

CABLE DIVISION  
COMMERCE AND  
CONSUMER AFFAIRS

2005 MAR -1 P 2: 44

2004 <sup>A E P S</sup> ~~Annual~~ Report  
FILE \_\_\_\_\_  
of

**Ho'ike: Kauai Community Television**

**Public ~ Education ~ Government**

**Access to Cable Television**

**Annual Activity Report  
Year End Activity Report  
Executive Summary**

for

**The Department of Commerce and Consumer Affairs  
Mark Recktenwald, Director**

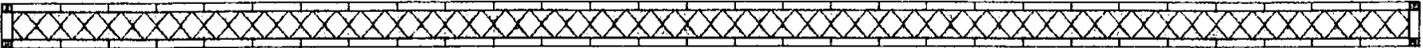
Submitted February 15, 2005



# **Ho'ike: Kauai Community Television**

## *Executive Summary*

**2004**



"A" Class Name	Number of Sessions Offered	Total Number of Students Enrolled	Total Number of Students Completing the Class	Percentage of Students Completing the Class
Basic Video Producer	11	59	49	83
Youth Digital 8 Producer	1	11	11	100
Ke Kula o Niihau o Kekaha	1	6	6	100
Final Cut Express Editing	3	13	13	100
Studio Production	1	7	7	100
Studio Upgrade	1	2	2	100
<b>Totals</b>	<b>18</b>	<b>98</b>	<b>88</b>	<b>90</b>
"B" Sector	Total Hours of Programming	Total Hours of First Run Programming	Total Hours of Repeat Programming	Total Hours of Programming Submitted but not aired
Public	3052	1037	2015	0
Education (2 channels)	14,061	6193	8468	0
Government	3247	695	2552	0
<b>Totals</b>	<b>20,360</b>	<b>7,925</b>	<b>13,035</b>	<b>0</b>
"C" Sector	Total Hours of Programming	Total Hours of Locally Produced Programming	Total Hours of Non- Locally Produced Programming	Total Hours of Bulletin Board Programming
Public	3052	1752	1300	5679
Education (2 channels)	14,061	315	13,746	3403
Government	3247	2728	519	5485
<b>Totals</b>	<b>20,360</b>	<b>4795</b>	<b>15565</b>	<b>14,567</b>
"D" Sector	Total Hours of Programming "Dropped 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
Public	917	1402	608	125
Education (2 channels)	364	0	0	0
Government	2615	0	0	632

Year ending December 31, 2004

**Executive Summary  
of Complaints**

Ho'ike: Kauai Community Television

<b>ISSUE</b>	<b># OF COMPLAINTS</b>	<b>ACTION TAKEN</b>
<b>RECORDS</b>	<b>4</b>	
Access to records		non-existent records confirmed by OIP access provided at the facility
cost of record request		charges are set by OIP for search and segregation
accuracy of BOD minutes		statements reflect comments at the meeting
<b>FACILITY ACCESS</b>	<b>2</b>	
denial of studio use		decision was confirmed by DCCA as appropriate
<b>ELECTION</b>	<b>8</b>	
BOD election process		all processes were fair, open and impartial
<b>OPERATIONS</b>	<b>2</b>	
mis-informing public as non-profit long form programs		Ho'ike is a bona fide 501c 3 recognized by Federal Gov't. attempted to achieve compliance with procedures by program producer. (9 hour meeting on 6 different tapes) continued conversion of playback as potential resolution
<b>TOTAL COMPLAINTS</b>	<b>16</b>	

It should be noted that 15 of the 16 complaints were generated by one household.

<b>"A"</b> <b>Sector</b>	<b>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>	
	2003	2004	2003	2004	2003	2004	2003	2004
<b>Class Name</b>								
Basic Video Producer	11	11	54	59	40	49	75%	83%
Youth Digital 8 Producer	0	1	0	11	0	11	n/a	100%
Mini-DV Camera*	2	n/a	10	n/a	10	n/a	100%	n/a
PD-150 Camera Course	1	0	9	0	9	0	100%	n/a
Final Cut Express/Pro editing**	n/a	3	n/a	13	n/a	13	n/a	100%
Studio Productions	1	1	4	7	4	7	100%	100%
Studio Upgrade	0	1	0	2	0	2	n/a	100%
Field Production	4	0	14	0	14	0	100%	n/a
Ke Kula Niihau o Kekaha	n/a	1	n/a	6	n/a	6	n/a	100%
<b>Totals</b>	<b>19</b>	<b>18</b>	<b>91</b>	<b>98</b>	<b>77</b>	<b>88</b>	<b>85%</b>	<b>90%</b>

\* All Basic Video Courses were converted to Mini-DV camera in 2004

\*\* Final Cut Express/Pro editing was introduced in 2004

<b>"B"</b> <b>Sector</b>	<b>Total Hours of Programming</b>		<b>Total Hours of First Run Programming</b>		<b>Total Hours of Repeat Programming</b>		<b>Total Hours of Programming Submitted but not Aired</b>	
	2003	2004	2003	2004	2003	2004	2003	2004
Public	3869	3052	965	1037	2904	2015	0	0
Education (2 channels)***	8754	14,061	5400	6193	3354	7868	0	0
Government	4006	3247	836	695	3170	2552	0	0
<b>Totals</b>	<b>16,629</b>	<b>20,360</b>	<b>7,201</b>	<b>7,925</b>	<b>9,428</b>	<b>12,435</b>	<b>0</b>	<b>0</b>

\*\*\* 2004 reflects the addition of a second Education channel

<b>"C"</b> <b>Sector</b>	<b>Total Hours of Programming</b>		<b>Total Hours of Locally Produced Programming</b>		<b>Total Hours of Non- Locally Produced Programming</b>		<b>Total Hours of Bulletin Board Programming</b>	
	2003	2004	2003	2004	2003	2004	2003	2004
Public	3869	3052	3070	1752	799	1300	4867	5679
Education (2 channels)***	8754	14,061	366	315	8388	13,746	6442	3403
Government	4006	3247	3386	2728	620	519	5370	5485
<b>Totals</b>	<b>16,629</b>	<b>20,360</b>	<b>6,822</b>	<b>4,795</b>	<b>9,807</b>	<b>15,565</b>	<b>16,679</b>	<b>14,567</b>

<b>"D"</b> <b>Sector</b>	<b>Total Hours of Programming Dropped for Play</b>		<b>Total Hours of Programming Created by PEG Trained &amp; Certified Producers</b>		<b>Total Hours of Programming Created by "Open Mic"</b>		<b>Total Hours of Programming Developed by PEG</b>	
	2003	2004	2003	2004	2003	2004	2003	2004
Public	836	917	2205	1402	384	608	444	125
Education (2 channels)***	8754	364	0	0	0	0	0	0
Government	639	2615	24	0	0	0	3343	632
<b>Totals</b>	<b>10,229</b>	<b>3,896</b>	<b>2,229</b>	<b>1,402</b>	<b>384</b>	<b>608</b>	<b>3,787</b>	<b>757</b>

## Ho'Ike: Kauai Community Television

Executive Summary  
Comparative Analysis

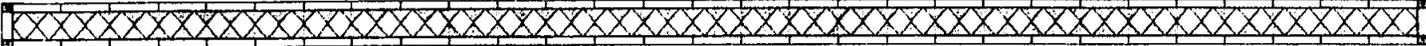
2003 - 2004

ISSUE	NUMBER OF COMPLAINTS		ACTION/RESOLUTION
	2003	2004	
<b>Records</b>	11	4	
access to records	5	2	all issues deemed as appropriate by OIP
costs related to record requests	3	1	all costs set and approved by the OIP
contesting response	3	0	resolution determined by OIP
accuracy of records	0	1	statements accurately reflected in the minutes
<b>Board of Directors</b>	1	8	
open meetings	1	0	agenda changed to include public comment
BOD election process	0	8	all process determined fair, open & impartial (DCCA)
<b>Facility Access</b>	1	2	
denied use of facility	1	2	decisions confirmed appropriate by DCCA
<b>Programs</b>	3	0	
program channel placement	2	0	appropriate control of channel deemed by DCCA
adherence to schedule	1	0	the repeat of program ran delayed (premier was ok)
<b>Operations</b>	0	2	
misinforming public as a non-profit	0	1	Ho'Ike is in fact a bona fide 501 c 3 non-profit
long form programs	0	1	9 hour meeting submitted on 6 different tapes

*In 2003 - 15 of the 16 complaints were generated by a single household*

*In 2004 - all of the 16 complaints were generated by a single household*

CABLE DIVISION  
 COMMERCE AND  
 CONSUMER AFFAIRS  
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# **Ho'ike: Kauai Community Television**

## ***Annual Activity Report***

**2004**



ANNUAL ACTIVITY REPORT 2004

CATEGORIES	FIRST QUARTER	SECOND QUARTER	THIRD QUARTER	FOURTH QUARTER	2004 TOTAL
<b>PUBLIC ACCESS PROGRAMS</b>					
Total Hours	938	849	647	618	3052
Total Hours of Original (Total/Local)	328/182	288/157	219/138	202/143	1037/620
Total Hours of Repeat Programs	610	561	428	416	2015
Total Hours of Programs not aired	0	0	0	0	0
<b>GOVERNMENT ACCESS PROGRAMS</b>					
Total Hours	897	943	775	632	3247
Total Hours of Local Original	251	198	140	106	695
Total Hours of Repeat Programs	646	745	635	526	2552
Total Hours of Programs not aired	0	0	0	0	0
<b>EDUCATIONAL ACCESS PROGRAMS (UHTV)</b>					
Total Hours	1827	1823	1823	1817	7290
Total Hours of Local Original	694	747	729	636	2806
Total Hours of Repeat Programs	1133	1076	1094	1181	4484
Total Hours of Programs not aired	0	0	0	0	0
<b>EDUCATIONAL ACCESS PROGRAMS (DOE)</b>					
Total Hours	1746	1735	1735	1555	6771
Total Hours of Local Original	873	868	868	778	3387
Total Hours of Repeat Programs	873	867	867	777	3384
Total Hours of Programs not aired	0	0	0	0	0
<b>SUMMARY OF POWER OUTAGES</b>	0	0	0	0	0
<b>FACILITY USE</b>					
Total number of users	722	782	644	482	2630
Total number of new users					
<b>EDUCATION AND TRAINING</b>					
Total Number of Students to Earn Certification	14	22	13	11	60
Total Number of Students failing to be Certified	3	5	0	2	10
<b>SUMMARY OF COMPLAINTS</b>	SEE ATTACHMENT "A"				
<b>SUMMARY OF MARKETING &amp; OUTREACH</b>	SEE ATTACHMENT "B"				
<b>SUMMARY OF REVENUES (other than OTWH)</b>	SEE ATTACHMENT "C"				

**FIRST QUARTER**

1/20 Ed Coll - Complaint received through OIP regarding the denial of a records request (staff telephone logs).

Another reply sent informing Mr. Coll that the records do not exist. No records are kept of staff telephone calls. OIP wrote to Mr. Coll informing him that Ho'ike had in fact responded in a timely fashion and that they had received a copy of the letter indicating that the documents he seeks do not exist.

2/03 Ed Coll - complained to OIP requesting a copy of a "memo" written in 1999 from Rowena Cobb to Charles Roesler.

**SECOND QUARTER**

4/08 Carol Bain - complaint received regarding the denial of use of the Studio to satisfy contractual obligations. Allegations of misappropriation of state mandated monies and public funds.

Operating Procedures do not allow an organization to operate their business with access equipment. Furthermore, there is no evidence provided to support the allegations regarding the misappropriation of funds.

5/6 Ed Coll - complaint filed with DCCA that the Ho'ike election is proceeding in violation of the Statewide Plan and that actions of the Board of Directors is in violation of the Sunshine Law.

**THIRD QUARTER**

7/6 Ed Coll - wrote asking to be scheduled at the next Board of Directors meeting to complain that Ho'ike is a "vexatious responder" by billing him \$240 in estimated fees for records that had been requested.

Mr. Coll was invited to attend the next meeting (did not attend). The invoice charges for the number of records requested were set by the OIP.

7/28 Ed Coll - complaint filed with the DCCA that Ho'ike intentionally designed an election to prevent the assessment of integrity. The letter complained that Ho'ike failed to involve users, failed to follow published timelines, failed to allow third party oversight, failed to allow independent observers, failed to secure ballots, failed to follow standard election practices, and failed to provide personal information of potential voters. The complaint alleged misappropriation of public monies and a subsequent cover-up by the Board and staff. He asked that the DCCA recover the misappropriated public monies, remove the board of directors and staff, nullify the flawed election and deny renewal of the contract for Ho'ike.

Response sent to OIP and Mr. Coll again informing him of the extensive search, taking more than 36 staff hours, for the requested documents and that no such memo exists. (6/25 OIP wrote to Mr. Coll informing him the records do not exist and that the correspondence "closed the file.")

A response was sent to the DCCA describing the process the Board used to establish the election format. It was also noted that there was no violation of the Sunshine Law and that all meetings were conducted in public with proper notice. The response was forwarded to Mr. Coll by the DCCA.

A response was sent to the DCCA indicating that all procedures were submitted to and received by the department and that the election was conducted in a fair, open and impartial manner. Other matters listed in the complaint had previously been addressed and considered closed. There is no evidence of any misappropriation of funds.

**FIRST QUARTER**

2/20 Ed Coll - complained to the DCCA alleging Ho'ike has initiated a series of actions designed to maliciously interfere with the Benefit Network's contract with the County of Kauai.

**SECOND QUARTER**

5/27 Carol Bain - complaint that the BOD election process was flawed and that there was no producer input.

**THIRD QUARTER**

8/18 Ed Coll - complained to the DCCA regarding the process of the elections at Ho'ike and 'Olelo, that HRS 92 and HRS 92f have not been amended into each organizations by-laws, suggests that Ho'ike and 'Olelo had differentially facilitated favored candidates and solicited votes for those candidates. He indicates the acts of bad faith and abuse call for drastic remediation. He asks that contracts for PEG services be put out to bid.

Mr. Coll was informed of the Operation Procedures that do not allow for them to conduct a business with PEG equipment.

These issues have been responded to in previous correspondence.

3/25 Ed Coll - wrote to OIP complaining he is unable to inspect requested records of executive sessions, expenses incurred in 1999/2000 legal matter, records regarding the person who purged the records, and records of J Robertson's personnel matters.

Response sent stating that the Board met in an open public meeting with the item on the agenda. Ms. Bain did in fact speak to the board regarding the matter at that time. In addition to the public opportunity three Board members are producers and provided input.

6/11 Carol Bain- complaint about oversight and accountability on legitimacy of BOD election. It stated the elected individual will not represent the statewide plan, eligibility requirements are not consistent, certified staff and board members should not be allowed to participate, no 3rd party oversight from a list she provided, conflict of interest in process that someone will just be selected in the "back room."

9/15 Ed Coll - complaints of intentional and gross mis-characterization with inaccurate, misleading and false statements attributed to him by the managing director in recorded minutes of the Board meeting of May 13, 2004. Requests to be heard at next board meeting.

All records requested have been provided. Mr. Coll spent two days at the center reviewing records.

Statements were taken from the record and Mr. Coll was scheduled to speak to the Board at the next meeting as requested. He did not attend.

Response was sent on each point raised. The Ho'ike Board followed the eligibility requirements from the Plan. It was pointed out that she had mistakenly transferred words that changed the meaning of the sentence. Third party observance was in fact used in the process. The community and producers had an opportunity to provide input at a meeting held April 15, 2004. And, that the OIP agreed that the information requestes was of a significant privacy interest. Any suggestions of impropriety by either staff or director is without foundation.

9/18 Ed Coll - wrote requesting Ho'ike immediately cease misinforming the public by describing itself as a private non-profit 501 c 3 corporation. Claimes Ho'ike is a public benefit corporation.

Ho'ike is in fact a 501 c 3 corporation designated as such by the Federal Government

FIRST QUARTER

SECOND QUARTER

THIRD QUARTER

6/14 Carol Bain - wrote of concerns about the election process. Staff and Board members should be removed from the list of certified producers. Complaint that employees might campaign on behalf of a candidate. What is the process for reporting witnessed improprieties and what protection is provided for whistleblowers?

response sent identifying the process of the election. There was no evidence of any employee campaigning or electioneering in any fashion. The employee handbook details the reporting and procedure of any misconduct. To remove a Director or employee meeting the qualifications for voting would be unfair and discriminatory against those individuals.

6/22 Fred Dente - complaint to DCCA about Government channel playback functions. Detailed response sent to the DCCA as requested. The lengthy program was submitted on six different tapes for airing in three machines.

6/23 Carol Bain - complaint lodged that the answers sent on June 21 were not adequate and restated issues from previous letter maintaining that the election process was not fair, open or impartial.

spoke with Carol on 7/14 where she declared the issue "moot" and was no longer interested in pursuing the matter.

FOURTH QUARTER - NO COMPLAINTS RECEIVED

## FIRST QUARTER

Attend the opening of the State Legislature. Meet with Capitol TV for update on broadcasts.

Managing Director attends the Hawaii Community Foundation Grant program.

Managing Director participates in the Kauai County Drug Task Force presentation.

Managing Director and Production Services Administrator attend the Kapaa Middle School Career Day promoting media literacy and public access opportunities.

Participation in the Statewide PEG Access Center meetings with focus on improving services to the community.

Managing Director provided testimony to the State House of Representatives on a bill affecting PEG potential (HB2437)

Production Services Administrator makes presentation at Chiefess Kamakahelei Middle School for the KEO After School program for at-risk youth.

Managing Director and President of the Board meet with Senator Gary Hooser to provide an update on Kauai's PEG operation.

## SECOND QUARTER

Managing Director hosts the Kauai Senior Extravaganza as master of ceremonies. Program includes nine senior center on Kauai. Program is aired on Ho'ike.

Managing Director meets with County Councilmember Yukimura to discuss Government access in the PEG process.

Production Services produced an instructional video for the Kauai County Recycling Center.

Attend session at the State Legislature and independent meetings with Senators regarding pending legislation and to provide an update on PEG.

Managing Director attends the official presentation from the Kauai Drug Task Force on their proposed plans for operation.

Managing Director meets with the Kauai Film Commissioner on joint interests. An update on the PEG Access center is given to the County.

Managing Director and volunteers provide services to the Kapaa Family Summit program for families 'at risk'.

Managing Director and President of the Board visit the Honolulu offices of U.S. Representative Ed Case to enlist his support on the project to develop a new center for Ho'ike.

## THIRD QUARTER

Participation in the Statewide PEG Access Center meetings with a focus on improving services to the community.

Managing Director hosts the University of Hawaii Na Koa Football Boosters Golf Tournament at Puakoa G.C. for the organization.

Managing Director and staff attend the Hawaii Community Foundation Working Together toolbox seminar.

Managing Director attends a workshop conducted by the OIP on the Sunshine Law and UJPA. Workshop is in concert with the DCCA and the Statewide Plan.

Managing Director meets with representatives from the National Guard "About Face" program designed to give employment skills to at risk youths. Ho'ike develops a model program and participates with a student of Waimea High.

State review of the About Face program at Ho'ike results in a \$1.8 million grant to Hawaii to institute similar approaches on all islands and create a workforce center on the Waimea Campus.

Managing Director represents Ho'ike at the second meeting of the Cable Advisory Commission held at 'Olelo.

Managing Director and Production Services Administrator attend the Kapaa High School Career Fair promoting media literacy and public access opportunities. Ho'ike partners with a team of teachers for additional instructional assistance.

## FOURTH QUARTER

Ho'ike agrees to provide interim services in the video production of Kauai County Council government meetings.

Productions Services along with 10 volunteers videotapes the Garden Island Candidates Forum presenting State Senate and Kauai County Council candidates in the 2004 general election.

Participation in the Statewide PEG Access Center meetings with a focus on improving services to the community.

Production Services provide video support for citizen group sponsoring the "Ohana Tax Amendment" initiative on the 2004 ballot.

Managing Director and Production Services Administrator represent Ho'ike at the Western Region Alliance for Community Media conference in Reno, Nevada.

Managing Director is elected to the Western Region Alliance for Community Media Board.

Participation in the Statewide PEG Access Center meetings with a focus on improving services to the community.

Managing Director hosts annual Salvation Army Thanksgiving Luncheon in Hanapepe serving more than 500 residents.

## FIRST QUARTER

Managing Director and Production Services Administrator attend the Waimea High School Career Fair promoting media literacy and public access opportunities.

Managing Director and President of the Board make a formal presentation to the Kauai United Way Finance Committee regarding a proposed new Center for non-profits.

Production Services attends and videotapes the Chamber of Commerce first quarter dinner meeting related to Kauai's economic future.

Managing Director meets with County Councilmember Tokioka to provide information on Ho'ike operations and PEG Access.

Managing Director participates in the Kauai Chamber of Commerce Public Relations committee.

Managing Director participates on the Kauai Salvation Army Advisory Board.

Production Services Administrator takes the Basic Video Production course to the community of Kekaha to provide extended service to a most distant rural town.

Production Services continued partnership with the non-profit events and activities of the Kauaiian Days celebration.

## SECOND QUARTER

Participation in the Statewide PEG Access Center meetings with focus on improving services to the community.

President of the Board makes a presentation on behalf of Ho'ike to the Kauai United Way Board of Directors related to the development of the proposed Center.

Managing Director is the keynote speaker at the meeting of the Kauai Rotary Clubs providing an update on the technical advancement of Ho'ike and a look at the potential of operations.

Managing Director, President of the Board and in coming President attend a design session with bidding architects to advance the proposed Center. Formal representations about Ho'ike are provided to four firms.

Managing Director attends the Kauai meeting of the University of Hawaii Na Koa club as master of ceremonies.

Managing Director participates on the Kauai Salvation Army Advisory Board.

Managing Director participates in the "Friends of the Performing Arts Center" at Kauai Community College.

Managing Director meets with representatives on how best to promote the Ku Kilaikia All Island Band for their upcoming appearance in the Tournament of Roses Parade.

## THIRD QUARTER

Managing Director meets with Publisher and Chief Editor of the Garden Island Newspaper to draft a partnership in the presentation of election returns to the Kauai citizens.

Managing Director represents Ho'ike at the NATOA conference in San Francisco, California.

Productions Services attends and videotapes the third quarter Chamber of Commerce dinner with a presentation by the admiral of the U.S. Navy.

Productions Services partners with the Storybook Theatre in providing video production training at the "Rainbow Academy" for youths in Hanapepe.

Productions Services and Media Education make presentations on training possibilities to Kapaa High, Kepea Middle School, Waimea High. A program to train the trainers is developed.

Production Services produces a special Student Video Project program that highlights the initial works of newly certified producers.

## FOURTH QUARTER

Production Services organizes 10 volunteers to videotape the "Lights on Rice Street" parade and annual lighting of the County Building.

Ho'ike hosts the annual Board of Director Recognition dinner presenting the Adult Producer of the Year award to David Martin and Youth Producer of the Year Desiree Vea from Waimea High School

Ho'ike hosts the fourth meeting of the Cable Advisory Commission including a tour of the Access Center.

Managing Director and Production Services Administrator meet with Principal of Ke Kula o Niihau o Kekaha to develop a basic video production course curriculum in the Hawaiian language. A program to train all teachers and provide additional assistance is instituted.

Managing Director attends the Hawaii Community Foundation Grant seekers seminar.

Managing Director participates in the Alliance for Community Media regional meetings.

Managing Director attends meeting at the request of a community member representing Worldwide Communications to discuss sharing a County Government production contract won by Ho'ike.

Managing Director and President of the Board attend presentation by INK architects on proposed design of the Center.

## ATTACHMENT "B"

### Outreach Marketing

### Ho'ike: Kauai Community Television

#### FIRST QUARTER

Managing Director hosts the Miss Kauai and Miss Gairden Island scholarship pageants as the master of ceremonies. The program is produced for airing on Ho'ike by volunteers.

Managing Director and President of the Board meet with the Director and Cable Division of the DCCA for a formal review of the annual reports.

#### SECOND QUARTER

Ho'ike participates with U.S. Representative Ed Case in the presentation of the Congressional art contest "Kaha Kii".

Production Services attends and videotapes the "Kauai Tax Panel" conducted by the Kauai County Council and the Chamber of Commerce.

Managing Director and Production Services attend luncheon by Kauai Economic Opportunity to receive recognition awards by the organization.

Managing Director and President of the Board attend and make presentations to the Kauai Community Radio Station Board of Directors.

Managing Director attends the first Cable Advisory Commission meeting in Honolulu representing Ho'ike.

Production Services attends and videotapes the Second Quarter Chamber of Commerce dinner meeting with a presentation on the workforce development plans for Kauai.

Participation in the Chamber of Commerce media and public relations committee.

#### THIRD QUARTER

Managing Director meets with Executive Director of Kauai Boys & Girls Club for updated information on the club's request of grant monies for digital media equipment.

A comprehensive marketing report is developed for Ho'ike by American Savings Bank to establish the viability of the organization for future growth.

#### FOURTH QUARTER

Production Services provides video training for teachers at the Eleele Elementary School to assist the integration of digital media literacy.

Participation in the Chamber of Commerce media and public relations committee.

The Ho'ike internet website [www.Hoike.org](http://www.Hoike.org) provided the community with direct access to information about the organization on a 24 hour basis. Public Access forms and instructions are posted along with records of meetings of the Board of Directors. Modifications were made to make the site more user friendly.

Ho'ike continues to provide an interactive video bulletin board during non-programmed hours. This video board serves 178 non-profit organizations providing an essential tool for media access and an extended opportunity to reach the community at large. The bulletin board includes program schedule information and community messages.

A full color brochure was designed and printed that detailed the new inventory of digital equipment for use by certified producers.

Weekly program schedules are printed in the Garden Island Newspaper.

Additional promotional material was printed in the Garden Island Newspaper marketing individual programs on Ho'ike.

Ho'ike continued the partnership with the Kauai Community School for Adults providing bulletin board information and website support for course descriptions and schedules.

Ho'ike provided workshops and training for Waimea High School, Kapaa High School, Kapaa Middle School, Island School, Chiefess Kamakahele Middle School, Eleele School, and Ke Kula o Niihau o Kekaha.

Ho'ike regularly participated in the Kauai Chamber of Commerce Media and Public Relations committee and provided additional broadcast support for their information presentations and seminars to the residents of the island.

Ho'ike, with occasional volunteer support, produced the facilitated weekly program "Open Mic" offering residents an open forum for expression on the Public Access channel.

Ho'ike, with occasional volunteer support, produced the facilitated monthly program "Community Camera" offering a studio set and an expanded venue for community organizations and individuals to express ideas, events and issues on the Public Access channel.

Ho'ike continued to extend the reach into community events.

Ho'ike continued to participate in the Kauai Salvation Army Advisory Board.

Ho'ike continued to participate in the Kauai Planning and Action Alliance.

Ho'ike continued to participate in the Kauai Film Commission.

FIRST QUARTER	SECOND QUARTER	THIRD QUARTER	FOURTH QUARTER
<p>Contract - County of Kauai. To provide off-line captioning services for weekly Mayor's Kuleana program and other projects as directed by the County Administration.</p>	<p>Contract - County of Kauai. To provide off-line captioning services for weekly Mayor's Kuleana program and other projects as directed by the County Administration.</p>	<p>Contract - County of Kauai. To provide off-line captioning services for weekly Mayor's Kuleana program and other projects as directed by the County Administration.</p>	<p>Contract - County of Kauai. To provide video production services for meetings of the County Council, Planning Commission, Police Commission, Special hearings, and the Mayor's Kuleana program. Contract extension to provide off-line captioning services for Mayor's Kuleana program and other projects as directed by the County Administration.</p>
<p>Amount \$13,723.00</p>	<p>Amount \$1,350.00</p>	<p>Amount \$1,800.00</p>	<p>Amount \$1,500.00</p>
<p>Sales of tapes Amount \$306.58</p>	<p>Sales of tapes Amount \$329.23</p>	<p>Sales of tapes Amount \$414.35</p>	<p>Sales of tapes Amount \$900.50</p>
<p>Class tuition Amount \$585.00</p>	<p>Class tuition Amount \$350.00</p>	<p>Class tuition Amount \$350.00</p>	<p>Class tuition Amount \$210.00</p>
<p>Total Amount \$14,618.58</p>	<p>Total Amount \$2,029.23</p>	<p>Total Amount \$2,564.35</p>	<p>Total Amount \$2,610.50</p>



# **Ho'ike: Kauai Community Television**

## ***Year End Activity Report***

**2004**



# Key Measures of Performance

## Summary

### **Provide an exceptional tele-production and educational facility for use by all citizens and groups on Kauai on a non-discriminatory basis.**

	2001	2002	2003	2004
Number of individual visits to the facility	2231	2889	3052	2630
Number of internet users served	2571	3379	4380	5357
Number of interactive IVBB users	n/a	4393	4040	3111

### **Provide studio and equipment to citizens and organizations wishing to videotape and cablecast productions.**

	2001	2001	2003	2004
Number of studio hours provided	850	1200	539	606
Number of studio uses	n/a	n/a	135	153
Number of equipment package checkouts	161	382	545	530
Number of editing reservations or checkouts	n/a	n/a	322	301
Number of organizations served	65	119	128	171

### **Provide training courses to Kauaians wishing to learn television production, post-production, electronic graphics, audio production and media literacy.**

	2001	2002	2003	2004
Number of training courses held	8	10	16	16
Number of workshops held	0	0	2	3
Number of people trained	86	128	100	92
Number of Basic Video certifications issued	77	111	82	49
Number of youth trained	34	38	23	20

### **Award grants for television productions and scholarships for production classes to needy Kauaians.**

	2001	2002	2003	2004
Number of production grants awarded	2	4	10	13
Number of scholarships awarded	9	24	17	25

### **Provide television access services to individuals and groups.**

	2001	2002	2003	2004
Number of Premier programs cablecast	1176	2792	1701	1236
Number of 1 <sup>st</sup> run Ho'ike programs cablecast	433	994	477	590
Number of Kauai programs cablecast	n/a	n/a	900	685
Number of imported programs cablecast	647	1798	799	551
Number of remote productions	79	83	80	34

**Provide cable television programming to Kauai citizens.**

	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
Number of Public Access program hours	4326	4565	3869	3052
Number of Educational Access program hours	4097	5400	4711	14,061
Number of Governmental Access program hours	3218	3616	3386	3247
Number of Interactive Bulletin Board hours				
Channel 52 (P)		4195	4867	5679
Channel 53 (G)		5144	5370	5485
Channel 55 (E)		3360	6442	1442
Channel 56 (E)		n/a	n/a	1961

# Ho'iike: Kauai Community Television

4211 Ruce Street #103, Lihue, Hawaii, 96766 ~ Ph: 246-1556 ~ Fax: 246-3832

## **OPERATIONAL PLAN 2004**

### **Administration**

- ❖ Maintain sound fiscal and management policies
- ❖ Provide maximum benefit of resources to the community
- ❖ Review policy and procedures with adjustments as needed
- ❖ Remain flexible and adaptive in the face of market trends and changes
- ❖ Implement planning strategies
- ❖ Expand grant writing capacity
- ❖ Add revenue-generating projects
- ❖ Continue to collaborate with Hawaii PEG Access organizations

### **Production**

- ❖ Demonstrate excellent maintenance schedules for equipment efficiency
- ❖ Continue to expand the community use of studio
- ❖ Provide conversion to live broadcast capability
- ❖ Develop satellite facility opportunities (Waimea and Hanalei)
- ❖ Develop check-out system for editing equipment
- ❖ Prepare for installation of new Center for Art, Education, and Technology
- ❖ Provide expanded opportunities for volunteer projects and participation

### **Education**

- ❖ Expand youth programs and activities
- ❖ Include advanced editing technique courses
- ❖ Introduce live television production skills
- ❖ Expand educational opportunities with community partners
- ❖ Add workshops and industry expert seminars
- ❖ Install incubator labs to develop full production skills

### **Programming**

- ❖ Expand program capacity with newly acquired playback control equipment
- ❖ Provide live broadcast capability from studio
- ❖ Continue to expand the diversity of voice in all areas of PEG access
- ❖ Continue to utilize Facil data management program for increased efficiency
- ❖ Continue to expand the opportunities on Government Access to local, state, and federal
- ❖ Continue to expand the non-traditional associations for educational access
- ❖ Capitalize on the addition of the fourth access channel
- ❖ Plan for expansion to the fifth access channel

### **Community**

- ❖ Create additional partnerships with non-profits and community organizations
- ❖ Develop workforce and training partnerships
- ❖ Provide no-cost or low-cost training to non-profit organizations
- ❖ Increase the opportunities for expanded messages for community groups
- ❖ Provide facilitated production to increase non-profit awareness
- ❖ Participate in community activities and projects
- ❖ Increase production assistance to business organizations (Chamber, Rotary, etc.)

### **Primary Operations**

- ❖ Provide maximum benefit to public with convenient hours of operation
- ❖ Continue improvements in inventory check-out (system and equipment)
- ❖ Provide additional educational opportunities (workshops and special projects)
- ❖ Expand use of the studio within the non-profit and community sectors
- ❖ Increase facilitation to community service projects

Position	2000	2001	2002	2003	2004
	Administration	Administration	Administration	Administration	Administration
Managing Director	30	30	30	30	30
Production Services	35	40	40	30	30
Media Education	30	5	15	20	20
Programmer	0	40	40	40	40
Administrative Clerk	85	95	70	70	70
(percent of total)	0.35	0.19	0.39	0.4	0.38
	State Common				
Managing Director	15	10	10	15	10
Production Services	10	5	5	5	5
Media Education	0	15	5	5	5
Programmer	0	0	0	5	5
Administrative Clerk	0	0	0	0	0
(percent of total)	0.5	0.03	0.04	0.06	0.05
	Education	Education	Education	Education	Education
Managing Director	10	5	10	10	5
Production Services	5	10	5	10	10
Media Education	40	75	10	10	10
Programmer	0	0	5	5	5
Administrative Clerk	0	0	5	5	5
(percent of total)	0.1	0.24	0.07	0.08	0.07
	Government	Government	Government	Government	Government
Managing Director	10	10	10	10	10
Production Services	15	15	10	15	10
Media Education	15	0	5	5	5
Programmer	60	10	5	10	10
Administrative Clerk	0	0	5	5	5
(percent of total)	0.2	0.35	0.07	0.1	0.08
	Public	Public	Public	Public	Public
Managing Director	10	15	10	10	15
Production Services	15	10	20	20	25
Media Education	15	0	50	45	45
Programmer	40	40	40	25	25
Administrative Clerk	15	5	10	10	10
(percent of total)	0.18	0.14	0.26	0.23	0.24
	Outreach	Outreach	Outreach	Outreach	Outreach
Managing Director	25	30	30	25	30
Production Services	20	20	20	20	20
Media Education	15	5	15	15	15
Programmer	0	10	10	15	15
Administrative Clerk	0	0	10	10	10
(percent of total)	0.12	0.05	0.17	0.13	0.18

**Equipment Usage By Group and Type**  
1/1/2004 to 12/31/2004

		Number of Uses	Hours of Use	Dollar Value
<b>AnalogEdit</b>				
Analog Edit	SVHS Analog Edit Suite- Former Edit #4	21	81.00	\$2,025.00
Switcher	Videonics Digital Video Mixer	16	1,012.00	\$1,686.66
<b>Group Totals AnalogEdit</b>		<b>37</b>	<b>1,093.00</b>	<b>\$3,711.66</b>
<b>Audio/Misc</b>				
Audio Cable	XLR-Female to RCA-Female Cable 10'	2	45.00	\$2.88
Audio Cable	1/4-Male to 1/4-Male Audio Cable	1	4.00	\$0.50
Audio Cable	1/4-Male to 1/4-Female Cable 10'	2	8.00	\$0.50
Audio Cable #1	XLR-Female to Mini-Male Cable 10'	64	3,367.50	\$407.12
Audio Cable #2	XLR-Female to XLR-Male 10' Cable	71	5,307.50	\$580.94
Audio Cable #4	RCA Male to RCA Male - L&R 36"	14	979.00	\$40.87
Audio Mixer- M	Mackie for Remote Production Kit	11	753.00	\$1,255.00
Audio Mixer- R	Radio Shack	5	266.00	\$110.83
Audio Mixer-B	Berhringer 5 channel audio mixer	1	102.00	\$106.25
Beachtek Adpt	Beachtek XLR Audio Adapter	23	1,558.92	\$1,622.95
Boom Pole	Boom Pole for Shotgun Microphones	18	543.92	\$90.48
Boom Stand	Boom Stand for Microphones	9	458.42	\$76.34
Extension Cords	Extension Cords	25	1,434.00	\$179.31
Headphones	Headphones for check out	134	8,629.42	\$719.39
Portacom	Intercom/Six Station/Two Channel/Wired	97	587.92	\$611.58
Shotgun/Azden	Azden SGM2X Shotgun/Omni Microphone	47	1,845.33	\$1,533.35
<b>Group Totals Audio/Misc</b>		<b>524</b>	<b>25,889.92</b>	<b>\$7,338.29</b>
<b>Batteries</b>				
Battery 8 Hour	Battery 8 Hour for the Sony TRV-310/66	27	1,748.92	\$364.38
Battery 8hr-38	Battery 8 Hour for Sony TRV-38 Mini-DV	317	11,922.00	\$2,484.84
Battery 8hr-510	Battery for Teen Camera TRV-510	20	733.00	\$153.13
Battery 8hr-70	Battery 8 Hour for Sony TRV-70 Mini-DV	95	6,049.42	\$1,260.81
<b>Group Totals Batteries</b>		<b>459</b>	<b>20,453.33</b>	<b>\$4,263.16</b>
<b>Cameras</b>				
Battery 1hr DV	Sony Infolithum Battery for Mini-DV	140	4,316.50	\$540.40
Digital 8	Sony Digital 8 Video Camera	51	2,749.92	\$8,603.22
HI-8	Sony HI-8 Video Camera	4	190.00	\$395.84
Lens-Wide Angle	Wide Angle Lens for TRV-70	1	7.00	\$1.46
Mini-DV TR-70	Sony Mini-DV Video Camera	96	6,835.42	\$35,614.59
Mini-DV-TR-38	Sony Mini-DV Video Camera	379	12,797.50	\$66,666.58
Triax cables	Triax camera cables for remote kit	16	1,076.50	\$269.50
<b>Group Totals Cameras</b>		<b>687</b>	<b>27,972.83</b>	<b>\$112,091.59</b>
<b>E-Mac</b>				
E-Mac #1	E-Mac NLE System	97	439.50	\$21,975.00
E-Mac #2	E-Mac NLE System	157	628.25	\$31,412.51
<b>Group Totals E-Mac</b>		<b>254</b>	<b>1,067.75</b>	<b>\$53,387.51</b>
<b>Furniture</b>				
Logging Suite 1	Logging Station	1	4.00	\$20.00
<b>Group Totals Furniture</b>		<b>1</b>	<b>4.00</b>	<b>\$20.00</b>
<b>I-Mac #1</b>				
I-Mac #1	I-Mac System - Former Edit Bay #5	15	61.00	\$3,050.00
<b>Group Totals I-Mac #1</b>		<b>15</b>	<b>61.00</b>	<b>\$3,050.00</b>
<b>I-Mac #2</b>				

## Equipment Usage By Group and Type

1/1/2004 to 12/31/2004

		Number of Uses	Hours of Use	Dollar Value
I-Mac #2	I-Mac System - Former Edit Bay #3	11	40.00	\$2,000.00
<b>Group Totals I-Mac #2</b>		<b>11</b>	<b>40.00</b>	<b>\$2,000.00</b>
<b>Lighting</b>				
Ground Lifter	Ground Lifter for 60 cycle hum	12	804.00	\$16.76
Light Reflector	Folding Reflectors	34	2,673.00	\$139.32
Lowe Light #3	Lowe Three Light Kit	40	1,190.00	\$1,487.50
Lowe Light #4	Lowe Four Light Kit	6	405.00	\$14.58
Power Strips	Various Electric Power Strips	19	1,194.00	\$99.51
Sand Bags	Sand Bags for Lowe Light Kits	35	2,589.50	\$162.01
<b>Group Totals Lighting</b>		<b>146</b>	<b>8,855.60</b>	<b>\$1,919.68</b>
<b>Microphone</b>				
Handheld Omni	Studio Hand Held Omni Microphone	49	1,900.00	\$396.24
Handheld-Omni	Omni-Microphones for checkout	9	331.00	\$68.95
Handheld/Cardiod	Cardiod Microphone for Checkout	21	1,778.50	\$370.84
Lavalier	Lavalier Microphones with Mini Jack	7	289.50	\$60.42
Lavalier -XLR	Lavalier with XLR	111	8,424.83	\$1,832.76
Shotgun/ Senhzer	Shotgun Microphones	95	7,009.50	\$4,385.89
Wireless Lav.	Wireless Lavalier	13	1,088.00	\$680.04
<b>Group Totals Microphone</b>		<b>305</b>	<b>20,821.33</b>	<b>\$7,795.14</b>
<b>Monitors</b>				
Monitor, Remote	13" Color Monitor for Remote Kit	5	394.50	\$246.89
<b>Group Totals Monitors</b>		<b>5</b>	<b>394.50</b>	<b>\$246.89</b>
<b>PCR</b>				
PCR	Production Control Room	109	422.42	\$42,241.67
<b>Group Totals PCR</b>		<b>109</b>	<b>422.42</b>	<b>\$42,241.67</b>
<b>ScrPly #1</b>				
Screenplay #1	Screen Play - Former Edit Bay #2	2	716.00	\$2,983.33
<b>Group Totals ScrPly #1</b>		<b>2</b>	<b>716.00</b>	<b>\$2,983.33</b>
<b>Studio</b>				
Studio	Four Camera Live Switch Studio	153	606.42	\$90,962.50
<b>Group Totals Studio</b>		<b>153</b>	<b>606.42</b>	<b>\$90,962.50</b>
<b>Tripods</b>				
Tripods	Tripods With Out Remote Control-Bogen	32	1,915.00	\$1,199.43
Tripods - 501	Bogen 501/3221 tripod with case	100	5,946.42	\$4,460.25
Tripods DV	Velbon Fluid Head Tripods/Black	281	9,892.00	\$6,187.16
<b>Group Totals Tripods</b>		<b>383</b>	<b>17,753.42</b>	<b>\$11,846.84</b>
<b>VCR's</b>				
S-VHS Decks	Ho'ike Kauai TV	4	844.50	\$1,760.41
<b>Group Totals VCR's</b>		<b>4</b>	<b>844.50</b>	<b>\$1,760.41</b>
<b>Wireless</b>				
Wireless Intercom	Radio Shack Wireless Intercom Set (2)	1	6.50	\$0.00
Wireless U-100	Audio Technica U-100 Wireless	8	306.50	\$318.76
<b>Group Totals Wireless</b>		<b>9</b>	<b>313.00</b>	<b>\$318.76</b>
<b>XLR Cables</b>				
Audio Cable	XLR-Female to XLR-Male 25' Cable	11	571.00	\$71.16
<b>Group Totals XLR Cables</b>		<b>11</b>	<b>571.00</b>	<b>\$71.16</b>

**Equipment Usage By Group and Type**  
1/1/2004 to 12/31/2004

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	<b>Number of Uses</b>	<b>Hours of Use</b>	<b>Dollar Value</b>
<b>Grand Totals</b>		<b>127,879.92</b>	<b>\$346,008.59</b>

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