

**ANNUAL REVIEW  
OF  
HO'IKE: KAUAI COMMUNITY TELEVISION**

**2006**

*Annual Activity Report*

*Year-End Activity Report*

*Executive Summary*

*Executive Summary Comparative*

**Submitted January 31, 2007**

**to the**

**Department of Commerce and Consumer Affairs**

**Mark Rechtenwald, Director**

# Ho'ike: Kauai Community Television, Inc.

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

## *OPERATIONAL PLAN 2007*

### *Administration*

1. Practice sound fiscal and management practices (conduct 2006 Audit)
2. Respond to Request For Proposal from DCCA for PEG Management
3. Conduct long range strategic planning session
4. Revise and update Self-Sufficiency Plan
5. Initiate alternative revenue generation
6. Conduct community needs assessment
7. Actively participate in the Alliance for Community Media Western Region
8. Continue active collaboration with Hawaii PEG Access organizations
9. Adhere to established corporate by-laws

### *Production*

1. Increase community use of equipment through checkouts
2. Assure extended diversity of voice and community representation
3. Operate satellite Community Media center to extend opportunity
4. Review capital planning
5. Develop use of volunteer program
6. Offer workshop for ACM WAVE Awards participation

### *Education*

1. Offer basic video production courses (10 minimum)
2. Offer opportunities for video production competition or showcase festivals
3. Conduct advanced editing workshops
4. Continue educational partnerships with DOE schools (6 minimum)
5. Continue educational partnerships with Charter, Private and Home schools
6. Provide technical and program assistance to Kauai Community College (equipment)
7. Conduct training in rural/distant communities (Community Media Center)

### *Programming*

1. Support increased diversity of voice and subject matter
2. Increase capacity of hours of programs to community
3. Encourage new programs from Government
4. Provide program information and schedules to community
5. Provide scheduled messaging for community non-profit organizations

### *Community*

1. Conduct needs assessment for strategic planning
2. Offer no-cost or low-cost training to non-profit organizations
3. Participate in partnership projects and/or grant application support
4. Support facilitated production to community projects
5. Provide production assistance for non-profit business organizations

**Equipment Usage By Group and Type**  
**1/1/2006 to 12/31/2006**

		Number of Uses	Hours of Use	Dollar Value
<b>AnalogEdit</b>				
Council Room	County Council Room Remote Package	1	6.00	\$150.00
<b>Group Totals AnalogEdit</b>		<b>1</b>	<b>6.00</b>	<b>\$150.00</b>
<b>Audio/Misc</b>				
Audio Cable	XLR-Male to 1/4-Female Cable 10'	28	2,015.00	\$206.42
Audio Cable	XLR-Male to 1/4-Male Cable 10'	1	96.00	\$12.00
Audio Cable	XLR-Female to RCA-Female Cable 10'	32	766.50	\$83.89
Audio Cable	XLR-Female to Mini-Female Cable 10'	6	401.50	\$47.14
Audio Cable	XLR-Female to 1/4-Female 10' Cable	1	100.00	\$12.50
Audio Cable	XLR -Male to RCA-Female Cable 10'	1	68.50	\$8.63
Audio Cable	Mini-Male to Mini Female Cable 10'	1	52.00	\$6.50
Audio Cable	1/4-Male to RCA-Female Cable 10'	21	1,272.50	\$159.16
Audio Cable	1/4-Male to 1/4-Female Cable 10'	7	569.00	\$65.01
Audio Cable	1/4 Male to RCA-Male Audio Cable 10'	24	1,645.33	\$147.79
Audio Cable	XLR-Male to Mini-Female Cable 10'	3	221.17	\$27.76
Audio Cable	1/4-Male to 1/4-Male Audio Cable	14	810.00	\$69.39
Audio Cable #1	XLR-Female to Mini-Male Cable 10'	11	516.50	\$64.14
Audio Cable #2	XLR-Female to XLR-Male 10' Cable	78	6,459.08	\$400.95
Audio Cable #4	RCA Male to RCA Male - L&R 36"	2	113.00	\$4.71
Beachtek Adpt	Beachtek XLR Audio Adapter	2	53.00	\$55.21
Boom Pole	Boom Pole for Shotgun Microphones	12	749.50	\$125.02
Boom Stand	Boom Stand for Microphones	22	1,751.00	\$291.67
Extension Cords	Extension Cords	4	439.00	\$54.76
Headphones	Headphones for check out	104	8,442.17	\$703.52
Portacom	Intercom/Six Station/Two Channel/Wired	3	12.00	\$12.51
<b>Group Totals Audio/Misc</b>		<b>377</b>	<b>26,562.75</b>	<b>\$2,568.68</b>
<b>Batteries</b>				
Battery 1hr DV	Sony Infolithium Battery for Mini-DV	2	140.00	\$17.51
Battery 8 Hour	Battery 8 Hour for the Sony TRV-310/66	2	161.00	\$33.54
Battery 8hr-38	Battery 8 Hour for Sony TRV-38 Mini-DV	2	125.00	\$26.04
Battery 8hr-70	Battery 8 Hour for Sony TRV-70 Mini-DV	23	1,830.50	\$381.45
Battery PDX-10	Battery 8 Hour for Sony PDX-10	323	21,513.50	\$4,482.52
<b>Group Totals Batteries</b>		<b>352</b>	<b>23,770.00</b>	<b>\$4,841.06</b>
<b>Cameras</b>				
HI-8	Sony HI-8 Video Camera	2	412.00	\$858.33
Lens-Wide Angle	Wide Angle Lens for TRV-70	1	16.50	\$3.33
Mini-DV PDX-10	Mini-DV/DV CAM camera & shotgun mic	392	22,015.00	\$105,508.38
Mini-DV TR-70	Sony Mini-DV Video Camera	26	1,742.25	\$7,266.67
Mini-DV-TR-38	Sony Mini-DV Video Camera	5	347.00	\$1,445.84
<b>Group Totals Cameras</b>		<b>428</b>	<b>24,532.75</b>	<b>\$116,082.56</b>
<b>Computers</b>				
G-5 I-Mac #1	G-5 I-Mac NLE	100	395.75	\$19,787.50
G-5 I-Mac #2	G-5 I-Mac NLE	75	304.00	\$15,200.00
<b>Group Totals Computers</b>		<b>175</b>	<b>699.75</b>	<b>\$34,987.50</b>
<b>E-Mac</b>				
E-Mac #1	E-Mac NLE System	44	165.50	\$8,275.00
E-Mac #2	E-Mac NLE System	41	152.50	\$7,625.00
<b>Group Totals E-Mac</b>		<b>85</b>	<b>318.00</b>	<b>\$16,900.00</b>

## Equipment Usage By Group and Type

1/1/2006 to 12/31/2006

		Number of Uses	Hours of Use	Dollar Value
<b>I-Mac #1</b>				
G-5 I-Mac #3	G-5 I-Mac NLE	54	262.00	\$13,100.00
G-5 I-Mac #4	G-5 I-Mac NLE	47	187.00	\$9,350.00
I-Mac #1	I-Mac System - Former Edit Bay #5	5	21.00	\$1,050.00
<b>Group Totals I-Mac #1</b>		<b>106</b>	<b>470.00</b>	<b>\$23,500.00</b>
<b>I-Mac #2</b>				
I-Mac #2	I-Mac System - Former Edit Bay #3	3	15.00	\$750.00
<b>Group Totals I-Mac #2</b>		<b>3</b>	<b>15.00</b>	<b>\$750.00</b>
<b>Lighting</b>				
Ground Lifter	Ground Lifter for 60 cycle hum	2	418.00	\$8.69
Light Reflector	Folding Reflectors	11	1,066.00	\$55.48
Lowel Light #3	Lowel Three Light Kit	1	72.00	\$90.00
Lowel Light #4	Lowel Four Light Kit	3	51.50	\$106.25
<b>Group Totals Lighting</b>		<b>17</b>	<b>1,607.50</b>	<b>\$260.42</b>
<b>Microphone</b>				
Handheld Omni	Studio Hand Held Omni Microphone	15	1,298.67	\$270.83
Handheld-Omni	Omni-Microphones for checkout	11	884.50	\$184.38
HandheldCardiod	Cardiod Microphone for Checkout	48	3,704.92	\$771.89
Lavalier	Lavalier Microphones with Mini Jack	12	1,065.50	\$221.86
Lavalier -XLR	Lavalier with XLR	41	3,483.67	\$725.64
Shotgun/ Senhzer	Shotgun Microphones	8	571.50	\$357.51
Shotgun/Azden	Azden SGM2X Shotgun/Omni Microphone	40	2,983.00	\$2,485.82
Wireless Lav.	Wireless Lavalier	30	1,802.00	\$1,127.57
<b>Group Totals Microphone</b>		<b>205</b>	<b>15,793.75</b>	<b>\$6,145.60</b>
<b>PCR</b>				
PCR	Production Control Room	53	180.00	\$18,000.00
<b>Group Totals PCR</b>		<b>53</b>	<b>180.00</b>	<b>\$18,000.00</b>
<b>ScrPly #1</b>				
Screenplay #1	Screen Play -Check out Screenplay #1	4	588.00	\$2,450.01
<b>Group Totals ScrPly #1</b>		<b>4</b>	<b>588.00</b>	<b>\$2,450.01</b>
<b>Studio</b>				
Studio	Four Camera Live Switch Studio	165	578.50	\$86,775.00
<b>Group Totals Studio</b>		<b>165</b>	<b>578.50</b>	<b>\$86,775.00</b>
<b>Tripods</b>				
Tripod Apron	Bogen Tripod Apron	14	1,127.50	\$93.82
Tripods	Tripods With Out Remote Control-Bogen	88	3,924.75	\$2,454.50
Tripods - 501	Bogen 501/3221 tripod with case	115	7,255.58	\$13,605.14
Tripods DV	Velbon Fluid Head Tripods/Black	84	5,255.67	\$3,285.77
Tripods- 745B	Tripod - 745B-501head3433 legs & case	53	4,028.50	\$9,233.17
<b>Group Totals Tripods</b>		<b>354</b>	<b>21,592.00</b>	<b>\$28,672.40</b>
<b>VCR's</b>				
S-VHS Decks	Ho'ike Kauai TV	1	50.00	\$104.17
<b>Group Totals VCR's</b>		<b>1</b>	<b>50.00</b>	<b>\$104.17</b>
<b>Wireless</b>				
Wireless U-100	Audio Technica U-100 Wireless	12	951.00	\$989.60
<b>Group Totals Wireless</b>		<b>12</b>	<b>951.00</b>	<b>\$989.60</b>
<b>XLR Cables</b>				

**Equipment Usage By Group and Type**  
**1/1/2006to 12/31/2006**

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		Number of Uses	Hours of Use	Dollar Value
Audio Cable	XLR-Female to XLR-Male 25' Cable	3	195.00	\$24.38
<b>Group Totals XLR Cables</b>		<b>3</b>	<b>195.00</b>	<b>\$24.38</b>
<b>Grand Totals</b>			<b>117,900.00</b>	<b>\$341,291.27</b>

CATEGORIES	FIRST QUARTER	SECOND QUARTER	THIRD QUARTER	FOURTH QUARTER	2006 TOTAL
<b>PUBLIC ACCESS PROGRAMS</b>					
<b>Total Hours</b>					
Total Hours of Original Programs	144	122	106	185	557
Total Hours of Local Programs	71	61	53	91	276
Total Hours of Repeat Programs	884	1171	1210	992	4257
Total Hours of Programs not aired	0	0	0	0	0
<b>GOVERNMENT ACCESS PROGRAMS</b>					
<b>Total Hours</b>	1171	1259	1389	1093	4912
Total Hours of Local Original	152	163	191	118	624
Total Hours of State Legislature (non-local)	0	0	0	0	0
Total Hours of repeat programs	1019	1096	1198	974	4287
Total Hours of Programs not aired	0	0	0	0	0
<b>EDUCATIONAL ACCESS PROGRAMS (UHTV)</b>					
<b>Total Hours</b>	2160	2184	2208	2208	8760
Total Hours of Local Original	1728	1788	1790	1790	7096
Total Hours of repeat programs	432	396	418	418	1664
Total Hours of Programs not aired	0	0	0	0	0
<b>EDUCATIONAL ACCESS PROGRAMS (DOE)</b>					
<b>Total Hours</b>	2160	2184	2208	2208	8760
Total Hours of Local Original	1080	1092	1104	1104	4380
Total Hours of repeat programs	1080	1092	1104	1104	4380
Total Hours of Programs not aired	0	0	0	0	0
<b>Summary of Power Outages</b>					
<b>Facility Use</b>					
Total number of users	440	583	415	654	2092
<b>EDUCATION AND TRAINING</b>					
Total Number of Students to Earn Certification	11	11	8	8	38
Total Number of Students failing to be certified	3	1	0	1	5
Total Number of Students in DOE Workshops	56	53	15	25	149
<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"				

**Summary of Complaints**

**FIRST QUARTER**

No Complaints Received

**SECOND QUARTER**

No Complaints Received

**THIRD QUARTER**

No Complaints Received

**FOURTH QUARTER**

No Complaints Received

**FIRST QUARTER**

Ho'ike management meets with Hawaii's PEG Centers in continued discussions on common issues and program development

Managing Director participates as an elected member of the Alliance for Community Media Western Region Board of Directors. The Board actively promotes the development and improvement of PEG services within the region.

Managing Director elected by the Board of Directors to Chair the Western Region of the Alliance for Community Media.

Managing Director attends and provides comments at the Cable Advisory Commission meeting.

Managing Director, Production Services and Media Educator attend Kauai High School Career Fair promoting PEG Access and media literacy.

Managing Director, Production Services and Media Educator attend Waimea High School Career Fair promoting PEG Access and media literacy.

**SECOND QUARTER**

Managing Director meets with Kauai State Senator Gary Hooser and provides him with a progress report on activities at the media center.

Managing Director participates as an elected member and Chair of the Alliance for Community Media Western Region Board of Directors. The Board actively promotes the development and improvement of PEG services within the region.

Ho'ike management meets with Hawaii's PEG Centers in continued discussions on common issues and program development

Managing Director attends and provides comments at the Cable Advisory Commission meeting.

Ho'ike partners with Kauai Children's Discovery Museum to provide media arts education for youth. 6 students participate in video production skills

Ho'ike provides video production curriculum for an association of Kauai Home School students. Video training and education continues for 12 students.

**THIRD QUARTER**

Ho'ike initiates offer to all bona fide candidates in the Hawaii Primary Election to participate in an election information program "Access Democracy".

Managing Director is invited to be a featured speaker at the Alliance for Community Media National Conference. During the conference Ho'ike's MD conducted the annual Regional meeting for the Western Region membership.

Managing Director participates as an elected member and Chair of the Alliance for Community Media Western Region Board of Directors. The Board actively promotes the development and improvement of PEG services within the region.

Ho'ike provides video production services and support to the Kauai Filipino Centennial Celebration Gala with 1,200 in attendance.

Managing Director participates in the planning of the Koloa Plantation Days community celebration. Volunteers video tape the parade and town celebration. The Managing Director carries the banner and leads the parade.

Ho'ike management meets with Hawaii's PEG Centers in continued discussions on common issues and program development

**FOURTH QUARTER**

Ho'ike management meets with Hawaii's PEG Centers in continued discussions on common issues and program development

Managing Director participates as an elected member and Chair of the Alliance for Community Media Western Region Board of Directors. The Board actively promotes the development and improvement of PEG services within the region.

Ho'ike produces second version of "Access Democracy" election information program. This edition features candidates for office in the General Election.

Managing Director meets with County Director of Information Technology to continue project of improving access to government information and programs. Efforts include internet streaming and archiving.

As Chair of Western Region, Managing Director hosts annual Alliance for Community Media Regional Conference in San Jose, California. 250 attend conference on emerging technology and how it applies to community media centers.

Managing Director attends and provides testimony at the State Procurement Policy Board regarding the request for exemption from RFP.



FIRST QUARTER	SECOND QUARTER	THIRD QUARTER	FOURTH QUARTER
<p>Managing Director attends DCCA public comment meeting on Kauai related to RFP and exemption. Ho'ike provides production service for the department.</p>	<p>Continued discussions and meetings with Kauai County Public Information Officer and Director of Finance on video services provided.</p>	<p>Production Services and Media Educator provide Island School students (15) with specialized documentary film making workshops. Ho'ike provides support for KEDB grant to students and assists with recommendations for equipment purchase.</p>	<p>Management and staff provide significant information (38 pages) on PEG operations and services to DCCA to assist in RFP development.</p>
<p>Managing Director attends DCCA public comment hearing on Oahu related to the RFP exemption.</p>	<p>Managing Director participates on the Kauai Salvation Army Advisory Board.</p>	<p>Managing Director continues to meet with Hale Halawai Ohana o Hanalei Community Center to develop training programs and possible satellite access facility for north shore.</p>	<p>Management hosts Waimea Canyon School 5th grade class during a video excursion to Lihue. Students conduct interviews in and around the town on topical issues.</p>
<p>Media Educator provide support to 5th grade at Waimea Canyon School with site visits and specialized training in media arts for instructor and students.</p>	<p>Ho'ike provides production services and support for the community at public information meetings on the Kauai pathway project.</p>	<p>Managing Director meets with new Executive Director of the Boys and Girls Club, Kauai. Discussion include programs and partnership potential.</p>	<p>Ho'ike management meets with Hawaii's PEG Centers in continued discussions on common issues and program development</p>
<p>Managing Director meets with Waimea Canyon School and the Kauai Economic Development Board to support Aloha Ike grant award. Receive recognition for support contribution from KEDB.</p>	<p>Managing Director participates in the planning of the Koloa Plantation Days community celebration.</p>	<p>Ho'ike hosts Waimea Canyon School 5th grade class on a site visit and continued support for Aloha Ike project. Students participate in a studio production workshop and craft PSA's.</p>	<p>Ho'ike management meets with the newly elected Kauai State legislative team on PEG issues</p>
<p>Ho'ike continues relationship with the Kauai Food Bank providing information for clients via the media.</p>	<p>Managing Director participates at the Kauai High School in "mock" job interview program</p>	<p>Ho'ike provides support to Kapaa High School Media Arts program on an Aloha Ike grant project. Support includes site visits and specialized training for instructor and students. Class instructor completes Ho'ike training course.</p>	<p>Managing Director continues to participate in Governor's Comprehensive Communications Review committee</p>
<p>Managing Director participates on the Chamber of Commerce Media and Public Relations committee. Attending meetings and providing on-air support. This includes production support for Quarterly Meetings and keynote presentations.</p>	<p>Attend meetings of the Mayor's Advisory Council for Equal Access to discuss and develop plans for public access in disaster preparedness for disabled members of the community. MACFEA</p>	<p>Managing Director and Media Education work with the Kauai Academy of Hospitality and Tourism (Kauai High School) developing a comprehensive marketing strategy and media development.</p>	<p>Managing Director hosts Salvation Army Thanksgiving luncheon in Hanapepe. Program provides a holiday meal to more than 400 needy people from the west side of Kauai.</p>

**FIRST QUARTER**

Managing Director presides as Host and Master of Ceremonies for the Miss Kauai and Miss Garden Isle Scholarship pageants at the Kauai Performing Arts Center.

Managing Director accepts invitation to join the Koloa Plantation Days planning committee.

Managing Director participates on the Kauai Salvation Army Advisory Board

Regular meetings with the County Public Information Officer related to the government video production services contract. And communication systems for the County of Kauai.

Meetings with the County Finance Director on government contract and services.

**SECOND QUARTER**

Managing Director meets with Kauai Civil Defense on information partnerships and providing access to the public and government access channels.

Managing Director attends the grand opening of the Center for Equal Justice with discussions on mutual assistance.

Ho'ike agrees to a partnership with Island School to provide documentary workshops and video production training in preparation for a student visit to Kenya detailing the plight of juvenile aids in Africa.

Ho'ike provides video production services at public hearings and meetings for the Kauai Charter Commission.

Managing Director participates on the Chamber of Commerce Media and Public Relations committee. Attending meetings and providing on-air support. This includes production support for Quarterly Meetings and keynote presentations.

**THIRD QUARTER**

Managing Director participates on the Chamber of Commerce Media and Public Relations committee. Attending meetings and providing on-air support. This includes production support for Quarterly Meetings and keynote presentations.

Ho'ike produces "Access Democracy" election information program. Candidates for elected office in the Hawaii Primary Election are invited to appear on the program.

Ho'ike participates in meetings of VOAD Volunteer Organizations Addressing Disasters

As a public service, Ho'ike provides video production services to the Kauai League of Women Voters Congressional Candidates forum

Managing Director is invited to participate in Governor's Comprehensive Communications Review committee. The committee works on recommendations for improving public communications during emergencies.

**FOURTH QUARTER**

Managing Director participates on the Chamber of Commerce Media and Public Relations committee. Attending meetings and providing on-air support. This includes production support for Quarterly Meetings and keynote presentations.

Ho'ike organizes volunteer crew of 10 to video tape and broadcast the Lights on Rice Street parade and Festival of Lights. More than 10,000 in attendance.

Ho'ike hosts the Annual Board of Directors Recognition Dinner honoring outstanding volunteers and Access Producer's of the Year. This was an opportunity to showcase achievements to management of Oceanic Time Warner Hawaii.

Hanalei Community Center meetings with students and adult volunteers, organize program and facility and conduct orientation session with adult site volunteers. Formalize agreements to open satellite community media center and training program.

Managing Director participates on the Kauai Salvation Army Advisory Board.

**FIRST QUARTER**

Participate in the 'Olelo Youth Xchange student video competition and festival.

Initiate a media arts video curriculum specifically for a consortium of Kauai Home School students (12 students).

Visit Waimea Canyon School providing media arts education for 5th grade students.

Media Educator visits Hanalei Elementary School providing workshop on media arts and video editing for 6th grade.

Ho'ike accepts request to fulfill purchase order from the Kauai Charter Commission to provide video production services for public hearings and meetings.

**SECOND QUARTER**

Managing Director attends Mayor Bryan Baptiste's Leadership Kauai conference

Managing Director meets with principles of Hale Halawai Ohana o Hanalei and the Hanalei Teen Community Center. Discuss potential of partnership with Teen Program and developing access opportunities in Hanalei. Ho'ike also partners with the Hawaii Ocean Film Festival (sponsored by Hale Halawai Ohana o Hanalei)

Managing Director meets with the Director of the Kauai County Office of Information Technology exploring methods of improving the departments effectiveness.

**THIRD QUARTER**

Ho'ike provides support and participation in the Hawaii Ocean Film Festival produced by Hale Halawai Ohana o Hanalei.

Attend meetings of the Mayor's Advisory Council for Equal Access to discuss and develop plans for public access in disaster preparedness for disabled members of the community. MACFEA

Managing Director attends the DCCA hearing and provides supporting testimony for PEG on the cable franchise application from Hawaiian TelCom.

Managing Director meets with Senator Colleen Hanabusa to discuss PEG issues.

Managing Director continues to meet with the Director of Kauai County Office of information Technology exploring methods of improving departments services.

Managing Director participates on the Kauai Salvation Army Advisory Board.

**FOURTH QUARTER**

Ho'ike's internet website [www.Hoike.org](http://www.Hoike.org) provided clients and residents with direct access to information about the non-profit corporation. Various Ho'ike forms, program schedules, organizational records including meetings of the Board of Directors are available for public inspection or viewing. This site also provides links to other PEG resources and centers.

Ho'ike continued to provide and program an Interactive Video Bulletin Board during hours without program content. This essential informative message board serves more than 220 community organizations throughout the year giving them an effective media tool that broadens their reach to the island. The bulletin board also includes program schedules and information about activities at Ho'ike.

Weekly program schedules were printed in the "Kauai News" publication with free distribution to more than 30,000 homes. Program and promotional articles were printed in both the "Kauai News" and the "Garden Island"

The partnership with the Kauai Community School for Adults continued allowing bulletin board information on class offerings as well as website support for program descriptions and schedules.

Media arts workshops and specialized production training were designed and held at Waimea High School, Waimea Canyon School, Kapaa High School, Hanalei Elementary School, and Island School. A special video production course was implemented for a consortium of Kauai Home School students.

Ho'ike participated in Career Fairs or Career path programs at Kauai High School (2x) and Waimea High School.

Ho'ike provided support for two Kauai Economic Development Board "Aloha Ike" grants at Waimea Canyon School and Kapaa High School. A third grant was awarded to Island School with Ho'ike's endorsement and support.

Ho'ike provided support and media education or workshops for the Kauai Children's Discovery Museum, the Storybook Theatre "Children's International Media and Film Festival", and the Boys and Girls Club of Kauai.

Ho'ike provided facilities and production support for the weekly "Open Mic" program allowing residents an opportunity to exercise uncensored free speech.

Ho'ike provided facilities and production support for the monthly "Community Camera" program offering residents and community groups a long-form format opportunity for the promotion of issues, ideas, and events.

Ho'ike provided facilities and production support for "Access Democracy". Two programs allowing candidates for public office to provide citizens and voters with information on their individual campaign. The program provided voters with election information.

Ho'ike provided production support on site for various community meetings pertaining to important island issues.

Ho'ike provided support and production services to the Kauai Filipino Centennial Celebration committee.

Ho'ike participated with the Kauai Food Bank providing a venue for promotion, education, and information.

Ho'ike actively participated in the Salvation Army Advisory Board and community building events.

Ho'ike participated in the Kauai Chamber of Commerce Media and Public Relations Committee as well as providing production services for programs and events.

Ho'ike was promoted and highlighted at the Alliance for Community Media National Conference in Boston, Massachusetts. Ho'ike was recognized as an innovative leader in serving small communities with programs and training. Ho'ike conducted two seminar workshops during the conference.

Ho'ike continued a positive relationship with the Kauai Film Commission office. The Film Commission supports and provides materials in the promotion of the access center.

## Summary of Revenues

FIRST QUARTER	SECOND QUARTER	THIRD QUARTER	FOURTH QUARTER
Contract with the County of Kauai. To provide video production and captioning services for meetings of the County Council, Planning Commission, Police Commission, special hearings and workshops and the Mayor's Kuleana program. A second contract was awarded to provide video production services for the Charter Commission.	Contract with the County of Kauai. To provide video production and captioning services for meetings of the County Council, Planning Commission, Police Commission, special hearings and workshops and the Mayor's Kuleana program. A second contract was awarded to provide video production services for the Charter Commission.	Contract with the County of Kauai. To provide video production and captioning services for meetings of the County Council, Planning Commission, Police Commission, special hearings and workshops and the Mayor's Kuleana program. A second contract was awarded to provide video production services for the Charter Commission.	Contract with the County of Kauai. To provide video production and captioning services for meetings of the County Council, Planning Commission, Police Commission, special hearings and workshops and the Mayor's Kuleana program. A second contract was awarded to provide video production services for the Charter Commission.
Amount 56,990	Amount 70,853	Amount 54,620	Amount 40,513
Sales of tapes 838	Sales of tapes 811	Sales of tapes 353	Sales of tapes 521
Class tuition 585	Class tuition 240	Class tuition 200	Class tuition 0
Donations 0.50	Donations 1.75	Donations 244	Donations 5
Interest 2,886	Interest 3,345	Interest 5,090	Interest 4,306
<b>TOTAL</b> 61,300	<b>TOTAL</b> 75,251	<b>TOTAL</b> 60,507	<b>TOTAL</b> 45,345

Board of Directors

And Staff

**BOARD**

**Jose Bulatao, Jr., President**  
**Greg Meyers, Vice-President**  
**Gabrielle Dorman, Secretary**  
**MaBel Fujiuchi, Treasurer**  
**Jim Brookings**  
**John Isobe**  
**Teresa Tico**  
**Lyndon Yamane**

**STAFF**

J Robertson, Managing Director  
Bill Charles  
Jim Lucas (Production Services)  
Roger Olsen (Production Services)  
Robert Riggan (Community Services)  
Michelle Rozon (Admin Clerk)  
Renate Seldon (Media Education)  
Isaac Worth

## **Interactive Video Bulletin Board**

(IVBB)

Ho'ike's Interactive Video Bulletin Board (IVBB) remains a valuable and effective service tool for our community. It offers Kauai's non-profits and community organizations a link to their clients and members. Many of the traditional communication resources no longer exist on the island – this makes the IVBB an even more critical element for these important groups.

The number of messages increased during the year with more than 220 community organizations taking advantage of the opportunity. However, the number of telephone directory users dramatically decreased. There were 563 people calling the directory requesting a specific message. We are confident that the IVBB maintains its merit and intent for those served. While the number of individuals dialing the directory phone number has diminished the number of program viewers remains consistent.

The Interactive Video Bulletin Board cannot be considered “dead air” in terms of channel usage. It continues to be an active and pleasant means of communication. The community depends upon the ability to submit important messages. These messages are as diverse as any other program submission. You'll find information about community meetings, employment opportunities, education, public safety issues, public assistance, health and well-being, and the many programs and deliverables from our more than 220 active organizations.

The IVBB also is a working tool for the listing of program schedules on the Public and Government Access channels. It becomes another method of our marketing efforts.

During 2006, the IVBB aired for 3670 program hours on the Public Access channel and 3849 program hours on the Government Access channel. This afforded the 220 groups and organizations a simple and effective communications source. The message is delivered into each cable subscriber's home or office.

The Interactive Video Bulletin Board continues to be an outstanding resource for the Garden Isle and an integral part of how Ho'ike builds this community through communication.



## 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	2005	2006
Number of individual visits to the facility	2231	2889	3052	2630	2158	2092
Number of internet users served	2571	3379	4380	5357	4594	5416
Number of interactive IVBB users	n/a	4393	4040	3111	3276	563

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

	2001	2002	2003	2004	2005	2006
Number of studio hours provided	850	1200	539	606	609	645
Number of studio uses	n/a	n/a	135	153	150	199
Number of equipment package checkouts	161	382	545	530	408	453
Number of editing reservations or checkouts	n/a	n/a	322	301	232	373
Number of organizations served	65	119	128	171	217	220

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

	2001	2002	2003	2004	2005	2006
Number of training courses held	8	10	16	16	13	10
Number of workshops held	0	0	2	3	6	8
Number of people trained	86	128	100	92	33	58
Number of Basic Video certifications issued	77	111	82	49	22	38
Number of Youth trained	34	38	23	20	126	107

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

	2001	2002	2003	2004	2005	2006
Number of Production grants awarded	2	4	10	13	6	8
Number of scholarships awarded	9	24	17	25	34	29

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

	2001	2002	2003	2004	2005	2006
Number of Premier programs cablecast	1176	2792	1701	1236	1195	1441
Number of 1 <sup>st</sup> run Ho'ike programs cablecast	433	994	477	590	534	889
Number of Kauai programs cablecast	n/a	n/a	900	685	587	1084
Number of imported programs cablecast	647	1798	799	551	608	393
Number of remote productions	79	83	80	34	89	286

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

	2001	2002	2003	2004	2005	2006
Number of Public Access program hours	4326	4565	3869	3052	3554	5090
Number of Educational Access program hours	4097	5400	4711	14,061	17,520	17,520
Number of Government Access program hours	3218	3616	3386	3247	4461	4911
Number of Interactive Bulletin Board hours						
Channel 52 (P)		4195	4867	5679	5206	3670
Channel 53 (G)		5144	5370	5485	4299	3849
Channel 55 (E)		3360	6442	1442	0	0
Channel 56 (E)		n/a	n/a	1961	0	0

# **Ho'ike: Kauai Community Television, Inc.**

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

## **OPERATIONAL PLAN 2006**

### **Administration**

- ❖ Practice sound fiscal and management practices (conduct 2005 fiscal review)
- ❖ Conduct long range strategic planning session
- ❖ Revise and update Self-Sufficiency Plan
- ❖ Initiate alternative revenue generation
- ❖ Conduct community needs assessment
- ❖ Actively participate in the Alliance for Community Media Western Region
- ❖ Continue active collaboration with Hawaii PEG Access organizations
- ❖ Adhere to established corporate by-laws

### **Production**

- ❖ Increase community use of equipment through checkouts
- ❖ Assure extended diversity of voice and community representation
- ❖ Open satellite center to extend opportunity
- ❖ Establish asset management policy
- ❖ Develop 3+ year capital planning
- ❖ Initiate live studio broadcasts
- ❖ Establish a volunteer program through recruitment, recognition, and reward

### **Education**

- ❖ Offer basic video production courses (10 minimum)
- ❖ Offer opportunities for video production competition or showcase festivals
- ❖ Conduct advanced editing workshops (3 minimum)
- ❖ Continue educational partnerships with DOE schools (6 minimum)
- ❖ Continue educational partnerships with Charter, Private and Home schools (3 minimum)
- ❖ Provide technical and program assistance to Kauai Community College (equipment)
- ❖ Conduct training in rural/distance communities (2 minimum)
- ❖ Provide basic video production training for disabled persons

### **Programming**

- ❖ Support increased diversity of voice and subject matter
- ❖ Facilitate live studio broadcasting
- ❖ Support County election process (Tele-Democracy election education)
- ❖ Increase capacity of hours of programs to community
- ❖ Encourage new programs from Government
- ❖ Develop non-traditional or alternative education programs
- ❖ Provide program information and schedules to community
- ❖ Provide scheduled messaging for community non-profit organizations

**Community**

- ❖ Conduct needs assessment for strategic planning
- ❖ Provide no-cost or low-cost training to non-profit organizations
- ❖ Participate in partnership projects and/or grant application support
- ❖ Support facilitated production to community projects
- ❖ Provide production assistance for voter education
- ❖ Provide production assistance to non-profit business organizations

Position	2000	2001	2002	2003	2004	2005	2006
	<b>Admin</b>	<b>Admin</b>	<b>Admin</b>	<b>Admin</b>	<b>Admin</b>	<b>Admin</b>	<b>Admin</b>
Managing Director	30	30	30	30	30	30	30
Production Services	35	40	40	30	30	25	20
Media Education	30	5	15	20	20	10	10
Programmer	0	40	40	40	40	30	30
Administrative Clerk	85	95	70	70	70	65	65
(percent of total)	0.35	0.19	0.39	0.4	0.38	0.32	0.31
	<b>State Common</b>	<b>State Common</b>	<b>State Common</b>	<b>State Common</b>	<b>State Common</b>	<b>State Common</b>	<b>State Common</b>
Managing Director	15	10	10	15	10	5	5
Production Services	10	5	5	5	5	5	5
Media Education	0	15	5	5	5	0	0
Programmer	0	0	0	5	5	5	5
Administrative Clerk	0	0	0	0	0	0	0
(percent of total)	0.5	0.03	0.04	0.06	0.05	0.03	0.03
	<b>Education</b>	<b>Education</b>	<b>Education</b>	<b>Education</b>	<b>Education</b>	<b>Education</b>	<b>Education</b>
Managing Director	10	5	10	10	5	10	15
Production Services	5	10	5	10	10	15	15
Media Education	40	75	10	10	10	25	30
Programmer	0	0	5	5	5	10	5
Administrative Clerk	0	0	5	5	5	5	5
(percent of total)	0.1	0.24	0.07	0.08	0.07	0.13	0.14
	<b>Government</b>	<b>Government</b>	<b>Government</b>	<b>Government</b>	<b>Government</b>	<b>Government</b>	<b>Government</b>
Managing Director	10	10	10	10	10	10	10
Production Services	15	15	10	15	10	15	15
Media Education	15	0	5	5	5	25	5
Programmer	60	10	5	10	10	10	20
Administrative Clerk	0	0	5	5	5	5	5
(percent of total)	0.2	0.35	0.07	0.1	0.08	0.1	0.12
	<b>Public</b>	<b>Public</b>	<b>Public</b>	<b>Public</b>	<b>Public</b>	<b>Public</b>	<b>Public</b>
Managing Director	10	15	10	10	15	15	15
Production Services	15	10	20	20	25	25	30
Media Education	15	0	50	45	45	50	45
Programmer	40	40	40	25	25	30	35
Administrative Clerk	15	5	10	10	10	15	15
(percent of total)	0.18	0.14	0.26	0.23	0.24	0.27	0.26
	<b>Outreach</b>	<b>Outreach</b>	<b>Outreach</b>	<b>Outreach</b>	<b>Outreach</b>	<b>Outreach</b>	<b>Outreach</b>
Managing Director	25	30	30	25	30	30	25
Production Services	20	20	20	20	20	15	15
Media Education	15	5	15	15	15	10	10
Programmer	0	10	10	15	15	10	5
Administrative Clerk	0	0	10	10	10	10	10
(percent of total)	0.12	0.05	0.17	0.13	0.18	0.15	0.13

<b>"A"</b> <b>Title</b>	<b>Course</b>	Number of Sessions Offered	Total Number of Students Enrolled	Total Number of Students Completing the Course	Percentage of Students Completing the Course
Basic Video Producer		10	43	38	88
DOE Media Workshops		6	149	149	100
Home School Media Arts		1	12	12	100
Discovery Museum Lab		1	6	6	100
Final Cut Editing		4	7	7	100
PDX-10 Camera Upgrade		3	5	5	100
<b>Totals</b>		<b>25</b>	<b>222</b>	<b>217</b>	<b>98</b>
<b>"B"</b> <b>First Run vs. Repeat</b>		Total Hours of Programming	Total Hours of First Run Programming	Total Hours of Repeat Programming	Total Hours of Programming Submitted but not aired
Public		5090	833	4257	0
Education (2 channels)		17,520	11,472	6044	0
Government		4911	625	4286	0
<b>Totals</b>		<b>27521</b>	<b>12930</b>	<b>14587</b>	<b>0</b>
<b>"C"</b> <b>Local vs. Non Local Programming</b>		Total Hours of Programming	Total Hours of Locally Produced Programs	Total Hours of Non-Locally Produced Programs	Total Hours of Bulletin Board Programming
Public		8760	3410	1680	3670
Education (2 channels)		17,520	0	17,520	0
Government		8760	4911	0	3849
<b>Totals</b>		<b>35040</b>	<b>8321</b>	<b>19200</b>	<b>7519</b>
<b>"D"</b> <b>PEG Producer Programming</b>		Total Hours of Programs Submitted for Play	Total Hours of Programs created by PEG Trained & Certified Producers	Total Hours of "Open Mic" programs	Total Hours of Programs Developed by PEG
Public		833	513	38	44
Education (2 channels)		11,476	0	0	0
Government		624	0	0	624
<b>Totals</b>		<b>12933</b>	<b>513</b>	<b>38</b>	<b>668</b>

<b>"A"</b> <b>Education</b>	Number of Sessions Offered			Total Number of Students Enrolled			Total Number of Students Completing the Class			Percentage of Students Completing the Class		
	2004	2005	2006	2004	2005	2006	2004	2005	2006	2004	2005	2006
<b>Class Name</b>												
Basic Video Producer	11	11	10	59	33	43	49	22	38	83	67	88
DOE Media Workshop	1	12	6	6	126	81	6	126	81	100	100	100
Home School Media Arts	0	0	1	0	0	12	0	0	12			100
Final Cut Editing	3	3	4	13	12	7	13	12	7	100	100	100
PDX-10 Camera Upgrade	0	2	3	0	4	5	0	4	5		100	100
Documentary Film Workshop	0	0	1	0	0	15	0	0	15			100
<b>Totals</b>	<b>15</b>	<b>28</b>	<b>25</b>	<b>78</b>	<b>175</b>	<b>163</b>	<b>68</b>	<b>164</b>	<b>158</b>	<b>90</b>	<b>82</b>	<b>97</b>

<b>"B"</b> <b>First Run vs. Repeat</b>	Total Hours of Programming			Total Hours of First Run Programming			Total Hours of Repeat Programming			Total Hours of Programming Submitted but not Aired		
	2004	2005	2006	2004	2005	2006	2004	2005	2006	2004	2005	2006
Public	3052	3554	5090	1037	766	833	2015	2788	4257	0	0	0
Education (2 channels)	14,061	17,520	17,520	6193	11,470	11,476	8468	6050	6044	0	0	0
Government	3247	4461	4911	695	873	624	2552	3588	4287	0	0	0
<b>Totals</b>	<b>20360</b>	<b>25535</b>	<b>27521</b>	<b>7925</b>	<b>13109</b>	<b>12933</b>	<b>13035</b>	<b>12426</b>	<b>14588</b>	<b>0</b>	<b>0</b>	<b>0</b>

<b>"C"</b> <b>Local vs. Non Local Programming</b>	Total Hours of Programming			Total Hours of Locally Produced Programming			Total Hours of Non Locally Produced Programming			Total Hours of Bulletin Board Programming		
	2004	2005	2006	2004	2005	2006	2004	2005	2006	2004	2005	2006
Public	3052	3554	5090	1752	1390	3410	1300	1398	1680	5679	5206	3670
Education (2 channels)	14,061	17,520	17,520	315	0	0	13,746	17,520	17,520	3403	0	0
Government	3247	4461	4911	2728	3703	4911	519	758	0	5485	4299	3849
<b>Totals</b>	<b>20360</b>	<b>25535</b>	<b>27521</b>	<b>4795</b>	<b>5093</b>	<b>8321</b>	<b>15565</b>	<b>19676</b>	<b>19200</b>	<b>14567</b>	<b>9505</b>	<b>7519</b>

<b>"D"</b> <b>PEG Producer Programming</b>	Total Hours of Programming Dropped for Play			Total Hours of Programming Created by PEG Trained & Certified Producers			Total Hours of Programming Created by "Open Mic"			Total Hours of Programming Developed by PEG		
	2004	2005	2006	2004	2005	2006	2004	2005	2006	2004	2005	2006
Public	917	766	833	1402*	1390*	513	608*	832*	38	125	12	44
Education (2 channels)	364	11,470	11,476	0	0	0	0	0	0	0	0	0
Government	2615	873	624	0	0	0	0	0	0	632	494	624
<b>Totals</b>	<b>3896</b>	<b>13109</b>	<b>12933</b>	<b>1402*</b>	<b>1390*</b>	<b>513</b>	<b>0</b>	<b>0</b>	<b>38</b>	<b>757</b>	<b>506</b>	<b>668</b>

\*includes repeat program hours

**Executive Summary  
Comparative Analysis**

ISSUE	NUMBER OF COMPLAINTS				ACTION/RESOLUTION
	2003	2004	2005	2006	
<b>Records</b>	<b>11</b>	<b>4</b>	<b>0</b>	<b>0</b>	
access to records	5	2	0	0	all issues deemed as appropriate by OIP
cost related to record request	3	1	0	0	all costs set and approved by the OIP
contesting response	3	0	0	0	resolution determined by OIP
accuracy of records	0	1	0	0	statements accurately reflected in the minutes
<b>Board of Directors</b>	<b>1</b>	<b>8</b>	<b>0</b>	<b>0</b>	
open meetings	1	0	0	0	agenda changed to include public comments
BOD election process	0	8	0	0	all processes determined to be fair, open & impartial (DCCA)
<b>Facility Access</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>	
denied use of facility	1	2	0	0	decision confirmed appropriate by DCCA
<b>Programs</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	
program channel placement	2	0	0	0	appropriate control of channel deemed by DCCA
adherence to schedule	1	0	0	0	repeat of program rand delayed (premier ran as scheduled)
<b>Operations</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	
misinforming public as a non-profit	0	1	0	0	Ho'ike is in fact a bona fide 501 c 3 non-profit
long form programs	0	1	0	0	9 hour meeting was 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**