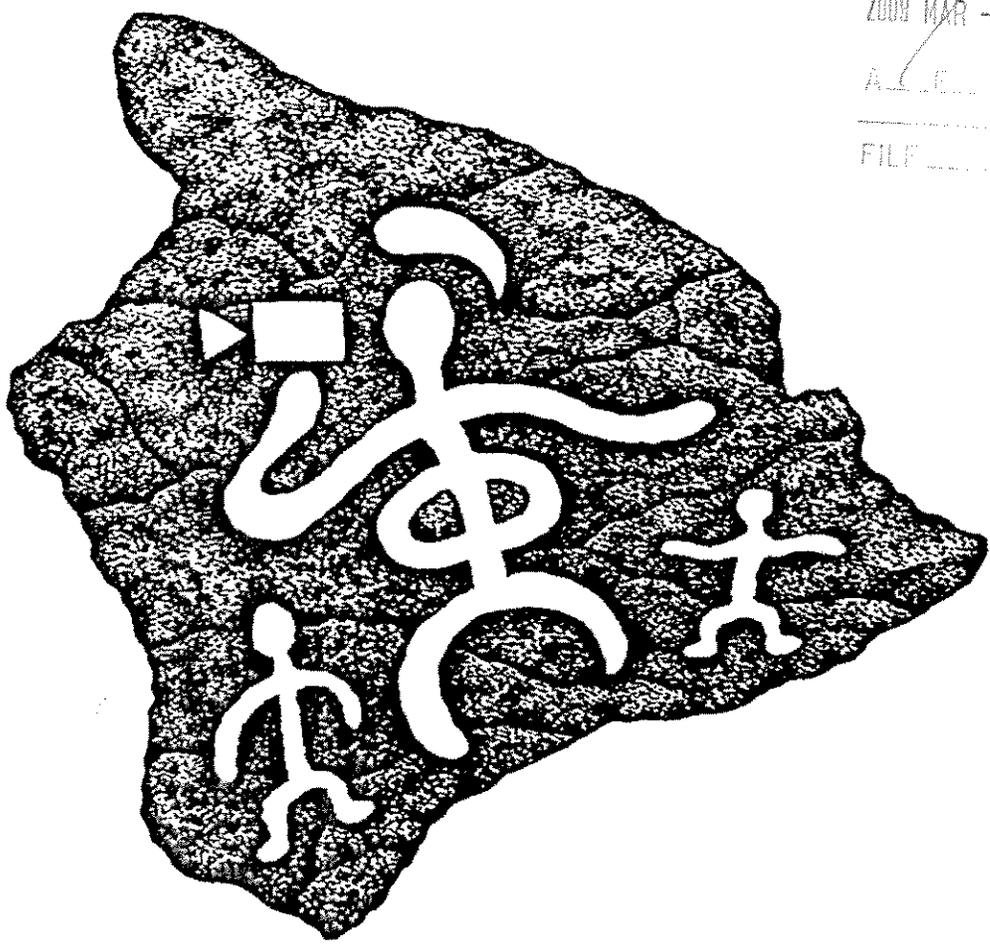


CAROL DIVISION
CORRESPONDENCE AND
RECORDS SECTION

2008 MAR -3 P 1:49

A.S.E. 3

FILE _____



***NA LEO O HAWAI'I, INC
ANNUAL ACTIVITY REPORTS 2007
PART 1***

CABLE DIVISION
COMMERCE AND
CONSUMER AFFAIRS

2008 MAR -3 P 1:49

A__E__P__S__

FILE_____

INTRODUCTION



NA LEO O HAWAII, INC.

In Hilo: 91 Mohouli Street, Hilo, Hawai'i 96720
Tel: (808) 935-8874 Fax: (808) 961-3621 e-mail: NALEO0001@hawaii.rr.com
In Kona: 74-5590 Eho Street, Suite #115, Kailua-Kona, Hawai'i 96740
Tel: (808) 329-9617 Fax: (808) 329-9630 e-mail: naleo@gte.net

CABLE DIVISION
COMMERCE AND
CONSUMER AFFAIRS

2008 MAR -3 P 1:4

A__E__P__S__

FILE_____

February 29, 2008

Mr. Clyde Sonobe
CATV Administrator
CATV Division, DCCA
PO Box 541
Honolulu, HI 96809

Dear Mr. Sonobe,

In compliance with the reporting requirements contained in the contract between DCCA and Na Leo O Hawaii, I am submitting for your records a copy of the Year End Annual Report for 2007.

Should you have any questions, please do not hesitate to call me at 935-8874.

Very truly yours,


Juergen Denecke
General Manager



NA LEO O HAWAII, INC.

In Hilo: 91 Mohouli Street, Hilo, Hawai'i 96720

Tel: (808) 935-8874 Fax: (808) 961-3621 e-mail: NALEOO001@hawaii.rr.com

In Kona: 74-5565 Luhia Street, Suite #C-1A, Kailua-Kona, Hawai'i 96740

Tel: (808) 329-9617 Fax: (808) 329-9630 e-mail: naleoo002@hawaii.rr.com

2007 Annual Activity Report

February 28, 2007

Executive Summary

Programming

The joining of the former two distinct cable plants in East and West Hawaii in November/December 2006 is reflected fully in this year's Activity Report. Formerly, Na Leo was responsible for, and counted, five distinct channels on each side of the island. However, since the joining of the two cable plants into one, Na Leo now counts only five channels system wide. For example, prior to 2006, Ch. 53 and 54 in West Hawaii were counted as two channels, Ch53 and 54 in East Hawaii were counted as an additional two, making a total of four public channels. Since the end of 2006, Na Leo only counts Ch 53 and 54 island wide, resulting in a total of two public channels. This change accounts for the great majority of decreases in figures between 2006 and 2007.

A discrepancy that became apparent while preparing the reports is that there is no standard definition of terms among PEG entities and DCCA. For example, what is a "locally produced" program as understood by DCCA's category of "Locally Produced Programming"? Does the term include "off-island but produced in Hawaii" or "island wide" only?

The figures also seem to reflect a trend towards internet-based publishing choices, such as You Tube, My Space etc. Producers utilize Na Leo facilities to produce programs to show and sell on the web and may not necessarily show the on Na Leo as required by our policies. Whereas that trend has not yet become prevalent, I expect it to pick up and it will be very difficult to police.

To increase local coverage, Na Leo has hired two producers full time, one in East Hawaii and one in West Hawaii, for the express purpose of covering community events and meetings. The change represents a change in Na Leo policy from a presenter only function to a presenter and producer function. The at large community has reacted to the policy change with enthusiasm.

Training

Hiring of the Kona producer has also resulted in increased interest in taking classes in West Hawaii. The new Kona staff member serves as producer/trainer as he concentrates on students by visiting schools and inviting them to visit Na Leo. An added stimulus for training is the Big Island Video Contest among participating schools.

The total number of classes held has increased significantly to 110, along with the number of enrolled students. The class completion rate has increased by 6% from 2006. The number of new producers remains fairly consistent over time. Another trend that Na Leo is observing is that people buy their own equipment, learn fundamentals of video production in order to use their

equipment but do not necessarily intend to put their new found knowledge to use making programs for Na Leo.

Outreach

As outlined above, the two Na Leo producers have made their mark in the community. Na Leo is receiving more and more requests to cover state and county hearings and other community events, ranging from Hawaiian issues to flood control. Thus, Na Leo is fulfilling its role as an important community information resource.

Another plus has been the production of the monthly "Big island Most Wanted" show in cooperation with the Police Department. It features persons wanted on outstanding warrants. The show is hosted by the Deputy Police Chief and has been credited with catching several wanted persons.

Na Leo continues to conduct tours of our facilities and encourages visitors to take courses and become a producer. As well, Na Leo's Conference Room is made available to community groups and it continues to be utilized quite frequently.

Through all these activities, Na Leo is becoming known as a valued community resource.

INVENTORY

Given the uncertainties surrounding contract negotiations and the RFP process, Na Leo refrained from purchasing any new or additional equipment, except for five Sony Walkman type DV players in the edit bays to replace non-working units.

PROGRAMMING

PART 1

Sector	2006 Avail Hours for Programming/Yr	2007	2006 Total Hours of First Run Programming	2007	2006 Total Hours of Repeat Programming	2007	2006 Total Hours of Programming Submitted but not Aired*	2007
Public	17520	17520	2551	1365	7043	16151	0	0
Educational	35040	17520					0	0
Government	17520	8760	710	412	3116	1875	0	0
Totals	70080	43800	3261	1777	10159	18027	0	0
	Total Hours of Programming		Total Hours of Locally Produced Programming		Total Hours of Non-Locally Produced Pgms		Total Hours of "Bulletin Board" Programming	
Public	17520	17520	11252	18024	836	1940	7842	9024
Educational	35040	17520						
Government	17520	8760	1439	978	1901	37	14180	6461
Totals	70080	43800	12691	19002	2737	1977	22022	15485
	Total Hours of Programming Dropped Off For Play		Total Hours of Programming Created By PEG Trained/ Certified Producer		Total Hrs of Programming/ "Open Mike"		Total Hours of Programming Developed by PEG	
Public	3574	1364.83	3669	2509	188	122.67	188	
Educational	0		0	0	0	0	0	821
Government	711	411.92	0	0	0	0	0	0
Totals	4285	1777	3669	2509	188	123	188	821

**NA LEO O HAWAI'I
COMMUNITY TELEVISION**

**GOVERNMENT PROGRAMMING
REPORTS**

FOR YEAR ENDING

DECEMBER 2007

*** * * CHANNEL 52 * * ***

**PROGRAM ANALYSIS
SELECTION CRITERIA
(Government Programs)**

Jan. 1 – Dec. 31, 2007

*** * * CHANNEL 52 * * ***

Program Analysis Selection Criteria

Checked Selections are included in Program Analysis Report...

Program Origins

- Imported
- Internal
- Local
- Naleo
- Presenter

Program Subjects

- Arts/Entertainment
- Comedy
- Community Info
- Community Service
- Education, Adult
- Education, Child
- Government
- Health/Well Being
- Issue Oriented
- Music
- Other
- PSA
- Religion/Spiritual
- Sports

Program Owners

- Client
- External
- Internal

Channels

- 1
- 2
- 3
- 4
- 5

Programming Analysis
For Schedule Dates: 1/1/2007 to 12/31/2007

	Hours Played	Number of Plays	Number of Different Programs Played
All Programming			
First Run	446.03	277	277
Repeat	8313.95	1093	264
Total First Run and Repeat	8759.98	1370	286

By Origin			
Internal			
First Run	24.00	1	1
Repeat	6436.93	541	2
Total First Run and Repeat	6460.93	542	2

Local			
First Run	334.68	257	257
Repeat	638.87	457	257
Total First Run and Repeat	973.55	714	265

Presenter			
First Run	87.35	19	19
Repeat	1238.15	95	5
Total First Run and Repeat	1325.50	114	19

By Subject			
Community Info			
First Run	47.10	52	52
Repeat	6459.60	592	50
Total First Run and Repeat	6506.70	644	53

Government			
First Run	398.93	225	225
Repeat	1854.35	501	214
Total First Run and Repeat	2253.28	726	233

By Program Owner			
Client			
First Run	1.00	2	2

Programming Analysis
For Schedule Dates: 1/1/2007 to 12/31/2007

	Hours Played	Number of Plays	Number of Different Programs Played
Repeat	1.00	2	2
Total First Run and Repeat	2.00	4	2
External			
First Run	421.03	274	274
Repeat	1876.02	550	260
Total First Run and Repeat	2297.05	824	282
Internal			
First Run	24.00	1	1
Repeat	6436.93	541	2
Total First Run and Repeat	6460.93	542	2

2007 Total Programming Hours

8,760 Hours

1ST Quarter - 2,160 Hours

2ND Quarter - 2,184 Hours

3RD Quarter - 2,208 Hours

4TH Quarter - 2,208 Hours

*** * * CHANNEL 52 * * ***

**GOVERNMENT PROGRAMMING
REPORTS
BROKEN DOWN
BY QUARTERS**

*** * * CHANNEL 52 * * ***

1ST Quarter

January 1 – March 31, 2007

Total Programming Hours

2,160 Hours

*** * * CHANNEL 52 * * ***

Programming Analysis
For Schedule Dates: 1/1/2007 to 3/31/2007

	Hours Played	Number of Plays	Number of Different Programs Played
All Programming			
First Run	169.28	80	80
Repeat	1990.70	259	68
Total First Run and Repeat	2159.98	339	89

By Origin

Internal			
First Run	24.00	1	1
Repeat	1281.42	121	2
Total First Run and Repeat	1305.42	122	2

Local			
First Run	88.57	65	65
Repeat	152.92	106	63
Total First Run and Repeat	241.48	171	73

Presenter			
First Run	56.72	14	14
Repeat	556.37	32	3
Total First Run and Repeat	613.08	46	14

By Subject

Community Info			
First Run	29.52	13	13
Repeat	1286.92	133	13
Total First Run and Repeat	1316.43	146	14

Government			
First Run	139.77	67	67
Repeat	703.78	126	55
Total First Run and Repeat	843.55	193	75

By Program Owner

Client			
First Run	1.00	2	2

Programming Analysis
For Schedule Dates: 1/1/2007 to 3/31/2007

	Hours Played	Number of Plays	Number of Different Programs Played
Repeat	1.00	2	2
Total First Run and Repeat	2.00	4	2
External			
First Run	144.28	77	77
Repeat	708.28	136	64
Total First Run and Repeat	852.57	213	85
Internal			
First Run	24.00	1	1
Repeat	1281.42	121	2
Total First Run and Repeat	1305.42	122	2

2ND Quarter

April 1 – June 30, 2007

Total Programming Hours

2,184 Hours

*** * * CHANNEL 52 * * ***

Programming Analysis
For Schedule Dates: 4/1/2007 to 6/30/2007

	Hours Played	Number of Plays	Number of Different Programs Played
All Programming			
First Run	95.03	66	66
Repeat	2088.95	267	66
Total First Run and Repeat	2183.98	333	77

By Origin			
Internal			
Repeat	1360.65	113	1
Total First Run and Repeat	1360.65	113	1
Local			
First Run	84.53	65	65
Repeat	165.02	119	64
Total First Run and Repeat	249.55	184	74
Presenter			
First Run	10.50	1	1
Repeat	563.28	35	1
Total First Run and Repeat	573.78	36	2

By Subject			
Community Info			
First Run	6.08	13	13
Repeat	1366.50	126	12
Total First Run and Repeat	1372.58	139	14
Government			
First Run	88.95	53	53
Repeat	722.45	141	54
Total First Run and Repeat	811.40	194	63

By Program Owner			
External			
First Run	95.03	66	66
Repeat	728.30	154	65

Programming Analysis
 For Schedule Dates: 4/1/2007 to 6/30/2007

	Hours Played	Number of Plays	Number of Different Programs Played
Total First Run and Repeat	823.33	220	76
Internal			
Repeat	1360.65	113	1
Total First Run and Repeat	1360.65	113	1

3RD Quarter

July 1 – September 30, 2007

Total Programming Hours

2,208 Hours

*** * * CHANNEL 52 * * ***

Programming Analysis
For Schedule Dates: 7/1/2007 to 9/30/2007

	Hours Played	Number of Plays	Number of Different Programs Played
All Programming			
First Run	81.53	64	64
Repeat	2126.45	271	68
Total First Run and Repeat	2207.98	335	73

By Origin			
Internal			
Repeat	1921.38	146	1
Total First Run and Repeat	1921.38	146	1
Local			
First Run	81.53	64	64
Repeat	154.32	114	66
Total First Run and Repeat	235.85	178	71
Presenter			
Repeat	50.75	11	1
Total First Run and Repeat	50.75	11	1

By Subject			
Community Info			
First Run	5.68	13	13
Repeat	1926.88	159	14
Total First Run and Repeat	1932.57	172	14
Government			
First Run	75.85	51	51
Repeat	199.57	112	54
Total First Run and Repeat	275.42	163	59

By Program Owner			
External			
First Run	81.53	64	64
Repeat	205.07	125	67
Total First Run and Repeat	286.60	189	72

Programming Analysis
For Schedule Dates: 7/1/2007 to 9/30/2007

	Hours Played	Number of Plays	Number of Different Programs Played
Internal			
Repeat	1921.38	146	1
Total First Run and Repeat	1921.38	146	1

4TH Quarter

October 1 – December 31, 2007

Total Programming Hours

2,208 Hours

*** * * CHANNEL 52 * * ***

Programming Analysis
For Schedule Dates: 10/1/2007 to 12/31/2007

	Hours Played	Number of Plays	Number of Different Programs Played
All Programming			
First Run	100.18	67	67
Repeat	2107.80	299	73
Total First Run and Repeat	2207.98	366	79

By Origin

Internal			
Repeat	1873.45	163	1
Total First Run and Repeat	1873.45	163	1

Local			
First Run	80.05	63	63
Repeat	166.62	118	69
Total First Run and Repeat	246.67	181	73

Presenter			
First Run	20.13	4	4
Repeat	67.73	18	3
Total First Run and Repeat	87.87	22	5

By Subject

Community Info			
First Run	5.82	13	13
Repeat	1879.27	176	14
Total First Run and Repeat	1885.08	189	14

Government			
First Run	94.37	54	54
Repeat	228.53	123	59
Total First Run and Repeat	322.90	177	65

By Program Owner

External			
First Run	100.18	67	67
Repeat	234.35	136	72

Programming Analysis
 For Schedule Dates: 10/1/2007 to 12/31/2007

	Hours Played	Number of Plays	Number of Different Programs Played
Total First Run and Repeat	334.53	203	78
Internal			
Repeat	1873.45	163	1
Total First Run and Repeat	1873.45	163	1

**PROGRAM ANALYSIS
SELECTION CRITERIA
(BULLETIN BOARD)**

Jan. 1 – Dec. 31, 2007

*** * * CHANNEL 52 * * ***

Program Analysis Selection Criteria

Checked Selections are included in Program Analysis Report...

Program Origins

- Imported
- Internal
- Local
- Naleo
- Presenter

Program Subjects

- Arts/Entertainment
- Comedy
- Community Info
- Community Service
- Education, Adult
- Education, Child
- Government
- Health/Well Being
- Issue Oriented
- Music
- Other
- PSA
- Religion/Spiritual
- Sports

Program Owners

- Client
- External
- Internal

Channels

- 1
- 2
- 3
- 4
- 5

**2007 Total
BULLETIN BOARD Hours**

*** * * CHANNEL 52 * * ***

Programming Analysis
For Schedule Dates: 1/1/2007 to 12/31/2007

	Hours Played	Number of Plays	Number of Different Programs Played
All Programming			
First Run	24.00	1	1
Repeat	6436.93	541	2
Total First Run and Repeat	6460.93	542	2

By Origin			
Internal			
First Run	24.00	1	1
Repeat	6436.93	541	2
Total First Run and Repeat	6460.93	542	2

By Subject			
Community Info			
First Run	24.00	1	1
Repeat	6436.93	541	2
Total First Run and Repeat	6460.93	542	2

By Program Owner			
Internal			
First Run	24.00	1	1
Repeat	6436.93	541	2
Total First Run and Repeat	6460.93	542	2

**NA LEO O HAWAI'I
COMMUNITY TELEVISION
PROGRAMMING REPORTS
FOR YEAR ENDING
DECEMBER 2007**

*******CHANNEL 53*******

**PROGRAM ANALYSIS
SELECTION CRITERIA
(PROGRAMS)**

JAN. 1 – DEC. 31, 2007

*******CHANNEL 53*******

Program Analysis Selection Criteria

Checked Selections are included in Program Analysis Report...

Program Origins

- Imported
- Internal
- Local
- Naleo
- Presenter

Program Subjects

- Arts/Entertainment
- Comedy
- Community Info
- Community Service
- Education, Adult
- Education, Child
- Government
- Health/Well Being
- Issue Oriented
- Music
- Other
- PSA
- Religion/Spiritual
- Sports

Program Owners

- Client
- External
- Internal

Channels

- 1
- 2
- 3
- 4
- 5

Programming Analysis
For Schedule Dates: 1/1/2007 to 12/31/2007

	Hours Played	Number of Plays	Number of Different Programs Played
All Programming			
First Run	527.78	823	823
Repeat	8228.45	10205	1272
Total First Run and Repeat	8756.23	11028	1395

By Origin

Unknown			
Repeat	2.08	4	4
Total First Run and Repeat	2.08	4	4

Imported			
First Run	24.27	49	49
Repeat	36.25	51	20
Total First Run and Repeat	60.52	100	56

Internal			
First Run	15.00	2	2
Repeat	4749.07	4876	4
Total First Run and Repeat	4764.07	4878	4

Local			
First Run	206.68	335	335
Repeat	1207.05	1737	473
Total First Run and Repeat	1413.73	2072	506

Naleo			
First Run	106.35	153	153
Repeat	1345.98	2143	361
Total First Run and Repeat	1452.33	2296	373

Presenter			
First Run	175.48	284	284
Repeat	888.02	1394	414
Total First Run and Repeat	1063.50	1678	456

By Subject

Unknown			
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Programming Analysis
For Schedule Dates: 1/1/2007 to 12/31/2007

	Hours Played	Number of Plays	Number of Different Programs Played
Repeat	2.08	4	4
Total First Run and Repeat	2.08	4	4
Arts/Entertainment			
First Run	65.13	94	94
Repeat	751.27	1061	250
Total First Run and Repeat	816.40	1155	258
Community Info			
First Run	90.07	97	97
Repeat	5416.08	5816	195
Total First Run and Repeat	5506.15	5913	210
Community Service			
First Run	35.32	49	49
Repeat	418.68	653	79
Total First Run and Repeat	454.00	702	82
Education, Adult			
First Run	4.45	5	5
Repeat	34.55	42	5
Total First Run and Repeat	39.00	47	6
Education, Child			
First Run	94.50	190	190
Repeat	157.27	319	176
Total First Run and Repeat	251.77	509	190
Health/Well Being			
First Run	9.43	16	16
Repeat	196.47	322	79
Total First Run and Repeat	205.90	338	80
Issue Oriented			
First Run	67.47	88	88
Repeat	490.17	614	157
Total First Run and Repeat	557.63	702	172

Programming Analysis
For Schedule Dates: 1/1/2007 to 12/31/2007

	Hours Played	Number of Plays	Number of Different Programs Played
Music			
Repeat	2.73	3	1
Total First Run and Repeat	2.73	3	1
Other			
First Run	4.13	4	4
Repeat	70.70	112	7
Total First Run and Repeat	74.83	116	7
PSA			
First Run	1.33	20	20
Repeat	23.17	328	21
Total First Run and Repeat	24.50	348	21
Religion/Spiritual			
First Run	125.97	227	227
Repeat	462.45	682	241
Total First Run and Repeat	588.42	909	303
Sports			
First Run	29.98	33	33
Repeat	202.83	249	61
Total First Run and Repeat	232.82	282	65
By Program Owner			
Unknown			
Repeat	2.08	4	4
Total First Run and Repeat	2.08	4	4
Client			
First Run	67.78	88	88
Repeat	813.57	1080	251
Total First Run and Repeat	881.35	1168	261

Programming Analysis
For Schedule Dates: 1/1/2007 to 12/31/2007

	Hours Played	Number of Plays	Number of Different Programs Played
External			
First Run	400.37	656	656
Repeat	2120.85	3162	897
Total First Run and Repeat	2521.22	3818	1006
Internal			
First Run	59.63	79	79
Repeat	5291.95	5959	124
Total First Run and Repeat	5351.58	6038	128

**2007 Total
Programming Hours**

8,760 Hours

1ST Quarter - 2,160 Hours
2ND Quarter - 2,184 Hours
3RD Quarter - 2,208 Hours
4TH Quarter - 2,208 Hours

*** * * CHANNEL 53 * * ***