eighty-eight (88) county council meetings were covered during the fiscal year. Meeting duration ranged from 48 minutes to over nine hours.

<b>FY04 July 04 – June 05</b>	<b>1<sup>st</sup> Qtr. July-Sept 04</b>	<b>2<sup>nd</sup> qtr. Oct-Dec 04</b>	<b>3<sup>rd</sup> Qtr. Jan-Mar 05</b>	<b>4<sup>th</sup> Qtr Apr-Jun 05</b>	<b>Total number of meetings covered</b>
<b>Number of meetings covered</b>	21	19	19	29	88

See Maui County Council Meetings Cumulative Report for details at the end of this report (separate sheet)

A total of twenty-four (24) “Regular Maui County Council” meetings were covered during the fiscal year.

There were sixty-six (66) other council and council related meetings, including Council Committee meetings, Special Council meetings, Inauguration meeting, Organizational meeting, Council Hearings, Public Hearings, and a Centennial Proclamation Event.

All meetings held in the Maui County Council Chambers were broadcast “live” and recorded. Meetings covered outside of the council chambers and on Molokai and Lanai are recorded and rebroadcast. Meetings are rebroadcast according to the playback schedule agreed upon with County personnel and are available for airing on XTV Channel 54 via our interactive scheduling system which is just one of the innovative services available to the community through our web site.

### Summary of Outreach and Marketing Efforts

Information gathered for this area includes Molokai’s and Maui’s Special Projects/Akaku Productions, PSA Day, Speak Out and print media coverage.

#### Special Projects/Akaku Productions

On Maui, the Special Projects team, recorded one hundred ninety (190) requests throughout the year of which a total of fifty-nine (59) programs were produced by the Akaku Special Projects Department, resulting from the production requests received. Other requests were served by referring them to Akaku Producers, The Maui County Film Commission Office, Akaku classes, and free services provided by Akaku such as Speak Out and PSA day. See Outreach - Akaku Special Projects Cumulative report (separate sheet).

The Molokai Media Center secured a grant from the Office of Hawaiian Affairs for establishing a Special Projects Department on Molokai. The project surpassed grant requirements and culminated this fiscal year with outstanding successes and increased community awareness of Molokai Media Center’s programs and services. Molokai Special Projects provided an

opportunity for the community to increase its visibility in Maui County and created a much needed voice for the Native Hawaiian community.

Collaboration between Maui and Molokai provided insight to the mechanics of the planning, scheduling, invoicing, production standards and protocols that allowed the part-time SP coordinator and 2 student interns to serve 52 of 57 requests and work with 24 non-profit clients, resulting in over 75 hours of total programming. All FY05 productions were covered at no cost to the requestor during the pilot phase of this project, as outlined in the grant.

See Molokai Media Center Special Projects report (separate sheet).

### **PSA Day**

PSA Day is scheduled in the Akaku Studio each month as a community media service. Non-profits are given time to produce a taped segment that will not exceed 5 minutes. Some of the Maui non-profit organizations participating in the program included: Maui Epileptic Foundation, Hui Malama, Unity Church of Maui, American Cancer Society, Maui Child and Family Services, Maui Arts and Cultural Center, Maui Economic Opportunity, Hale Makua, Big Brothers and Big Sisters, Maui United Way and the Paia Youth Center.

Eighty-nine organizations participated in PSA Day this fiscal year with a total of 162 appearances.

### **Speak Out**

Speak Out is a free public "Video Soapbox" service offered monthly by Akaku: Maui Community Television for residents of Maui County. Participants are given a half-hour of studio time to record a five minute message. A variety of messages were recorded for individuals and groups including musical presentation, poetry, opinions and thoughts.

A total of forty individuals or groups participated in Speak Out this fiscal year with a total of 91 appearances.

### **Summary of Complaints**

Akaku will be designing and testing the process to record and track Complaints/Compliments which has undergone a multitude of revisions over a period of time. Reliable and consistent tracking is the goal for FY06. The facility departments on Maui and Molokai along with Maui's programming department individually track this activity.

Programming department information is included earlier in this report.

**Akaku Maui Community Television  
Executive Summary Report  
FY05**

Additional information requested.

**Training**

1. How many students were trained and certified as producers in the past year?
2. How many students were trained and certified as producers in the year prior?

<b>Maui Trained/Certified Producers</b>	<b>Current Year Qtr 1 (Jul - Sept) 2005</b>	<b>Previous Year Qtr 1 (Jul - Sept) 2004</b>	<b>Current Year Qtr 2 (Oct - Dec) 2005</b>	<b>Previous Year Qtr 2 (Oct - Dec) 2004</b>	<b>Current Year Qtr. 3 (Jan - Mar) 2005</b>	<b>Previous Year Qtr. 3 (Jan - Mar) 2004</b>	<b>Current Year Qtr. 4 (Apr - Jun) 200<del>4</del>5</b>	<b>Previous Year Qtr. 4 (Apr - Jun) 2004</b>	<b>Total current 2005</b>	<b>Tota previc 2004</b>
# of students trained	69	72	41	50	73	69	45	49	228	:
# of producers certified	66	64	37	49	70	66	41	49	214	:

<b>Molokai Trained/Certified Producers</b>	<b>Current Year Qtr 1 (Jul - Sept) 2005</b>	<b>Previous Year Qtr 1 (Jul - Sept) 2004</b>	<b>Current Year Qtr 2 (Oct - Dec) 2005</b>	<b>Previous Year Qtr 2 (Oct - Dec) 2004</b>	<b>Current Year Qtr. 3 (Jan - Mar) 2005</b>	<b>Previous Year Qtr. 3 (Jan - Mar) 2004</b>	<b>Current Year Qtr. 4 (Apr - Jun) 2005</b>	<b>Previous Year Qtr. 4 (Apr - Jun) 2004</b>	<b>Total current 2005</b>	<b>Tota previc 2004</b>
# of students trained	54	66	16	36	227	141	115	38	412	:
# of producers certified	22	26	11	20	87	62	101	23	221	.



3. How many different classes were offered in the past year? For each class offered, please provide the following: Name of class, number of sessions offered, total number of students enrolled (for all sessions), and total number of students completing the class.

<b>Maui Class Name</b>	<b>FY05 Number of Sessions offered</b>	<b>Total number of Students Enrolled</b>	<b>Total number of Students completing the Class</b>	<b>Percentage of Students Completing the Class</b>
Class #1 Intro/Preproduction	11	61	59	96.7%
Class #2 Field Certification	6	65	59	90.7%
Class #3 Studio Certification	3	22	19	86.4%
Class #4 Post Certification	9	73	68	93.1%
Class #6 Access Pass - NEW	1	1	1	100%
Class #7 Equivalency exams (Field)	8	7	8	100%
<b>Totals</b>	<b>38</b>	<b>229</b>	<b>214</b>	

Please indicate which classes are new.

Education structure on Maui is as follows:

- Field Certification - Intro to TV followed by Field Certification course
- Studio Certification - Orientation, Intro to TV followed by Studio Certification course.
- Post \ Orientation, Intro to TV followed by Post Certification course.
- Access Pass - NEW Intro to TV and allows student access to editing equipment. (shortcut to access to equipment based on proven knowledge/skill.)
- Equivalency exams - Intro to TV followed by student taking equivalency for Field certification. (shortcut to certification based on proven knowledge/skill.)
- Not listed above - Specialty classes - Intro to TV and customized private classes for groups working toward certification in Field, Studio and/or Post.

<b>Molokai Class Name</b>	<b>FY05 Number of Sessions offered</b>	<b>Total number of Students Enrolled</b>	<b>Total number of Students completing the Class</b>	<b>Percentage of Students Completing the Class</b>
Class #1 Intro to TV	18	101	101	100%
Class #2 Advanced Preproduction	2	15	15	100%
Class #3 Orientation & Forms	9	51	51	100%
Class #4 Equipment Familiarization	10	56	56	100%
Class #5 Shooting Techniques	7	46	46	100%
Class #6 Advanced Lighting	0	0	0	100%
Class #7 Imovie Basics	18	130	130	100%
Class #8 Advanced Editing	2	6	6	100%
Class #9 Individual Projects	0	0	0	100%
Class #10 Shooting Interviews NEW	1	7	7	100%
<b>Totals</b>	<b>67</b>	<b>412</b>	<b>412</b>	<b>100%</b>

Education structure on Molokai is as follows:

- To receive Pre Production Certification students must complete - Intro to TV and Orientation & Forms
- To receive Production Certification students must complete Orientation & Forms, Equipment Familiarization, and Shooting Techniques
- To receive Post Certification students must complete Intro to TV, Imovie Basics,
- Advanced classes are provided as requested. No certification given.

**Report on Complaint Resolution**

**FY05 Programming Complaints:**

Commercial content - Three total complaints about two programs. The programs were reviewed for violation of commercial content rules. One was found to be in violation and pulled from airplay, the other program was in compliance and no action was taken.

Objectionable content - Five complaints about one program, four about another, two about another and one other program generated one complaint. Since there were no commercial content issues involved, no direct action was taken. We attempted to educate the callers on the Free Speech rights of every presenter and encouraged them to contact the presenters with their complaints. We also encouraged callers to submit programs of their own containing their own viewpoint.

Compliments - Seventeen calls or emails of praise for general programs, or specific programming services to the community.