

**‘ŌLELO COMMUNITY TELEVISION
2004 Annual Activity Report**

EXECUTIVE SUMMARY

The year 2004 was one of change in leadership, operations and equipment for ‘Ōlelo Community Television. New CEO Keali‘i Lopez succeeded Lurline McGregor in mid-year, and more of ‘Ōlelo’s efforts shifted from its Māpunapuna facility to community media centers (CMC). New camera equipment and a greater shift to non-linear editing drove a shift in training.

PROGRAMMING

There was a delay in reporting programming because, as this report was being compiled, ‘Ōlelo’s staff discovered input errors for 2003 and 2004 in its Facil database. The numbers in the following tables were entered after a comprehensive audit of over program records for both years. The revised 2003 numbers are within a half percent of those forwarded last year.

Overall PEG programming increased by over 7% because of repeat programming. Although average program length decreased by slightly over 5 minutes, new programs increased by 300 (5,517 new programs in 2003, compared with 5,817 new programs in 2004). First-run Public programming hours dropped by 3% although the number of programs increased by 55 (4,366 new programs in 2003 compared with 4,421 new programs in 2004). Repeat programming for the Public sector increased by 20%, primarily because of the inclusion of satellite input from Free Speech TV. Content is not tracked, and all material is recorded as repeat programming to avoid inflating first-run figures. Government programming, which is primarily provided by crews under contract to the City and State governments, was down by about 9% (a net decrease of 64 first-run programs). However, since Government programming hours depend to a great extent on the number and length of meetings and hearings, it is difficult to make meaningful year-to-year comparisons in this category. Education programming was up by over 5% and is reported separately to DCCA by the Hawaii Educational Networking Consortium (HENC). Round-the-clock use of channels 55 and 56 by education was a factor in ‘Ōlelo’s request to the Department of Commerce and Consumer Affairs (DCCA) for another channel.

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 †	
	2003	2004	2003	2004	2003	2004	2003	2004
Public	14,028.92	16,213.45	2,839.00	2,750.68	11,189.92	13,462.77	N/A	N/A
Education	12,573.93	13,269.27	‡	‡	‡	‡	N/A	N/A
Government	6,589.42	6,155.13	1,418.33	1,168.98	5,171.08	4,986.15	N/A	N/A
Sub-Totals	33,192.27	35,637.85	4,257.33	3,919.66	16,361.00	18,448.92	N/A	N/A
Other Sectors §	10,607.73	8,282.15						
Total	43,800.00	43,920.00						

* Increase in repeat programming is partially attributed to Free Speech TV. Some programming on Free Speech TV is repeated, so these programming hours are not included in the First Run Programming category.

† All programs meeting submittal requirements are aired.

‡ 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 and other non-PEG specific programs.

Table 2. Programming by Origin: Locally Produced, Non-Locally Produced and 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	
	2003	2004	2003	2004	2003	2004	2003	2004
Public	14,028.92	16,213.45	12,356.48	12,936.18	1,671.47	3,277.27	N/A	N/A
Education	12,573.93	13,269.27	†	†	†	†	N/A	N/A
Government	6,589.42	6,155.13	6,469.97	5,985.37	119.45	169.77	N/A	N/A
Sub-Totals ‡	33,192.27	35,637.85	18,826.45	18,921.55	1,790.92	3,447.04		
Bulletin Board	1,444.83	1,366.67					1,444.83	1,366.67
Other Sectors §	9,162.90	6,915.48						
Total	43,800.00	43,920.00						

* Increase in non-local programming is partially attributed to Free Speech TV.

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

‡ "Bulletin Board" hours and other programming not designated P, E or G are not included in the sub-total hours.

§ 'Ölelo's *Island Info* and *Jobs Info* which comprise 'Ölelo's "Bulletin Board," are not tracked using the PEG sector designations.

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 'Ölelo (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 ‡	
	2003	2004	2003	2004	2003	2004	2003	2004
Public	1,287.68	1,224.45	1,551.32	1,526.23	N/A	N/A	N/A	N/A
Education §	§	§	§	§	N/A	N/A	N/A	N/A
Government	35.73	62.80	1,382.60	1,106.18	N/A	N/A	N/A	N/A
Totals	1,323.41	1,287.25	2,933.92	2,632.41	42.00	31.00	56.17	126.00

* These hours also include 'Ölelo trained and certified producers who do not use 'Ölelo facilities for all their 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.

TRAINING

Smaller classes allowed the staff to better serve clients. The number of students who completed training in 2004 was within one percent of the 2003 totals, but the certification rates increased by 5%. However the transition to new equipment and procedures is reflected in the increase in the numbers of people completing training on mini-cameras, Final Cut Pro editing and use of Feather Pack equipment. There

was a modest increase (10 %) in the number of producers certified. It is worth noting that 2004 marked the beginning of a training partnership between 'Ōlelo and the Department of Education's Teleschool Branch. 'Ōlelo provided staff and space to train 39 teachers and students in non-linear editing.

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	
	2003	2004	2003	2004	2003	2004	2003	2004
Intro to TV	12	12	547	418	547	418	100%	100%
Mini Camera	47	56	375	376	253	294	67%	78%
Field Tech	5	3	25	17	24	16	96%	94%
Lighting	5	5	49	57	49	57	100%	100%
Edit Tech	12	3	59	9	26	9	44%	100%
iMovie	30	24	286	149	182	83	64%	56%
Final Cut Pro	17	41	95	269	55	213	58%	79%
Producer	45	41	351	347	210	230	60%	66%
Director	5	8	71	26	71	26	100%	100%
Adv. Producer	1	0	14	0	14	0	100%	NA
Feather Pack	4	20	46	140	24	134	52%	96%
EFP/Van	2	1	31	13	24	8	77%	62%
Studio	16	19	167	154	127	103	76%	67%
Total Instances	201	233	2,116	1,975	1,606	1,591	76%	81%

Video Production Training Certifications

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

Trained and Certified Producers		Difference
2003	2004	2003-2004
210	230	+20

SUMMARY OF COMPLAINTS AND COMMENTS

'Ōlelo's process of gathering and responding to public comment underwent administrative changes, with one department now becoming responsible for collecting, reviewing and responding to input. As Table 6 shows, compliments and suggestions were more than double complaints, and programming accounted for about three-fourths of all input. Details are contained in Appendix 1 of the attached report.

A total of 271 individual comments were received (167 compliments from 159 people, 16 suggestions from 11 people and 88 complaints from 58 people). Of the 271 comments received, 62% were compliments, 32% were complaints and 6% were suggestions.

The following table summarizes areas of interest or concern for compliments, suggestions and complaints.

Table 6.

	Compliments	Suggestions	Complaints
Programming	126	6	65
Training	9	1	2
Media Center	5	0	2
Community Media Centers	10	1	1
Client Services	16	0	1
Administration	0	7	17
Miscellaneous	1	1	0
Totals	167	16	88

Complaint Resolution

‘Ōlelo welcomes all comments and considers complaints opportunities to examine, change, and improve services, where appropriate. Complaint resolution varies depending on the issue and whether the complaint is valid and the expected resolution from the complainant's perspective is viable.

Complaints received from viewers about specific program content are recorded by staff and investigated. Staff will identify and review programs in question. If program content violations, such as prohibited content or technical gaps, are confirmed, staff works directly with the program's producer to resolve the issue.

Complaints relating to administrative issues touch on a variety of internal and administrative activities, including ‘Ōlelo's voluntary compliance with Sunshine Law and UIPA, Board of Directors activities and bylaws.

A summary of the formal complaints received, the areas of complaint, and the resolution taken, is included in Appendix 1.

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2004 HIGHLIGHTS

Growth and change were constant for ʻŌlelo Community Television in 2004. On May 1, Kealiʻi Lopez was named to replace Lurline McGregor as the organization's President and Chief Executive Officer.

This year, ʻŌlelo held its first election to fill a seat on its Board of Directors. Eligible ʻŌlelo clients—including producers, presenters and technicians—became eligible to run for the seat and vote for the candidate of their choice. Nineteen clients competed for the seat and 282 clients voted. Mr. Kealiʻiʻoluʻolu Gora was elected to serve a 28-month term.

In addition to providing services from its Māpunapuna center, ʻŌlelo also operated four satellite Community Media Centers (CMCs) at Kahuku, Palolo/Kaimuki, Leeward Community College and Waiʻanae. Because they are located in Oʻahu's neighborhoods, CMCs have been able to better assist remote and under-served communities. This resulted in greater awareness and use of public, educational and governmental access. To further expand this program, ʻŌlelo created two community developer positions to help increase services in the Waipahu and Windward communities. ʻŌlelo also explored using mobile units to reach more communities along the North Shore. Mobile units allow support of small communities without the need for fixed facilities. A list of the community agencies served by the CMCs is included in Appendix 2.

ʻŌlelo added a new community resource in 2004 with the launch of the Mini-Studio which occupies the same space as ʻŌlelo's open-mic service, *Oʻahu Speaks*. This service was initiated to serve a segment of the community that needed to communicate extended messages, but had little or no time to learn how to operate video equipment to create their own programs. ʻŌlelo staff walk clients through the responsibilities of producing a message and the Mini Studio service provides an ʻŌlelo staff member as a studio technician for the video taping of their message. The service is set up to tape half-hour shows which allows the producer more time to explore an issue than the seven minutes provided through *Oʻahu Speaks*, a service better suited for brief community updates. In its initial year of operation, the Mini-Studio produced 100 new programs.

The first annual Youth Xchange video competition was organized in 2003, culminating in an awards ceremony in January 2004. This issues-oriented competition was open to K-12 students statewide and received more than 150 entries. Over 240 students, teachers, administrators, officials, business executives and community leaders attended the awards banquet, where the work of elementary, middle and high school students in six categories was honored. The awards ceremony and 17 other programs featuring all the entries in each category aired statewide. Participating students identified issues such as drug abuse, teen suicide, the environment, school values, and drinking and driving as their most important concerns. The contest, the winning schools, teachers, students, sponsors and ʻŌlelo were honored by the Hawaiʻi State Senate in March of 2004.

As more program hours were needed on channels 55 and 56 by ʻŌlelo's education partners, ʻŌlelo determined that a sixth channel was necessary to accommodate other programming needs. In October, ʻŌlelo submitted a request for an additional channel to the Department of Commerce and Consumer Affairs.

‘Ōlelo facilitated a number of election-related production services in 2004 to help voters by providing them with information about issues and candidates so that voters could make more informed decisions at the polls. These free services also helped candidates with limited resources and experience to communicate their platform. A total of 115 candidates participated in at least one of the Vote! 2004 services.

PUBLIC, EDUCATIONAL AND GOVERNMENT ACCESS PROGRAMMING

July marked the new cycle for series and adjustments to the programming blocks on the community access channels. As part of this process, ‘Ōlelo created more than 185 on-channel promotional spots to promote block programming and series time slots. A list of series programs from 2004 is included in Appendix 3.

As a result of viewer requests, ‘Ōlelo began featuring *Democracy Now!*, a satellite program on national issues. Free Speech TV provided a satellite dish and a local presenter sponsors the program. The program began airing on February 8, 2004.

Following is the breakdown of all (local and non-local) original (first run) and repeat programming by sector (Public, Education and Government). UH and DOE coordinate their own program schedules and are responsible for tracking their original and repeat hours.

Sector	Total Programming Hours	First Run Hours	Repeat Hours
Public	16,213.45	2,750.68	13,462.77
Educational	13,269.27	N/A **	N/A **
Government	6,155.13	1,168.98	4,986.15
Sub Total PEG	35,637.85		
Sub Totals P and G only **		3,919.66	18,448.92
Other Sectors *	8,282.15		
Total	43,920.00		

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

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

PLAYBACK SUMMARY

In 2004, ‘Ōlelo's Playback center cablecast 43,920 hours of programming. Video streaming continued throughout the year for channels 52, 53 and 54 with live, 24-hours a day video streaming on the Internet. Two additional web streams allowed for the streaming of all live programming in both low and high bandwidth formats while still providing coverage of three ‘Ōlelo channels (52, 53 and 54) 24-hours a day, seven days a week. The two additional streams aired high bandwidth programming, including live studio programs, live traffic camera feeds and legislative hearings

On-channel errors were evaluated in the following categories: those caused by technical problems with program tapes; live feed problems; those resulting from transmission/power problems and errors caused by ‘Ōlelo equipment or processes. Only those errors that directly effect on-air broadcasting are reported. Discrepancies having direct affect on-air include: loss of

video feed from a live site, power outage, equipment malfunction, no audio on tape, frozen video and/or no video on tape.

The table below details the number and type of playback errors.

Type of On-Air Errors	Number of Errors	Percentage of Total
Tape Errors - (Malfunctioning Tape, Poor Audio, Wrong Audio Track)	25	23%
Live Feed Errors - (UH, DOE, Legislature, City Council, Traffic Cams, satellite feeds)	42	39%
Technical - (Equipment)	19	18%
Processing Errors - (Programming, Playback)	8	8%
Other Errors - (Oceanic Cable, Hawaiian Electric power outage)	13	12%
Total Errors	107	

FACILITY USE

Māpunapuna and Community Media Center Facility Use Totals

This year, 12,862 reservations were made by community members valued at an estimated \$6,009,166.67. This is a 10% increase of from 2003. As impressive as this number is, it does not include the additional value of resources used by our Government partners at the State legislature, City Council and in the City Administration where `Ōlelo equipment is dedicated and routinely maintained throughout the year.

The majority of the increase in `Ōlelo's combined facility and equipment usage can be attributed to a rise in the use of mini-field cameras, up 44% from 2003 and consumer camera usage, which increased four-fold from 2003. There was also a notable increase in non-linear edit usage, which was up 38% over 2003 usage numbers. This trend of client preference for smaller, more portable cameras over the larger cameras and computer based editing over linear editing will also be noted in the Training section of this report.

Studio usage increased by 23% and Feather-Pack (a field production system with two cameras, a switcher and other production gear) usage increased by 25% in 2004. An older version on the Feather Pack, the "Mini EFP System," experienced a drop in usage due to a high level of operating difficulty. In response, `Ōlelo's engineering team reconfigured the Mini EFP units into Feather Packs for 2005. It should be noted that some of the increase in equipment and facility usage can be attributed to the Palolo/Kaimuki Community Media Center which operated for its first full-year in 2004 (Palolo/Kaimuki CMC opened in the fourth quarter of 2003).

`Ōlelo added a new community resource in 2004, the "Mini-Studio", to serve a segment of the community with an interest in producing a long-form message, but with little or no time to learn how to operate video equipment to create their own show. As part of the service, `Ōlelo designates a staff member to serve as studio technician for the speaker/producer. Programs up to a half-hour long may be produced using the Mini-Studio. In its first year of operation, 100 new program were produced using the service.

Equipment Types	Total Hours Utilized		Hours Per Session	Estimated Value Per Session	Total Estimated Value	
	2003	2004			2003	2004
	Mini Field Units	43,687			62,865	24
Field Units	19,402	14,827	24	\$800	\$646,733.33	\$494,233.33
Linear Edit Bays	10,184	8,193	4	\$300	\$763,762.50	\$614,475.00
Non-Linear Edit Systems	21,717	29,986	6	\$300	\$1,085,850.00	\$1,499,300.00
Studio	2,990	3,681	8	\$3,000	\$1,121,250.00	\$1,380,375.00
Mini Studio	*	184	2	\$600	\$0.00	\$55,200.00
Consumer Cameras	1,826	10,510	24	\$200	\$15,216.67	\$87,583.33
Feather Pack	1,646	2,057	8	\$2,000	\$411,500.00	\$514,250.00
EFP Van	471	301	8	\$4,000	\$235,500.00	\$150,500.00
Mini EFP Systems	1,901	662	24	\$6,000	\$475,250.00	\$165,500.00
Total Estimated Value of Resources Utilized					\$5,483,179.17	\$6,009,166.67

VIDEO PRODUCTION TRAINING

In 2004, `Olelo offered classes in 13 different areas of video production with about the same number of students completing classes in 2003 and 2004. A total of 233 classes were offered (up 16% from 2003). On average, each class held fewer students than in 2003, with the total number of students enrolling in a class down 6% from 2003. This decrease in enrollment numbers had a positive impact on certification rates, which increased from 76% in 2003 to 83% in 2004. Smaller class size has allowed `Olelo's trainers to spend more one-on-one time with clients.

A non-linear editing mentor is available to all clients interested in additional training and assistance. At the Community Media Centers, recently certified editors are encouraged to return as mentors for the next class of editing students. This has contributed to the overall rise in non-linear editing certification rates.

Clients are indicating a preference for smaller, more portable cameras and non-linear editing. This is reflected in enrollment figures for related classes. In 2004 mini-camera class enrollment represented 96% of camera class enrollments, leaving only 4% enrollment in (the larger) field camera class. In addition, certifications for the mini-cameras are at 78% (up 11% from 2003). Similarly, 98% of clients learning to edit enrolled in a non-linear edit class with only 2% of student editors taking linear edit class. Non-linear editing certification rate for 2004 is at 67%, up 6% from 2003.

In addition to regular video production training, `Olelo formed a partnership with the Department of Education's Teleschool Division in 2004 to train teachers and students in non-linear editing. `Olelo provided the space, equipment, some of the training materials, technical support and teaching assistance for the project. Three training sessions were held in 2004 and 39 teachers and students from throughout the state were trained.

Māpunapuna and Community Media Center Video Production Training Totals

Class	Sessions Offered	Registered Students	Certified Students	Difference
Intro to TV	12	418	418	0
Mini Camera	56	376	294	82
Field Tech	3	17	16	1
Lighting	5	57	57	0
Edit Tech	3	9	9	0
iMovie	24	149	83	66
Final Cut Pro	41	269	213	56
Producer	41	347	230	117
Director	8	26	26	0
Feather Pack	20	140	134	6
EFP/Van	1	13	8	5
Studio	19	154	103	51
	233	1,975	1,591	

VOLUNTEER ACTIVITY

Volunteers are an integral part of `Ōlelo's success and clients volunteered 40,073 hours in 2004. Although an extraordinary number of volunteer hours, this number does not fully represent the volunteer efforts of `Ōlelo's clients since many volunteers choose not to log their hours. In December, `Ōlelo hosted its fifth annual Volunteer Awards Banquet at the East-West Center on the University of Hawai'i Mānoa campus. Over 200 volunteers attended the event, which is designed to recognize and appreciate the many volunteers that make community programming possible. A list of awardees and participants is included in Appendix 4.

Executive Productions

There were 35 Executive Productions completed by volunteers under the coordination of `Ōlelo staff. These Executive Productions give volunteers the opportunity to gain more production experience, while assisting non-profit organizations with event coverage.

FACILITATED AND SPECIAL PRODUCTIONS

`Ōlelo provides production services to individuals, organizations and community groups that might not otherwise be able to communicate their message via cable access. These structured services and special projects are designed to serve those with an interest in sharing a message with limited production skill or resource. The following is a summary of services offered in 2004.

Island Info

Island Info, `Ōlelo's video bulletin board, promotes non-commercial community events and announcements. There are five different *Island Info* services, including *O'ahu Island Info*, *NATV Island Info*, *IEWS Island Info*, *TEACH Island Info* and *Jobs Info*. *Island Info* airs at different times throughout the day in scheduled time slots and as filler where needed. A list of agencies served is included in Appendix 5.

Total Number of Incoming Requests/Submissions				
Month	Island Info	Jobs Info	Neighborhood Board Meetings	Totals
January	119	176	36	331
February	138	154	36	328
March	121	193	36	350
April	96	188	36	320
May	84	167	36	287
June	75	162	36	273
July	52	159	36	247
August	34	184	36	254
September	63	197	36	296
October	28	160	36	224
November	36	143	36	215
December	24	132	36	192
Totals	870	2,015	432	3,317

O`ahu Speaks

O`ahu Speaks provides users who have no production experience the ability to cablecast a message up to seven-minutes in length to the community. This service is provided weekly, and programs air in a timely manner to address current issues.

O`ahu Speaks Programs	42
O`ahu Speaks Hours Aired	44
Total Number of Taping Sessions	124
Number of Different Speakers	14
Number of New Speakers	7
Number of Taping Days	44

Capitol Commentary

Capitol Commentary completed its sixth season at the close of the legislature in the Spring. This program features the voices and views of legislators and community members on proposed or recently enacted legislation. This on-location "open mic" service was designed for people who want to share their opinions in a prompt and timely manner without having to go through video production training.

In 2004, Capitol Commentary began taping on the opening day of the Legislature on January 21, with teams of students and staff from the `Olelo's Kahuku, LCC, Palolo/Kaimuki and the Wai`anae CMCs. A total of 93 speakers were taped on opening day alone. The footage gathered on opening day was edited into five programs and cablecast on O`ahu and on the neighbor islands.

Over the course of the session, a total of 267 speeches (139 legislative speeches and 128 speeches from the general public) were taped and aired on VIEWS Channel 54 and were sent to the neighbor island access centers. There were 15 taping days over four months, concluding on May 4, 2004. There were 112 speakers from non-profits, grassroots organizations and the

general public. Of the 76 legislators, 59 or 77% participated in *Capitol Commentary 2004*, an increase of 25% from 2003. A total of 20 programs and over 16 hours of programming were produced. Refer to Appendix 6 for a complete list of 2004 *Capitol Commentary* participants.

Hali`a Aloha Hawai`i (Oral History Training)

2004 marks the fourth year of service for a specialized training class titled *Hali`a Aloha Hawai`i*. The service continues to successfully outreach to the community by involving underrepresented populations and engaging a diversity of voices. In 2004, three sessions were offered to the community with 25 registered students. In total, 21 projects were completed and four projects are pending completion. A specialized *Hali`a Aloha Hawai`i* was produced in conjunction with the USS Missouri oral history project called *Mighty Moments*, featuring WWII veterans who served on the USS Missouri. Over 100 interviews were conducted.

Counterpoint

Completing its fifth season, *Counterpoint*, `Olelo's public affairs program hosted by volunteer Bob Rees, recorded 35 one-hour shows and featured over 80 community leaders and lawmakers in discussion about community issues. Three promotional pieces were cablecast to promote the service aspect of the program, encouraging viewers to contact Mr. Rees to suggest topics or share feedback. Letters and e-mail from the public were shared on air. A pool of 20 committed volunteers logged over 500 volunteer hours. Appendix 7 provides a complete list of guests and topics (listed in the order of production were produced) from 2004.

Vote! 2004

All candidates running for an O'ahu or statewide office were given the opportunity to bring their issues and perspectives directly to the electorate via Vote! 2004. This election-year initiative supports `Olelo's goal of increasing civic participation in the democratic process. Along with services directed toward candidates, `Olelo also convened a diverse cross-section of representatives from the community for in-depth discussions on current issues affecting the State. Partners in this endeavor included the Office of Elections, the City Clerk's Office and the Hawai`i League of Women Voters. A list of Vote! 2004 participants is included in Appendix 8.

The major components of Vote! 2004 are *What's Your Vote?*, *Candidates Debate* and *Candidates in Focus*. These programs aired on VIEWS Channel 54 and were provided to the neighbor island access centers and made available on Oceanic's Digital iControl News On Demand Channel 110. Volunteers provided significant production support.

What's Your Vote? was a series of six forums designed to inform and encourage viewers to participate in the democratic process. Various groups ranging from young adults to business and labor leaders, nonprofit organizations and seniors, discussed issues related to the upcoming elections. A total of 34 community representatives participated.

`Olelo produced 40 live episodes of *Candidates Debate* giving Hawai`i's voters the opportunity to explore a candidate's platform within the context of a particular contest. The debate format allowed open, no-holds barred discussion between opponents. The program aired weeknights from September 7 to November 1, at 6:30 p.m. on VIEWS Channel 54. Eighty-eight different candidates and 20 community representatives participated in the service. Thirty-three political races were each provided three hours of air time (one live hour and two scheduled repeats). In two instances, *Candidates Debate* extended its hour-long format to 90-minutes to accommodate two unprecedented debates where 10 of the 12 mayoral candidates participated in a debate as

well as 11 of the 12 Board of Education At-Large candidates participating in another scheduled debate.

The format of *Candidates in Focus* seeks to level the playing field among candidates, each speaking about issues that are important to them and their community. To ensure that all candidates are on equal footing, each is provided the same set, lighting, audio and framing, as well as the same maximum allotment of airtime — seven minutes per candidate.

Two rounds of taping sessions were offered, for the Primary and General Elections. In total, 115 candidates (of the 177 eligible) took advantage of the service, a 65% participation rate. Speeches were edited together with candidates from the same contest and geographic region, enabling viewers to compare the platforms of all participating candidates from a specific contest or area.

Eighty-five candidate speeches, representing 39 of 55 possible contests, were edited into nine programs and cablecast prior to the Primary Election. Seventy-five candidate speeches, representing 42 of 46 possible contests were edited into nine new programs cablecast prior to the General Election. All programs were made available individually or grouped with other candidates from that contest for download on 'Ōlelo's website.

Youth Xchange

In 2004, 'Ōlelo held the first Youth Xchange student video competition. The competition was open to all K-12 students statewide and was offered to promote the use of video technology as a way to communicate about issues important to local youth.

There were six categories of competition: News, Public Service Announcement, Mini-Documentary, Music Video, Animation, and Short (comedy, drama, cultural). A Judges' Choice Award recognized an overall winner selected from among category winners. Sony Hawai'i provided prizes for the winners.

More than 150 entries were received and the top youth issues included drug abuse, teen suicide, the environment, school values and behavior, health, and drinking and driving. All student submissions were aired in their entirety in partnership with the DOE on TEACH Channel 56. A list of winning schools and their respective topics is included in Appendix 9.

MARKETING AND ADVERTISING

In 2004, the main areas of promotion were Vote! 2004 and series producers' block programming. The advertising schedule for series promotion in 2004 is included in Appendix 10 and sample advertisements are included in Appendix 11. Additionally, over 185 on-channel promotional spots were developed in-house to promote clients' series and program blocks. An insert showcasing series programs was also produced and distributed.

In September and October, advertisements for Vote! 2004 (*Candidates in Focus* and *Candidates Debate*) were placed. The election service received free coverage in over 60 print articles, 23 minutes of television time and 63 minutes of public service and radio announcements. The advertising schedule for Vote! 2004 is included in Appendix 12 and sample Vote! 2004 advertisements are included in Appendix 13.

SUMMARY OF REVENUE FROM SOURCES OTHER THAN FRANCHISE FEES

The following figures are unaudited. Audited financial information will be made available in July 2005 following Board approval of the audit.

DESCRIPTION	REVENUE AMOUNT
Service Income – Tape Dubbing	\$1,016.00
Training Fees – Fees Charged for Training	\$20,547.00
Tape Sales, Publications and Production Materials	\$29,817.50
Tenant Reimbursement for Common Area Maintenance	\$153,739.65
Rent Income – Tenant Rental Income	\$391,385.77
Interest Income – Earned Interest from Bank Accounts	\$286,709.79
Miscellaneous Donations – Wai’anae	\$550.00
Miscellaneous Donations – Palolo	\$740.00
Miscellaneous Income – Vending Machine Sales and Nominal Overpayment for Supplies or Services	\$140.20
Total Collected in Addition to Oceanic Franchise Fees	\$884,645.91

Appendix 1
Summary of 2004 Complaints

Area of Concern	#	Resolution
Viewer complained about program content (graphic, offensive, disagreed with the message)	24	Explained program policies, reviewed programs that may have violated programming policies, followed up with the producer
Schedule for a specific program not convenient for the viewer	12	Complaint acknowledged; programs in question are satellite non-local filler; priority given to local programs
Third party client complained that another producer's program contained commercial content	8	Program investigated; staff followed up with specific program producers as needed
Client felt that one program was receiving more/less air time than another program	6	Staff investigated; discrepancies in the program length affect scheduling; staff followed up with producers
ASAC meeting cancelled without proper notice or other Robert's Rule of Order conventions	3	ASAC member advised that meetings were not required to follow Robert's Rules of Order
Unauthorized content seen in a program	3	Staff worked with the program producer to address the issue
Proper program credits/end slate not included on a program	3	Staff investigated and followed up with the producer
Did not receive board meeting minutes	2	Minutes provided
Concern that proper process not followed at a board or board committee meeting	3	Investigated; no violations occurred
Dissatisfied with host of election debate program	2	Complaint acknowledged; staff will consider future options
Felt a program was getting too much airtime	2	Complaint acknowledged; no inequity found
ASAC meeting date misprinted on 'Olelo website	1	Error corrected
Concern that the board election will not be fair and open	1	Staff responded that efforts were being made to conduct an open and fair election
Concern that upcoming election would affect ASAC	1	Staff responded that the board election had no impact on ASAC
Did not receive board meeting handouts	1	Informed that no handouts were available
Concern about timing of releasing the draft board election plan	1	Informed that the draft could not be released any earlier because the content was not finalized
'Olelo would not make public its client data base	1	Attempts to assist with the dissemination of board election candidate material were made; complainant informed that 'Olelo would protect the privacy of its clients
Staff not available by phone	1	Informed staff was not always at their desk, to leave voice mail messages and that staff would respond as soon as possible
Complained that a client event ("Crew Call") was inconveniently scheduled	1	Complaint acknowledged; staff will consider in future planning
Slow response to request for records on AVID editing systems	1	Complaint acknowledged; staff to work on request for records as time allows
Client wanted dissatisfaction with having to sign client forms noted	1	Note made to client file
Having difficulty downloading and transferring media from one format to another	1	Staff assisted the client in their media transfer

Clients program was interrupted during playback and another program was erased	1	Staff investigated, discovered source of the problem and provided the client with an explanation
Could not access streaming video from the 'Ōlelo website	1	Staff investigated and corrected the problem
Producer dissatisfied with program schedule; felt it was not ideal for maximum viewership	1	Complaint acknowledged
Client felt other clients not adequately informed of block program initiative	1	Complaint acknowledged; staff determined adequate notification given; staff to consider in future planning
Program being watched interrupted by another program	1	Complaint acknowledged
Client feels that block programming does not serve producers	1	Complaint acknowledged; staff to consider in future planning
Cited challenged getting edit certification because of the need to rely on others	1	Complaint acknowledged; staff to consider in future planning
Client given wrong information about the training process	1	Staff acknowledged the error and provided correct information

Appendix 2

Community Organizations Served by `Ōlelo

The following is a list of agencies that `Ōlelo outreached to in 2004. An asterisk (*) denotes that the organizations used one or more services.

AARP Wai`anae*	Hawai`i State Teachers Association*
Ahahui Malama I Ka Lokahi	Head Start*
Ai Pohaku*	Hepatitis B Foundation-Jade Ribbon Campaign*
Aloha Care	Hina Mauka*
Aluli Music	Hoa`aina o Makaha*
America Friends Service Committee*	Holy Hill of Zion*
Arch of Safety Church*	Ho`omauekeola*
Art Tea Sun Cooperative	Ho`oulu*
Board of Water Supply*	Honolulu Police Department*
Buffalo Soldiers*	Honolulu Theater for Youth
BYU Athletics*	Honwanji Mission Wai`anae*
BYU Instructional Tech Dept*	Hope Chapel*
BYU TV Studio*	Ilioulaokalani Coalition Peace*
Campbell High School*	In Peace*
Career Possibilities	Islanders of the Pacific*
Catholic Charities*	Jarrett Foundation*
Center Your Creativity Workshop	Junior Achievement*
Chuuk celebration	Justice Collective
Circles of Light Foundation	Ka Lei Maile Ali`i Hawaiian Civic Club
Communities in Schools*	Ka`ala Farms*
Community Children`s Council	Kahuku High*
Conservation Council of Hawai`i	Kahuku Hongwanji Mission*
Democratic Party of Hawai`i*	Kahuku Sugar Mill*
Department of Health: Injury Prevention*	Kaimuki High School*
Door of Faith*	Kamehameha Schools` Alumni
Drug Abatement Unit*	Kapahulu Senior Center*
E Ala E o Wai`anae*	Kapiolani Community College*
E Mau Ke Ea*	Kawaihona School*
Ed First*	Kekuku Estate
Elderly Affairs Council	Koani Foundation*
Elk`s Club Wai`anae*	Kokua Council*
Empower North Shore Ohana*	Korean War Museum
Eye Bank Makana Foundation*	Kupuna Connections
Fair Housing Office*	La Hoi Hoi Ea
Families and Schools Together	Laie Elementary*
Greenstar Corporation	Land of Light
HECO*	Leihoku Elementary*
Halau Ho`ala*	Life After Prison
Halau Ku Mana*	Lua Seminar*
Harvard Medical School Summer Program	MS Society of Hawai`i*
Hawai`i Center for Independent Living*	MADD*
Hawai`i Cultural Preservation	Maili Elementary*
Hawai`i Dog Foundation*	Ma`o Farms*
Hawai`i Fi-DO	Makaha Elementary*
Hawai`i Lions Club*	Making Waves
Hawai`i Nature Center	Malama Makua*
Hawai`i Nature Conservancy*	McKinley High School
Hawai`i Pacific University Anthropology Department*	Micronesia Melody*
Hawai`i Plantation Village*	Micronesians United*
	Mid-Pacific High School

Milliani High School*
Milliani Tiger Cubs
Nanakuli High/Inter*
Native Hawaiian Leadership Project
Palolo Valley Homes*
Palolo Watershed*
Partners In Development
Peace Corps*
Peace Project
Pearl City High School
Pidoy's School of Escrima
Psychology of Vision
Queen Liliuokalani Children's Center*
Rural Project Preventing Domestic Violence*
Sacred Hearts Academy*
Save Our Children*
Sea of Dreams Institute*
Senior Health with Lott Lau
Seniors in Motion
Shield of Faith Church*
Small Landowners Association
St. Patricks School
Sunset Beach Christian School*
Susanna Wesley Foundation*
The Forgiveness Project*
Tutu & Me
University of Hawai'i, Center for Hawaiian
Studies*

No Ice in Paradise*
Nuuanu YMCA Senior Program
PA'I People Against Ice*
Palolo Valley District Park*
University of Hawai'i, English Department*
United Visayan Club
University Advancements
University of Hawai'i, Travel Industry
Management
Valley of the Rainbow*
Voice of Believers*
Voices of Truth*
Wahiawa Door of Faith*
Wai'anae Adventists*
Wai'anae Elementary School*
Wai'anae High School*
Wai'anae Intermediate School*
Wai'anae Legal Aid*
Wai'anae Neighborhood Board*
Wai'anae Republican Party*
Waialua High School*
Wai'anae Coast Comprehensive*
Waipahu Community Association*
Waipahu High School*
Water Environment Awareness
Weed and Seed Program*
Westside Youth Festival*
YMCA

Appendix 3

2004 Series Programs

2004 Inside Honolulu Hale	Emine Pacific Beauties	Kahau O Tonga
50th State Judo Assoc.	Employees Today	Kailua Board
808 Scene	Empowered Women	Kaiser High Presents
A 2nd Glance	Ewa Board	Kalihi Valley Board
A Class Act	Ewa Board	Kamaaina Dance Party
A Question of Power	F.A.P.E. Now!	Kapolei Board
A Song in My Heart	Farrakhan Speaks	Kempo Karate
AFN Pacific Report	Fighters' Club TV	Key of David
Ai Dia	First Friday	Koe Ui Ae Uluaki Ofa
Alabadle	First Works	Kozmik Tsunami
Alofa Ole Atua	Focus Hawai'i	Kukui Connection
Aloha O Wai'anae	For Ewa Today	Kupuna Coalition Network
America Goes Bollywood	Friends of Samoa	Kupuna Connections
Amitabha Specials	Get Healthy Yoga	Labor's POV
Amitufo Multiculture	Get Used to It	Lawyers Live
Ao Pohaku Ku Speaks	Giving Aloha	Let us Reason
Ariel	Good Samaritan	Life Beyond the Veil
Art Made Easy	Great Adventures	Life Church Miracle Hour
Artmosphere	Ground One	Living Spiritually
As We Gather	Guided By Spirit	Lou Lumanai Manuia
Astrology	Have Faith In God	Mabuhay TV
Back To The Cross	Hawai'i Dream Service Central	Made by Native Hawaiians
Back to the Truth	Hawai'i Hobby & Crafts	Making Waves
Barrett Ministries Presents	Hawai'i Independent	Manaleo
Best of WLW	Hawai'i Kai Board	Mānoa Board
Bethesda Temple	Hawai'i Okinawa Today	Marianne Williamson
Bible Holiness Hour	Hawai'i Para Cristo	Master Ching Hai
Brazilian Church Program	Hawai'i Sportsman TV	Mauka Board
Bring the World Home	Hawaiian Heartlight	Micro-organism
Buddha Sutra	Healing Rooms of Honolulu	Miracenet
Buddha's Teaching	Healing Waters Ministries	Model Search TV
Building a Better Hawai'i	Health is Wealth	Mystery of the Cross
Capitol Commentary 2004	His Highest Praise	Na Keiki Hau'oli O Mokapu
Castle H.S. Soccer Girls	Holy Bible	Nanakuli High A.V.
Chip's American History	Holy Warriors @ Work	Nanakuli High School
Chip's Book Reviews	Hooulu Lahui Aloha	New Hope
Chip's Opinion	Hope Chapel Olomana	North Shore Board
Christian Science	HTY Presents	Now Hear This
City News Week	Huna Talks	O'ahu Speaks
Classic Art Showcase	Impacto Evangelistico	Out in Paradise
Congressman Ed Case Reports	imua tv	Palolo Board
Conservative Roundtable	Institute on the Constitution	Panorama of Human Rights
Controversy Issues	Islam, A Guide To Human	Pearl City Board
Counterpoint w/Bob Rees	Excellence	Pirate TV
Democracy Now	Island Christian Guide	Polska Polacy Hawaje
Deutsche Welle	Issues That Matter	Post Polio & Me
Divine Motivation	Just A Little Nova/Aids Isn't Over	Prem Rawat
E Mau Ke Ea	Just About Music	

Public Power
Punavision
Pureheart Clearmind
Reggae Riddims TV
Renkyo Kara Anata E
Retornando A La Cruz
Sin Pelos En La Lengua
Risk-K TV
Rockotorreando
Russell the Rooster
Samoa mo Samoa
Santa Biblia
Sauniga Lotu
SBH-TV
Searider News
Shielded from Justice
Shin Buddhism
Something Different
Star Tracks
Superior Living
Supernatural Living
Surfing in Hawai'i

Tabby Tales TV
Tabernacle Hour
Tahiti TV Exchange
Talamahea Mei Tonga
Talk Story with the Administration
Teuteu Ke Feiloaki Moe Eiki
The Career Show
The Centrality of the Cross
The Espero Report
The General Rogers Show
The Living Nation
The Mayor's Report
The Open Door Academy
The Prayer Center of the Pacific
The Prophetic Word
The River Church
The Second Coming
of Jesus Christ
The Truth
UH Magazine
Unity Church of Hawai'i
Upper Body Fitness

Vegetarian
Veterans Talk Bravo HI
Victorious in Christ
Videotics
VN-TV
Voice of Christ Full Gospel Church
Voices of Truth
Wahiawa Door of Faith
Waikiki Board
Waikiki Chaplaincy
Where Miracles Abound
Whose View? God's View
Winds of Power
Wisdom of Buddhism
Word of Hope
World Blackbelt
World Traveler
You Have a Right to Be Free

Appendix 4

2004 Volunteer Appreciation

2004 Volunteer Awards

Volunteer	Award
Hans Peter Henson	Volunteer of the Year
Michael Bowen	400+ Volunteer Hours
David Husted	400+ Volunteer Hours
Ki Michelle	400+ Volunteer Hours
Bonnie Murakami	400+ Volunteer Hours
Donnett Paishon	Spirit of Volunteerism
Diego Cadiente, Jr.	Spirit of Volunteerism
J. Brown	Spirit of Volunteerism
William "Pila" Laronal	Spirit of Volunteerism
Steven Meyer	Spirit of Volunteerism

2004 Video Contest Winners

Winning Producers	Category	Program
Lynn Eklund	Inspiration and Growth	<i>Guided By Spirit-- Hokule'a Navigating Change</i>
Chris Hayden	Sports	<i>Aloha Youth Lacrosse</i>
Jim Harwood	Magazine Style Program	<i>Butts on the Beach</i>
Gunther Hintz	Short-take, PSA, Promo	<i>Bayanihan or Giving Back</i>
Rob Kinslow	Economic, Community, Environmental, Health	<i>Save the Leatherback</i>
Robin Kitsu	Youth Production	<i>Nanakuli High School</i>
Kristina Larssen	Educational Issues, Children's Program	<i>Feral Cat-Trap, Neuter, Return, Manage</i>
Ki Michele	Arts, Crafts, Arts and Entertainment	<i>Nineoneone – Oh- One Remembered</i>
Stuart McKinley	Issues, City, State, National, International, Social/Political	<i>Labor's POV</i>
Aukai Reynolds	Native Hawaiian, Native Hawaiian Issues	<i>Ho'oulu Lahui Aloha</i>
Caprice Salvador	Cultural/Ethnic, Native American, Pacific Islander	<i>Native Hawaiian Artist</i>

Appendix 5

Island Info Users

Aloha Section PGA	Department of Health	Honolulu Academy of Arts
American Association of Retired Persons	Department of Land and Natural Resources	Honolulu Canoe Club
Action Line	Diamond Head Theatre Art Gallery	Honolulu Gay and Lesbian Cultural Foundation
Attention Deficit and Hyperactivity Disorder Support Group	Domestic Violence Clearinghouse	Honolulu Medical Group
African Black American Education Center of Hawai'i	Drug Addiction Services of Hawai'i	Honolulu Men's Chorus
Al Anon	Drug Policy Forum of Hawai'i	Honolulu Police Department
Alcohol and Drug Abuse Prevention and Control Program	Dual Recovery Anonymous	Honolulu Symphony Chorus
Alcoholics Anonymous	Easter Seals	Honolulu Theatre for Youth
Aloha Festivals	East-West Center	Honolulu Zoo
Aloha United Way	Eating Disorders Family Support Group	Hoomau Keola
Alu Like, Inc.	Eckankar	Hospice Hawai'i
Alzheimers Association	Epilepsy Foundation	HUGS
American Cancer Society	Hawai'i Osteoporosis Foundation	Humanists Hawai'i
American Heart Association	Hawai'i Pacific University	I Love Liliha Community Group
American Lung Association	Hawai'i Potters Guide	Ilikai Hotel
Arthritis Foundation	Hawai'i Services on Deafness	Independent Digital Video Production
Arthritis Support Group	Hawai'i Small Business Fair Committee	Institute for Human Services
Big Brothers Big Sisters of Hawai'i	Hawai'i State Bar Association	International Hospitality Center
Bishop Museum	Hawai'i State Judiciary	Iolani Palace
Blood Bank of Hawai'i	Hawai'i State Library	Islamic Information Office
Cancer Research Center of Hawai'i	Hawai'i Stitchery and Fiber Arts Guild	Japanese Cultural Center of Hawai'i
Case Management and Information Services	Hawai'i Theatre Center	Joint Action in Community Service
Casey Family Programs	Hawai'i Ultimate League Association	Joints In Motion
Castle High School	Hawai'i Womens Business Center	Junior League of Honolulu
Castle Medical Center	Hawai'i Youth for Christ	Juvenile Diabetes Research Foundation
Catholic Charities	Hawai'i Youth Services	Kahala Hydrogreenery
Catholic Women's Guild	Network Teen Line	Kahi Mohala Intensive
Center for Positive Living	Hawaiian Community Assets	Chemical Outpatient Services
Child and Family Services	Hawaiian Historical Society	Kahuku Hospital North Shore Clinic
City and County of Honolulu	Hawaiian Humane Society	Kaimuki Orchid Society
Ethnic Heritage Festival	Hawaiian Kennel Club	Kaiser Permanente
Coalition for a Drug Free Hawai'i	Hawaiian Quilting at the Bishop Museum	Kakoo Ohano Paanao
Consumer Health Information Service	Hawai'i's Plantation Village Festival	Kalaheo High School
Crime Stoppers	Hawai'i's Sign Language Festival	Kamehameha Schools
Cub Scout Pack 364	Heald College	Kaneohe Community Family Center
Department of Parks and Recreation	Helping Hands Hawai'i	Kapiolani Women's Center
Department of Customer Services	Hina Mauka Recovery Center	KCAA Pre-Schools of Hawai'i
Department of Education	Holy Warriors at Work	Ke Ola Mamo

Kilohana United Methodist Church
 Know Thyself as Soul Foundation
 Kofuku No Kagaku Hawai'i
 Koko Crater Botanical Gardens
 Koko Marina Center
 Koolaupoko Bahai Community
 Kuakini Health System
 Kuhai Halau
 Lanakila Rehabilitation Center
 Learn to Meditate
 Learning Disabilities Association
 Leeward Community College
 Legal Aid Society of Hawai'i
 Library for the Blind
 Life Foundation
 Liliuokalani Botanical Garden
 Lutheran High School of Hawai'i
 Lyon Arboretum
 MADD
 Malama Hawai'i
 Malama Hoomaluhia
 Mānoa Valley Theatre
 March of Dimes
 Maximus Child Care Connection
 Mayors Office of Culture and the Arts
 Miracle Ministry Crusade
 Mission Houses Museum
 Moanalua Gardens Foundation
 Monthly Health tips for Honolulu Advertiser
 MS Learn Online Program
 Muscular Dystrophy Association of Hawai'i
 Music Foundation of Hawai'i
 My Brother's Keeper – Shield of Faith Christian Ministries
 NAACP Hawai'i
 NASA Outrigger Telescope
 Narcotics Anonymous
 National Depressive & Manic Depressive
 National Kidney Foundation of Hawai'i
 National Multiple Sclerosis Society

Native Hawaiian Education Association
 Naturally Hawaiian Gallery
 Neighborhood Board Meetings
 Newcomers Club of Honolulu
 Nicotine Anonymous/Nic Anonymous
 Nuuanu Congregational Church
 O'ahu Advisory Council
 O'ahu Head Start
 O'ahu Worklinks
 Ohina Short Film Showcase
 Outrigger Waikiki
 PIP Ministries
 Pacific and Asian Affairs Council
 Pacific Health Foundation
 Pacific Health Ministry
 Painted Threads
 Paliku Theatre
 Parent Line
 Pearlridge Shopping Center
 Post Polio Network of Hawai'i
 Princess Kaiulani Historical Tour
 Project Kako'o
 Public Schools Graduation Dates
 Qigong International
 Queen Liliuokalani Childrens Center
 Queen Emma Gallery
 Queen Emma Summer Palace
 Queens Medical Center
 Rehab Hospital of the Pacific
 Religious Science Church
 Resolve of Hawai'i
 Retired and Senior Volunteer Program
 River of Life Mission
 Ronald McDonald House Charities
 Rotary club of Honolulu
 Rotary club of Kapolei
 SAGE PLUS
 Salt Lake Shopping Center
 Salvation Army Addiction Treatment Services
 Samoan Service Providers
 Science of Spirituality
 Scrabble Club
 Screen Actors Guild Hawai'i
 Seagull School of Kapolei

Self-Help Housing Group of Hawai'i
 Sierra Club
 Sisters Offering Support
 Small Business Administration
 Special Parent Information Network
 St. Francis Healthcare System
 St. Francis Hospice
 St. Francis Medical Center
 Star of Honolulu
 State Judicial Council
 Substance Abuse Counseling Center
 Suicide and Crisis Center
 The Arts at Marks Garage
 The Church of the Holy Nativity
 The Contemporary Museum
 The Filipino Community Center
 The First Samoan Assembly of God Church
 The Friends of Iolani Palace
 The Hawai'i Community Foundation
 The Hawai'i Ethnic Heritage Series
 The Healing Heart
 The Lions Club
 The Live Recovery Group
 The Queens Medical Center
 The Society of American Magicians
 Tripler Hospital
 Turtle Bay Resort
 Tzu Chi Foundation Hawai'i
 U.S. Coast Guard
 U.S. Dept. of Housing and Urban Development
 University of Hawai'i, College of Tropical Agriculture
 University of Hawai'i, Employment Training Center
 University of Hawai'i, Department of Art
 University of Hawai'i College of Business
 USS Missouri Memorial Association
 Vegetarian Society of Hawai'i
 Vietnam Veterans Association

Visitor Aloha Society of
Hawai'i
Volunteer Legal Services
Hawai'i
Volunteers in Public Service
to the Courts
Voter Registration
Wai'anae Health Academy

Waikiki Aquarium
Waikiki Health Center
Waikiki Historic Trail Walking
Waikiki Lifelong Learning
Center
Waimanalo Health Center
Waimea Falls Park
Waipahu High School

Westside Cruisers Car Club
Windward Hawaiian Dog
Fanciers Association
Windward Mall Chess Club
Windward United Church of
Christ
Women for Success
YWCA

Appendix 6

Capitol Commentary Speakers

Abinsay, Felipe (State Representative)
Aduja, Melodie (State Senator)
Agres, Valerie (Halau Lokahi)
Akau, Lucy
Akiba, Lorraine
Amaral, Annelle (PPH)
Anderson, Andy (Hina Mauka)
Apoliona, Haunani (OHA)
Arakaki, Dennis (State Representative)
Austin, Sonya (EMS)
Baker, Rosalyn (State Senator)
Bilderback, Dan (Office of the Gov.)
Blundell, Brian (State Representative)
Brady, Kat (Community Alliance on Prisons)
Brede, James
Bukoski, Kika (State Representative)
Bunda, Robert (State Senator)
Cabral, Waynette (State Council on Dev. Disabilities)
Cachola, Romy (City Council)
Caldwell, Kirk (State Representative)
Cartwright, James (Hale Mahaolu)
Chai, Dennis
Chang, Jerry (State Representative)
Chang, Katie
Ching, Corinne (State Representative)
Chun Oakland, Suzanne (State Senator)
Clark, Judith F. (Hawai'i Youth Services Network)
Cole, John, (Gov. – Policy)
Conte, Vinnie (EMS)
Craven, Kimberly (Gov. Office)
Curtis, Henry (Life of the Land)
Dela Cruz, Donovan (City Council)
Delos Santos, Venus
Dillon, Laurie (HI Clean Elections)
Duggan, C.
Dunn, Dennis (Victim Witness Kokua Services)
Duus, Brian, (Sen. Sakamoto's Office)
Elman, Floren (Hawai'i's Plantation Village)
English, J. Kalani (State Senator)
Espero, Willie (State Senator)
Evans, Cindy (State Representative)
Finnegan, Lynn (State Representative)
Flores, Auro
Fox, Galen (State Representative)
Fox, George (Advocates for Consumer Rights)
Fujimoto, Corinne Chun (Washington Place)
Fukunaga, Carol (State Senator)
Gabbard Tamayo, Tulsi (State Representative)
Greenwood, Jane (EMS)
Guluzzy, Laura (Committee on the Status of Women)
Hahn, Nicholas (Rep. Fox Office)
Hahu, Nicholas
Hale, Helen (State Representative)
Halford, Chris (State Representative)
Halpern, Roland (Compassion In Dying of Hawai'i)
Hamada, Rick (KHVH)
Hanabusa, Colleen (State Senator)
Hanneman, Mufi
Hein, Darlene
Hemmings, Fred (State Senator)
Herkes, Robert (State Representative)
Higa, Marion (State Auditor)
Hines, E. Nickie
Hogue, Bob (State Senator)
Hooser, Gary (State Senator)
Hopkins, Carol (Scenic Hawai'i and Kapiolani Park)
Hubbard, Lela (Na Koa Ikoika)
Hunter, Becky (Office of the Gov.)
Ige, David (State Senator)
Ihara, Les (State Senator)
Inouye, Lorraine (State Senator)
Jaffe, Mindy (Jazzercise)
Jernigan, Mark (State Representative)
Kahikina, Michael P. (State Representative)
Kaho'ohalahala, Sol (State Representative)
Kalimowski, Ed (KCC-EMS)
Kamali'i, Adrian (Hui Ho'oulu Inc.)
Kanno, Brian (State Senator)
Kaopio, Matthew
Karamatsu, Jon Riki (State Representative)
Kawamoto, Cal (State Senator)
Kennedy, Diane (Hale Mahaolu)
Kennison, William (ILWU Local 142)
Kenoi, Billy (Office of the Mayor, Hawai'i)
King, Kelly
Kokubun, Russell (State Senator)
Lake, May (Committee on the Status of Women)
Lam, Leslie
Laenui, Poka
Lee, Marilyn (State Representative)
Leong, Keoki
Lichty, Pam (Drug Policy Formula of HI)
Louis, Kathy (Hale Mahaolu)
Lowe, Cyrus
Lowe, Sam (USS Missouri)

Loya, Elia,
Magaoay, Michael (State Representative)
Maloney, William
Marumoto, Barbara (State Representative)
Masanda, Valerie (Hale Mahaolu)
McCullough V, Henry E.F. (O'ahu Service Area Board – AMHD)
Medeiros, Nani (Office of the Gov.)
Menor, Ron (State Senator)
Meyer, Colleen (State Representative)
Miller, Susan (UHM - faculty & CDS/USA)
Mindo, Romy (State Representative)
Mishler, Jackie (HRTC)
Monte, Myron (Dole Middle School/ Principal)
Morales, Selwyn (Dole Middle School/ Student)
Morita, Hermina (State Representative)
Moses, Mark (State Representative)
Nakata, Bob
Newland, Paradise (Committee on the Status of Women)
Niemczyk, Chris
Nishida Nakao, Robyne T. (Hale Mahaolu)
Nishimoto, Scott (State Representative)
Nunokawa, Jill
Nussbaum, Robin (AFSC/ HSSC)
Ontai, Guy (State Representative)
Orr, Billie (CARE)
Oshiro, Blake (State Representative)
Oshiro, Marcus (State Representative)
Parnell, Jackie (Hawai'i Pro-Democracy Initiative)
Pendleton, David (State Representative)
Peters, Shane (Public Access Room)
Peters III, Charles

Philips, Carol (Gov. Office)
Rice, Richard
Rivers, Debbie (State Council on Dev. Disabilities)
Rossi, Anthony (EMS)
Roth, Randy (Governor's Office)
Saiki, Scott (State Representative)
Sakamoto, Norman (State Senator)
Say, Calvin K.Y. (State Representative)
Scott, David (Hawai'i Historical Foundation)
Shimabukuro, Maile (State Representative)
Shinn, Alan (Coalition for a Drug Free Hawai'i)
Shinyama, Melanie (Hale Mahaolu)
Shlese, Bob
Shon, Jim
Singler, Carrah
Smith, Linda
Sonson, Alex, (State Representative)
Souki, Joe (State Representative)
Stonebraker, Bud (State Representative)
Strembitsky, Mike (Office of the Gov.)
Terri, Lacene
Thielen, Cynthia (State Representative)
Thielen, Laura (Board of Education)
Trask, Mililani
Tsutsui, Shan (State Senator)
Tui, Tai
Tyler, Lois
Vaisanen, Anna-Maria
Waihee IV, John (OHA)
Wakai, Glenn (State Representative)
Ward, Jason (HERE Local 5)
Ward, Deborah (Sierra Club)
Waters, Tommy

Appendix 7

Counterpoint Guests and Topics

Planned Parenthood – CEO Barry Raff and Director of Public Affairs Annelle Amaral
Democratic Leadership of the House – Representatives Marilyn Lee, Sylvia Luke, Scott Saiki

Republican House Leadership – Representatives Corrine Ching, Guy Ontai and Lynn Finnegan

Apology Bill – Thursten Twigg-Smith, Keoni Agard, Leila Hubbard, K. Kubo

Hollywood – State of Hawai'i Film Commissioner Georgette Deemer, Chairman Chris Lee of the UH Film Academy, Executive Director Chuck Boller of Hawai'i International Film Festival

The Japanese Cultural Center – Executive Director Keiko Bonk, Board Chairman Colbert Matsumoto, Shayna Coleon, Brandon Hayashi
The Geriatric Society- Alicia Maluafiti, Director of Advocacy, AARP Hawai'i

Physician Assisted Suicide – Senator Colleen Hanabusa, Dr. Robert Nathanson of Hawai'i Physicians for Assisted Dying, Executive Director Roland Halpern of Compassion in Dying, Rev John Heidel of Religious Leaders for Assisted Dying

Clean Elections – Laure Dillon of Clean Elections Coalition, Reps Blake Oshiro, and Kirk Calwell and Reverend John Heidel of Interfaith Alliance

Grass Roots Institute – President Richard Rowland, Stephanie Ghilarducci

Americans for Democratic Action – Bea Becker, Nancy Bey Little, Juliet Begley, Fritz Fritschel

Education Reform – Laura Thielen of Board of Education, Wilson Kekoa Ho of Waimanalo Neighborhood Board

UH Academy for Creative Media- Professor Peter Britos, Students Chrystal Jameson, Andrew Ma, Jennifer Maness, Seong Whang

Views of Hawai'i – Professors Elaine Hatfield and Richard Rapson

UH School of Law – Dean Avi Sofer

2004 Legislative Session – Representatives Eric Hamakawa and Roy Takumi

University of Hawai'i – President Even Dobbelle of University of Hawai'i, Professor Jim Dator

UH School of Medicine – Dean Edwin Cadman and Doctors Cory Fraser, Katrina Knowles, Kayla Nguyen, Chad Sparks

ACLU of Hawai'i – Attorney Lois Perrin

Kaula Clark – Native Hawaiian potter and artist

Free Speech in Wartime – Columnist Jerry Coffee

UH School of Law - Assistant Dean Laurie Tochiki, Students Sarah Kam, Peter Whitfield, Ming Chi, Jason Kaneyuki

Charter Schools – Principal Fred Birkett, Representatives Guy Ontai and Lynn Finnegan, Steve Hiramami, Gene Zarro

House Leadership – Representatives Calvin Say, Scott Saiki, Marilyn Lee

Arakaki vs. Lingle – William Burgess, Esq.

WW II Japanese Internment – B. Nijja, P. Nomura, W. Kaneko, B. Hiyashi

The East-West Center: China – Professors S. Lacroix, K. Wu and T. Chu

Smart Growth for Hawai'i – Professors Stephen Meder, Gordon Grau, Jon Carey
Terrorism and Asia – Dr. Arun Swamy, Dr. Choong Nam Kim of the East-West Center

Native Hawaiian Legal Corporation – Executive Director Mahealani Kamauu, President Paul Nahoia Lucas

Mistaken Identity – Attorney William Harrison, Shaun Rodrigues, Dominic Bardi

The Reinstated Kingdom of Hawai'i – Prime Minister Henry Noa, Nelson Armitage

UH Center on Disability Studies – Susan Miller, Peter Dowrick and Mela Langilabang of UH Center on Disability Studies, Amy Nawatani, Fred Attard.

The Cold War and East Berlin – Professor Ann Stamp Miller

UH School of Medicine – Dean Edwin Cadman of UH School of Medicine, Theodore Liu, Director of DBEDT

Appendix 8

Participants in Vote! 2004 Candidates in Focus (CIF) and/or Candidates Debate(CD)

BOE Member – Fifth Department Leeward

Breene Y. Harimoto – CD

Shad Kane - CIF, CD

BOE Member – None

Lei Ahu Isa – CIF, CD

Robert Barry – CIF

Darwin Ching – CIF, CD

Albert H. Furuto – CIF

Signe Godfrey – CIF

Cec Heftel – CIF

Guy H. Kaulukukui – CD

Maralyn A. Kurshals – CIF

Marcia L. Linville – CIF

Nobleza Magsanoc – CIF

Robert R. Midkiff – CIF, CD

Marcia T. Sakamoto-Wong – CIF, CD

Alan I. Takumi – CD

Garrett Toguchi – CD

Shannon Wood – CIF

Arvid Youngquist – CD

BOE Member – Third Department Honolulu

Malcolm Kirkpatrick – CIF

Denise L. Matsumoto – CIF, CD

Keith A. Sakata – CD

Council Member – District 1

Todd Kala Apo – CIF

James K., Sr. Manaku – CIF

Shane Hoaliku Peters – CIF

Cynthia K.L. Rezentes – CIF

Patty Kahanamoku Teruya – CIF

Council Member – District 3

Barbara Marshall – CIF

Merrily Prentiss – CIF

Mayor – None

Duke Bainum – CIF, CD

Daniel H. Cunningham – CIF

Frank F. Fasi – CIF

Mufi Hannemann – CIF, CD

Lillian Lai Lam Wang Hong – CIF, CD

Paul Manner – CIF

Glenn Pinho – CD

Michael Powers – CIF

Terrence Koichi Teruya – CIF

OHA At Large – None

Hauvani Apoliona – CIF

John Sabey – CIF

OHA Hawai'i – None

Jackie Burke – CIF

Kalliko Chun – CIF

Reynolds Kamakawiwoole – CIF

Kahea Kinimaka-Stocksdale – CIF

Dickie Nelson – CIF

Prosecuting Attorney

Peter Carlisle – CD

Keith M. Kaneshiro – CIF

State Representative – District 17

Richard Halverson – CIF

William (Bud) Stonebraker – CIF

State Representative – District 18

Lyla Berg – CIF, CD

Bertha F.K. Leong – CIF, CD

Mark Terry – CIF

State Representative – District 19

Mike Abe – CIF, CD

Barbara C. Marumoto – CIF, CD

State Representative – District 20

Calvin K. Y. Say – CIF, CD

State Representative – District 21

Gratia Bone – CIF, CD

Scott Y. Nishimoto – CD

State Representative – District 23

Galen Fox – CIF, CD

Rex Saunders – CIF, CD

State Representative – District 24

Kirk Caldwell – CIF, CD

Nadine Nishioka – CIF

State Representative – District 25

Tracy H. Okubo – CIF

Brian Schatz – CD

State Representative – District 26

Sylvia Luke – CIF

Bob Tom – CIF

State Representative – District 27

Corinne Wei Lan Ching – CIF, CD

Sesnita Moepono – CIF

Stefanie Sakamoto – CD

State Representative – District 28

Collin C. O. Wong – CIF

State Representative – District 29

Ken Harding – CIF

State Representative – District 30

Dennis A. Arakaki – CIF, CD

State Representative – District 31

Kaipo Duncan – CIF, CD

Glenn Wakai – CIF, CD

State Representative – District 32

Lynn Berbano Finnegan – CIF, CD

State Representative – District 33

Gerald Coffee – CIF, CD

Blake K. Oshiro – CIF, CD

State Representative – District 35

Alex M. Sonson – CD

State Representative – District 36

Roy Takumi – CIF, CD

State Representative – District 37

Guy P. Ontai – CIF, CD

Ryan I. Yamane – CIF

State Representative – District 38

Marilyn B. Lee – CIF, CD

Alonzo Sandoval – CIF, CD

State Representative – District 40

Carolyn Marinez Golojuch – CIF, CD

State Representative – District 41

Jon Riki Karamatsu – CIF, CD

Rito Saniatan - CIF

State Representative – District 42

Genaro Q. Bimbo – CD

Rida T.R. Cabanilla – CIF

Trevor Koch – CIF

Gerald Vidal – CIF, CD

State Representative – District 43

Jeff Alexander – CIF

Tesha H. Malama – CIF

Romeo M. Mindo – CIF, CD

Kymerly Pine – CIF, CD

State Representative – District 44

Karen L. Awana – CIF, CD

Michael Kahikina – CIF, CD

State Representative – District 45

Bill Corless – CIF

Maile S. L. Shimabukuro – CIF, CD

Barry Soalo - CIF

State Representative – District 46

Michael Y. Magaoay - CD

Carol Anne Philips – CIF, CD

State Representative – District 47

Colleen Meyer – CIF, CD

Charles Penn – CIF

Charles Tanouye Jr. – CIF, CD

State Representative – District 48

Ken Ito – CIF

Keoki Leong – CIF, CD

State Representative – District 49

Pono Chong – CIF, CD

David A. Pendleton – CIF, CD

State Representative – District 50

Edward P. Clayton Jr. – CIF, CD

Cythia Thielen - CD

State Representative – District 51

Wilson Kekoa Ho – CIF

Thomas Waters - CIF

State Senator – District 12

Bobby Brooks – CIF, CD

Gordon Trimble – CIF, CD

State Senator – District 17

Mark Kalilikane – CIF, CD

Ron Menor – CIF, CD

State Senator – District 18

Cal Kawamoto – CIF

Clarence K. Nishihara – CIF

State Senator – District 21

Colleen Hanabusa – CIF

State Senator – District 23

Melodie Adjuja – CIF

Clayton Hee – CIF, CD

Jim Henshaw – CIF, CD

Gordon L. Tilley – CD

U.S. Representative – District 1

Neil Abercrombie – CD

Dalton Tanonaka – CIF

Elyssa Young – CIF, CD

U.S. Representative – District 2

Ed Case – CIF

Mike Gabbard – CIF

John Gentile – CIF

Inam Rahman – CIF

Miles Shiratori – CIF

U.S. Senator – None

Jim Brewer – CIF, CD

Cam Cavasso – CIF, CD

James R. Deluze – CIF

Jay Friedheim – CIF

Jeff Mallan – CD

Appendix 9

2003- 2004 Youth Xchange Winners

MINI DOCUMENTARY

Elementary Division
"Konishiki Story" - Ma'ili Elementary School

Intermediate Division
"Gluten – A Healthy Choice for Kids" -
Hawaiian Mission Elementary and
Intermediate School

High School Division
"Makalapua Hou" - Nanakuli High and
Intermediate School

MUSIC VIDEO

Intermediate Division
"Drug Anthem" - Kawananakoa Middle
School

High School Division
"The Love of My Life" - Nanakuli High and
Intermediate School

SHORT

Elementary Division
"Homeless " - Ahuimanu Elementary
School

Intermediate Division
"The Good Decision" - Montessori School
of Maui
"When She Started to Take Ice" -
Kawananakoa Middle School

High School Division
"Braggin Wrongs" - Kalaheo High School
"Permutation" - Moanalua High School

NEWS

Intermediate Division
"Ready to Learn" - Nanakuli High and
Intermediate School

High School Division
"Reality of the Landfill" - Maui High School

PUBLIC SERVICE ANNOUNCEMENT

Elementary Division
"Don't Drink and Drive" - Maunawili
Elementary School

Intermediate Division
"Reading" - Chiefess Kamakahelei Middle
School
"Suicide I" - Kohala Middle School

High School Division
"Drunk Driving" - Moanalua High School
"Fighting" - Nanakuli High and Intermediate
School
"Life on Ice" - Leilehua High School

JUDGES' CHOICE

"The Love of My Life" - Nanakuli High and
Intermediate School

Appendix 10

Series/Block Programming Advertisement Schedule

Honolulu Advertiser
July 11, 18, 25
August 1

Midweek
July 14, 21, 28
August 4, 11
November 24

Honolulu Weekly
July 21, 28
August 4
November 17, 24

Pacific Media Publishing
July 21, 28
August 4, 11 (2ads)
November 24

Oahu Island News
August Issue
November Issue

Appendix 11

Sample Ad for Block Promotion



**YOU HAVE AN INTEREST.
WE HAVE PROGRAMS.**

OAHU 52 Mondays - Personal Growth Tuesdays - Sports: Playground to Varsity Wednesdays - Voices of the Community Thursdays - Environment & Health Fridays - Arts & Entertainment Saturdays & Sundays - Inspirational	NATV 53 Pacific Islands & World Culture VIEWS 54 Community Issues TEC 55 Higher Education TEACH 56 School Stuff K-12
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www.olelo.org

Appendix 12

Vote! 2004 Advertisement Placement Schedule

Honolulu Advertiser

August 2, 4, 8, 11, 15

September 5, 9, 19

October 3

Honolulu Star Bulletin

August 5, 8, 12, 15

September 5, 7, 12 (2 ads), 19

October 17, 19, 24, 26

Honolulu Weekly

August 11

September 8, 15

Pacific Business News

August 13

Appendix 13

Sample Vote! 2004 Advertisement

CANDIDATES DEBATE

**LIVE Every Weeknight!
6:30P.M. ON CHANNEL 54**

Watch this exciting series of 40 LIVE debates as candidates from various races challenge their opponents face to face, with Bob Rees moderating.

THIS WEEK'S DEBATE SCHEDULE

<p>TUESDAY SEPTEMBER 7 <i>Party Chairs or Representatives</i></p> <ul style="list-style-type: none"> • Brickwood Galuteria, Democratic Party • Bob Jacobson, Hawaii Green Party • Brennon Morioka, Republican Party • Tracy Ryan, Libertarian Party <p>THURSDAY SEPTEMBER 9 <i>Senate District 23 Democratic Primary</i></p> <ul style="list-style-type: none"> • Melodie Aduja • Clayton Hee 	<p>WEDNESDAY SEPTEMBER 8 <i>Mayoral (special 90 minute debate)</i></p> <ul style="list-style-type: none"> • Duke Beinum • Frank Fasi • Theodore Gibson • Mufi Hannemann • Lillian Hong • Paul Manner • Glenn Pinho • Michael Powers • Terrence Teruya <p>FRIDAY SEPTEMBER 10 <i>Senate District 23 Republican Primary</i></p> <ul style="list-style-type: none"> • James Henshaw • Gordon Tilley
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For the entire Candidates Debate schedule visit www.olelo.com

CANDIDATES IN FOCUS

Candidates In Focus (CIF) features Hawaii's candidates as they present their views within seven minutes of unedited airtime.

CIF WILL AIR ON 'OLELO VIEWS CHANNEL 54.

<p>WAI'ANA'E TO EWA BEACH Council District 1 House District 42, 43, 44 & 45 9/7 @ 7:30am 9/10 @ 12:30pm</p> <p>MILILANI MAUIKA TO MOKULE'IA TO HE'EIA Senate District 23 House District 38, 46 & 47 9/7 @ 12:30pm 9/10 @ 7:30pm 9/11 @ 9:30am</p> <p>WAIMĀNALO TO KĀNE'ŌHE Council District 3 House District 48, 49 & 51 9/9 @ 7:30am 9/10 @ 7:30am 9/11 @ 12:30pm</p> <p>HAWAII KAI TO MAKIKI House District 17, 18, 19, 21, 23 & 24 9/9 @ 12:30pm</p>	<p>DOWNTOWN TO KALIHI TO HALAWA VALLEY Senate District 12 House District 25, 26, 27, 29 & 32 9/11 @ 9:30pm</p> <p>MAYOR & PROSECUTING ATTORNEY 9/8 @ 8:00pm 9/9 @ 8:00am 9/11 @ 7:30pm</p> <p>US SENATE & US CONGRESS 9/7 @ 7:30pm 9/8 @ 7:30am 9/12 @ 7:30pm</p> <p>BOARD OF EDUCATION 9/8 @ 12:30pm</p>
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For the entire Candidates In Focus schedule visit www.olelo.com

VOTE! 2004
OLELO COMMUNITY TELEVISION



VOTE! 2004
OLELO COMMUNITY TELEVISION



‘ŌLELO COMMUNITY TELEVISION

2004 Annual Year-End Activity Report

STRATEGIC INITIATIVE: INCREASE THE DIVERSITY OF VOICES

Community Media Centers (CMCs)

The continuing effort reach out to communities, two community developer positions were created in 2004. These positions were created to raise awareness of ‘Ōlelo's services in underserved communities and increase services to the Waipahu and Windward communities. Research and discussions with community leaders indicate that these two communities will actively support a new CMC, diversify ‘Ōlelo's client base and draw in neighboring communities. To allow more time for a careful review of current operations and to ensure that the new community developers have time to learn about and work with their communities, the opening of the new CMCs was delayed until 2005. In addition to expanding services using the fixed location Community Media Center model, ‘Ōlelo began investigating and testing the viability of mobile services and equipment.

Request a Sixth Channel

As ‘Ōlelo's education partners increased their programming hours on channels 55 and 56, ‘Ōlelo determined that a sixth channel was necessary to accommodate other public and government programming needs. In October, ‘Ōlelo submitted a request for an additional channel to the Department of Commerce and Consumer Affairs. Since ‘Ōlelo launched its fifth and last channel in 1996, first-run programming has increased 49%, while available channel capacity has declined due to the increase in educational programming on TEC and TEACH. This situation makes it difficult to accommodate both viewers and producers with the demand for prime-time options.

Mini Studio Launch

‘Ōlelo added a new community resource in 2004 with the launching of the "Mini-Studio" which occupies the same space as ‘Ōlelo's open-mic service, *O'ahu Speaks*. This service was initiated to serve a segment of the community that had a strong desire to communicate longer messages, but has little or no time to learn to operate video equipment to create their own programs. ‘Ōlelo staff walks clients through the production of a message, and provides an ‘Ōlelo staff member who works as a studio technician for the Mini-Studio taping. The service is set up to tape half-hour shows. This allows the producer more time to explore an issue than the seven minutes provided through *O'ahu Speaks*, which is better suited for brief community updates. In its initial year of operation, the Mini-Studio produced 100 new programs.

STRATEGIC INITIATIVE: INFORMED AND ENGAGED COMMUNITY

Youth Xchange

‘Ōlelo's first annual Youth Xchange Statewide video competition was held in 2004. This issues-oriented competition was open to K-12 students on all islands and was a resounding success that attracted more than 150 entries. Over 240 students, teachers, administrators, officials, business executives and community leaders attended the awards banquet in January of 2004.

Students were rewarded with sponsored gifts, trophies and Sony Video cameras for their work in 14 different categories and divisions. The awards ceremony and seventeen other programs that showcased all the entries were also aired statewide. Participating students identified issues such as drug abuse, teen suicide, the environment, school values and behavior, health and drinking and driving as their most important concerns. The contest, the winning schools, teachers, students, sponsors and 'Ōlelo were honored by the Hawaii State Senate in March of 2004.

Vote! 2004

'Ōlelo and the State Office of Elections initiated Vote! 2004, a series of cable television programs intended to provide candidates with an outlet for their messages and to provide viewers with election related information. The multifaceted campaign sought to reach both voters and candidates. It included the following programs:

Candidates Debate – a succession of 40 live debates were cablecast every weekday from September 7 through Election Day. A total of 108 participants, consisting of 88 different candidates and 20 community representatives, appeared on the programs.

Candidates in Focus – Candidates were provided opportunities to air their unedited positions on issues. Two rounds of taping sessions were offered, for the Primary and General Elections. A total of 177 candidates for statewide or O'ahu contests were invited and 115 took advantage of the service -- a 65% participation rate.

What's Your Vote? – This series of forums featured concerned citizens discussing local issues. Various groups, ranging from young adults to business and labor leaders, NPOs and seniors, were able to express specific concerns and discuss issues. The one-hour programs were hosted by community leaders and journalists. A total of 34 community representatives participated.