



November 17, 2006

CABLE DIVISION
COMMERCE AND
CONSUMER AFFAIRS

RECEIVED

Mr. Mark E. Recktenwald, Director
Department of Commerce and Consumer Affairs
State of Hawaii
335 Merchant Street
Honolulu, Hawaii 96813

NOV 17 P 4: 25 2006

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S _____
FILE _____

Board of Directors

Sharon Narimatsu
Chair

Marsha [redacted]
Keiko B. [redacted]
Robert [redacted]
John [redacted]
Keali'i [redacted]
Rochelle Gregson

Re: 'Olelo's Report on the Use of a Sixth Channel

Dear Director Recktenwald

On behalf of 'Olelo Community Television, I am pleased to submit the attached report, FOCUS 49 in the Community: The Impact of 'Olelo's Sixth Channel.

This report is provided pursuant to the requirements of Decision and Order 326, issued by the DCCA on December 28, 2005, which allocated a sixth channel for Olelo programming. Specifically, D&O 326 required that,

"Nine (9) months after the 6th Access Channel is available for programming, ['Olelo] shall submit a report to the Director that shall include detailed statistics and data reflecting Access Channel utilization and viewership"

A review of the attached report will show that the sixth access channel has been a success. 'Olelo has found itself in a position to more fully serve the needs of its clients, producers, and viewers, and better meet its mission of building community through PEG access television.

Please note that our efforts to gather viewer and client feedback are ongoing, in order to achieve a sample size that provides an acceptable statistical margin of error. We expect that final statistics will be available in early 2007, and will keep you apprised of our progress.

In the interim, 'Olelo believes that the attached report provides ample evidence of the success of the sixth channel, and is more than adequate to support an immediate decision to make the channel assignment permanent.

Thank you for this opportunity to report on our progress, and the impact FOCUS 49 has had on our producers and presenters. Please feel free to contact me if you have any further questions or concerns regarding the allocation of the sixth channel.

Sincerely,

Keali'i S. Lopez

Keali'i S. Lopez
President and CEO
'Olelo Community Television

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2006 NOV 17 P 4: 25
CABLE DIVISION
COMMERCE AND
CONSUMER AFFAIRS

'Olelo Community Television

FOCUS 49 in the Community: The Impact of 'Olelo's Sixth Channel February 10 – November 5, 2006

November 17, 2006

On June 8, 2005, The Department of Commerce and Consumer Affairs (DCCA) issued Decision and Order No. 320 (D&O 320), addressing a sixth access channel requested by 'Olelo Community Television ('Olelo). D&O 320 was amended by Decision and Order 326 (D&O 326), which was issued on December 28, 2005. D&O 326 assigned 'Olelo a sixth access channel, subsequently denominated "FOCUS 49," and contained a requirement that

"Nine (9) months after the 6' Access Channel is available for programming, ['Olelo] shall submit a report to the Director that shall include detailed statistics and data reflecting Access Channel utilization and viewership."

FOCUS 49 became available for programming on February 10, 2006. 'Olelo provides the following report in response to the reporting requirements of D&O 326.

Review of 'Olelo's Request for the Sixth Channel

'Olelo first applied for the additional channel in a letter to the DCCA dated October 8, 2004. Further correspondence between 'Olelo and the DCCA followed. Input also came from Time Warner Entertainment (TWE), the cable provider for the island of O'ahu. In the course of that correspondence, 'Olelo made the following points with respect to its need for the additional access channel.

- Programming on the existing access channels had grown substantially since the 5th access channel was awarded to 'Olelo in January 1996. At that time 'Olelo had a total of 2,855 hours of first-run programming. By 2003, first-run hours had grown to 4,260, a 49% increase.
- While programming has increased 49%, available channel capacity has decreased from five channels to three. Much of that reduction has been due to the growing needs of 'Olelo's educational institution partners. For example, Geriann Hong, Director of the Department of Education's Teleschool Branch, has reiterated that new demands arising from federal and state legislation have made it necessary for

the DOE to schedule even more programming, to allow teachers to participate in professional development activities. A copy of a letter setting forth the DOE’s needs is attached as Appendix 1.

- A part of that growth was due to increased programming related to government and civic issues.
 - More Neighborhood Boards submitted programming. Some could not be shown in prime time, or had very few prime time repeats, because of a lack of available prime time hours.
 - Since the Legislature was shown live (i.e., during daytime hours when most people were at work), its viewership was limited. A similar situation existed with cablecasts of the Honolulu City Council. Clearly, there was a need to cablecast those sessions in prime time when constituents were available to view them.
 - Additionally, because of a lack of channel capacity, last-minute scheduling of important legislative sessions required pre-empting series programming, disrupting the program schedule.
- During the application process, TWE opposed providing the sixth channel, based on a concern about viewership.
 - It was ‘Olelo’s position then, and its position now, that channel capacity for Community Access should be based on the need of speakers to exercise their right of free speech as guaranteed by the First Amendment of the United States Constitution.
 - ‘Olelo also noted that in viewer surveys conducted by Ward Research, over 80 percent of those surveyed on O‘ahu found PEG Access to be valuable to the community. We also noted that the DCCA’s PEG Access Plan does not use viewership as a criterion for granting PEG Access resources.

Impact of the Sixth Channel

In the nine months since ‘Olelo began offering programs on FOCUS 49, the sixth channel has had a measurable positive impact on the scheduling of access Programming.

Program Output has Increased

Overall program output has increased since ‘Olelo’s initial application for the sixth channel in October 2004, as reflected in Tables A and B, below.

Table A updates program data that accompanied ‘Olelo’s application of October 2004, showing growth of first-run programming since ‘Olelo’s fifth channel was added in 1996.

**Table A1
Updated Annual Program Growth – 1996 to 2005**

	1996	2003	Change	% Change 1996/2003	2005	Change	% Change 1996/2005
Total First-Run Hours	2,855	4,260	+1,405	+49%	4,626	+1,771	+62%
Total Programs	3,945	5,517	+1,572	+40%	6,114	+2,169	+55%

During the nine months since the DCCA granted ‘Olelo a sixth access channel, program growth continued as it has since 'Olelo's incorporation, further justifying the need for the sixth channel. The comparative growth for the nine months *in* 2006 in which 'Olelo programmed FOCUS 49 is shown in Table B.

**Table B
Nine-Month Comparative Program Growth
Feb 10 to Nov 5,2004,2005 and 2006**

	2004 2/10 – 11/5	2005 2/10 – 11/5	2006 2/10 – 11/5	% Change 2004/2006	% Change 2005/2006
Total First-Run Hours	3,117	3,413	3,572	+15%	+5%
Total Programs	4,429	4,536	5,134	+16%	+13%

Additional information in annual report format is provided in Appendix 2 to this report.²

¹ The previous data was contained in “Appendix A” of ‘Olelo's October 2004 application.

² Note that the data in Tables A and B compare the period during which 'Olelo was responsible for programming FOCUS 49 (February 10 through November 5, 2006), while Appendix 1 compares data for the first three quarters of 2005 and 2006 (January 1 through September 30)

Community Interest has Grown

At the time of its application, ‘Olelo operated five Community Media Centers (CMCs) around 'Oahu. Since then, another center has opened at Windward Community College, and a seventh CMC is scheduled to open at Waipahu Intermediate School in early 2007.

While FOCUS 49 has operated for only nine months, it is likely that continuing to program the sixth channel will have an increasing impact on the size of ‘Olelo’s client base. In particular, FOCUS 49 has helped to alleviate the crowding of ‘Olelo’s schedule, allowing for more timely scheduling of programs. In addition, it has provided more reliability in running programs in their assigned time slots (see below). This will encourage both new and existing clients and producers to make the commitment necessary to produce programming.

‘Olelo’s clients and producers do not create programming for financial gain. Rather, their primary goal is to spread their message on issues they consider important; their reward comes in the form of a viewing audience. Publicity for their shows is generally grassroots, and having a fixed, stable time slot for each program plays a critical role in encouraging viewers to tune in. Sudden changes in the schedule, made necessary by preemptions resulting from a crowded air schedule, deprive clients and producers of viewers, and form a disincentive to create programming. By contrast, a schedule that allows for fewer preemptions and offers better assurances of scheduled cablecasts supports the production of access programming.

Scheduling has Become More Stable and More Flexible

‘Olelo’s programming decisions respond to competing pressures. In order to satisfy the needs of series producers and regular viewers, ‘Olelo’s schedule must be stable, offering specific programs at the same time from week to week. However, to remain timely, ‘Olelo requires the flexibility to schedule some special (i.e., non-series) programming on short notice. The addition of a sixth channel has provided ‘Olelo with the combination of stability and flexibility it requires to serve its clients and viewers.

Prior to the activation of FOCUS 49, the producer of a special program two hours or more in length could wait as long as 127 days for the airing of a program in prime time; the average wait was 36 days. By comparison, after FOCUS 49 became available, the longest wait was 32 days, and the average wait dropped to 12 days.

Some special programming, including time-sensitive information live shows and broadcasts of legislative hearings, cannot be delayed. In those cases, it was necessary to

³ For example, programming related to the primary and general elections must run in a relatively small window of time in order to maintain its relevance. Time sensitive programming also includes coverage of the Hawaii Legislature and the Honolulu City Council.

preempt regularly scheduled programming. In essence, the challenge was the product of ‘Olelo’s own success: producing series programs had proven effective enough that the majority of the prime time schedule on the three existing channels that ‘Olelo programmed was devoted to series Programming. The addition of the time available on FOCUS 49 introduced more non-series time slots, and greatly reduced the number of preemptions required. The specific question of legislative programming is discussed below.

The Schedule Better Accommodates Governmental Programming

‘Olelo serves an important community function by allowing viewers access to the workings of their government. In particular, ‘Olelo programs provide viewers a way to observe the proceedings of Neighborhood Boards, the Honolulu City Council, and the Hawaii State Legislature. ‘Olelo also provides government agencies at the city, state and federal levels with a means to communicate with their constituencies.

Improvement in Neighborhood Board Programming

The availability of Neighborhood Board programming has improved, even while the number of programs has increased. In 2005, Neighborhood Boards submitted a total of 116 programs. In just the first ten months of 2006, Neighborhood Boards have submitted a total of 114 programs; it is foreseeable that these Boards will produce an additional 15 to 25 programs in the last two months of 2006.

In addition, in 2005, 73% of Neighborhood Board programs received prime time airings, with each program airing an average of two times in prime time. That number grew substantially in 2006, after the activation of the sixth channel, with 93% of Neighborhood Board programs receiving prime time slots, and each program airing three to four times in prime time. The combined increase in the number of programs and the additional prime time airings represent a significant growth in the hours devoted to Neighborhood Board programming.

Considering that each Neighborhood Board program runs between 2 and 3 hours, repeating these shows in prime time was possible only with the additional channel. Clearly, the sixth channel has allowed ‘Olelo to provide citizens with considerably more insight into the proceedings of grassroots government.

Reduction in Preemptions for Legislative Programming

In past years, cablecasts of sessions of the Hawaii State Legislature have created significant disruptions in ‘Olelo’s program schedule. An overwhelming majority of committee hearings and floor sessions took place during daytime hours, when most viewers were unable to watch. Re-airing sessions in prime time served a vital community function. However, these prime time airings required preempting a number of community

producers' programs. The necessity of preempting existing programs discouraged prime time airings of legislative programming.

During the 2006 session of the Hawaii State Legislature, FOCUS 49 was programmed in a way that could accommodate legislative programs without affecting other programs or content creators. This resulted in a marked decrease in the number of preemptions.

In 2005, 'Olelo programming centering on the Hawaii State Legislature comprised 140 programs, which received a combined total of 40 prime time airings. By comparison, the 2006 legislative session generated 116 programs, while prime time airings doubled, to a total of 80. It bears noting that FOCUS 49 was available to 'Olelo for legislative programming for only a portion of the legislative session; if it had been available for the entire session, more legislative programming would have received prime time airings. However, even with the additional channel available for a part of the session, the impact of the increase in available prime time slots is apparent.

Letters reflecting the experience of 'Olelo producers with program preemption before and after the activation of the sixth channel are attached as Appendix 3.

Growth in Other Governmental Programming

Other areas of governmental programming continue to grow. During the past few months, a number of federal agencies have expressed an interest in creating more government programming. The United States Postal Service has already produced three programs in 'Olelo's mini studio that are part of an on-going series. For the past two years, the Department of Housing and Urban Development (HUD) has used 'Olelo volunteers to produce informational programming about its Fair Housing Program that is distributed statewide; the agency has expressed a continuing interest in producing programs. A letter of support from Daryl A. Ishizaki, District Manager for the United States Postal Service, is attached as Appendix 4.

City programs are on the rise. During this year, the City Council used 'Olelo's van to cover special Council hearings at places like Kahuku. Reservations have also been made to cover the upcoming Mass Transportation hearings. The City Administration is producing its own specials on that issue. This is in addition to the normal series of programs.

The continued inclusion of FOCUS 49 in 'Olelo's channel lineup will allow for the programming of these additional governmental programs at times when viewers and the agencies involved can receive the full benefit of the governmental expense and effort that went into producing them.

Letters of support from Donovan Dela Cruz, Chair of the Honolulu City Council, and Senate President Emeritus Robert Bunda and House Speaker Calvin Say of the Hawaii State Legislature are attached as Appendix 5.

Repeat Programming

As a part of D&O 326, the DCCA specifically requested an assessment of ‘Olelo’s policy on repeat programming. See, Decision and Order No. 326, p.24. Having reviewed its policies, ‘Olelo is of the opinion that its practices related to repeat cablecasts of programming is appropriate, effective, and consistent with industry practice.

‘Olelo’s policy is that local programs receive a “premiere” showing and three repeats in prime time. In addition, all programs are eligible to be shown as “filler” whenever there is room in an appropriate block on any channel that ‘Olelo programs.

The current policy allows viewers more opportunities to view locally created programs at times that are convenient for them. Preliminary results from ‘Olelo’s 2006 viewership survey show that over 70% of viewers valued more choices as to when they could view programs, which FOCUS 49 provided.

‘Olelo’s rerun policy also provides those who produce programs—often at significant personal sacrifice—with access to a larger audience. This is especially important to those wishing to exercise their First Amendment rights.

In addition, ‘Olelo’s repeat policy is consistent with the current industry practice. Oceanic Cable’s own OC16 repeats its program numerous times during each week, including prime time airings. Most national cable channels also repeat programs over the course of a week, or even a few days, in order to reach more prospective viewers.

The proliferation of choices available to cable viewers has made repeat airings necessary. With between 70 and 200 available channels, viewers may need several opportunities to catch a particular program at a time that is convenient, and where the competition for their attention is less fierce. Viewed in that light, four prime time showings of a particular program is not an excessive number.

Viewership

Among the requirements of D&O 326 was the inclusion of “detailed statistics and data reflecting Access Channel utilization and viewership.” While ‘Olelo is in the process of collecting the requested viewership statistics,⁴ it bears repeating that viewership should not play any significant role in determining the necessity for or effectiveness of the sixth channel.

⁴ ‘Olelo defines “prime time” as 6 p.m. to 11 p.m. on weekdays, and all day Saturday and Sunday.

⁵ Achieving an acceptable statistical margin of error in the viewership survey has made it necessary to extend the sample period. Complete statistics will be available no later than December 20, 2006.

As a PEG access facility, 'Olelo is entirely non-commercial. From the outset, and across the country, public access television has been structured in such a way that it is not even susceptible to the indirect financial pressures facing PBS, which relies in large part on underwriters, many of which are commercial entities, and all of which have been granted more and more "commercial" leeway in producing identity materials. Instead, PEG access focuses on the community.

Imposing viewership as a criterion for measuring the success of access programming undercuts those values. "Popularity," in television terms, is a measure of commercial value; viewership is an indicator of potential economic return.

PEG access is a public service. It provides a benefit that cannot be measured in dollars and cents.

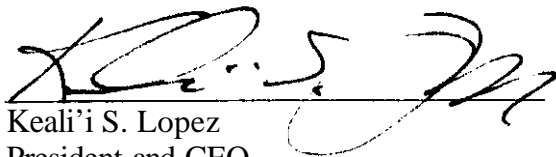
Moreover, one vital aspect of access television is that it removes the barriers to the use of our most powerful communications medium; it provides every member of the community the opportunity to express their ideas in a way that is accessible to their neighbors. By contrast, a focus on viewership-or popularity—would force Olelo to air only the most widely accepted views. When viewed in that light, it becomes apparent that placing any emphasis on viewership is directly at odds with the very essence of Community Access television and Free Speech.

Conclusion

Based on the foregoing, 'Olelo Community Television requests that:

- The assignment of the sixth channel be made permanent; and
- The DCCA remove viewership as a criterion for assessing the importance and impact of 'Olelo programming.

Respectfully submitted this 17th day of November 2006.



Keali'i S. Lopez
President and CEO
'Olelo Community Television

Appendix I

**Letter from Geriann Hong, Director
Teleschool Branch
Hawaii State Department of Education**



STATE OF HAWAII
DEPARTMENT OF EDUCATION
P.O. BOX 2360
HONOLULU, HAWAII 96804

TELESCHOOL BRANCH
1122 Mapunapuna Street, Suite 201
Honolulu, Hawaii 96819

OFFICE OF CURRICULUM, INSTRUCTION AND STUDENT SUPPORT
November 14, 2006

Ms. Kealii Lopez, President
'Olelo Community Television
1122 Mapunapuna Street
Honolulu, Hawaii 96819
Dear Kealii:

The collaborative discussions that we have had regarding scheduling and the sharing of resources have always been very productive and we appreciate the constructive solutions that we have been able to work out.

Since August 22, 2004 we have worked together to develop a schedule to accommodate and meet our individual needs. As agreed, DOE schedules Mondays-Fridays from 8:00 A.M. to 10:00 P.M., Saturday from 8:00-4:00 P.M. and Sunday from 8:00 A.M. to 6:00 P.M. 'Olelo programs Mondays-Fridays from 10:00 P.M. to 8:00 A.M. and Saturday from 4:00 P.M. and Sunday from 6:00 P.M.

Because of the federal legislation, No Child Left Behind, and the State Legislation, Act 51, DOE does have a need to schedule additional programming during the weekends. The weekend times provide an additional opportunity for our teachers to be engaged in professional development activities. Extending our weekend broadcast times, would be very beneficial for our teachers. We will need to meet to discuss ways to accommodate additional scheduling needs.

I realize that this would require 'Olelo having additional broadcast times to accommodate the community programming which currently airs on the educational channel. We are cognizant of the challenges of seeking additional channel capacity and we are totally in support of your plans to increase channel capacity.

Sincerely


Geriann Hong, Director
Teleschool Branch

Appendix 2

Statistics in Annual Report Format

'OLELO COMMUNITY TELEVISION
Third Quarter Program Report
January 2006 through September 2006

PUBLIC EDUCATIONAL AND GOVERNMENT ACCESS PROGRAMMING

Table 1. Total Hours of Programming: First Run, Repeat and Submitted but Not Aired * Mapunapuna and Community Media Centers

Sector	Total Hours of Programming -- First Nine Months		Total Hours of First Run Programming--First Nine Months		Total Hours of Repeat Programming--First Nine Months *		Total Hours of Programming Submitted but Not Aired †	
	2005	2006	2005	2006	2005	2006	2005	2006
Public	12,084.83	13,792.33	2,304.30	2,558.62	9,780.53	11,233.72	N/A	N/A
Education	10,474.92	10,965.52	‡	‡	‡	‡	N/A	N/A
Government	4,972.85	5,433.88	1,082.40	965.92	3,890.45	4,467.97	N/A	N/A
Sub-Totals	27,532.60	30,191.73	3,386.70	3,524.54	13,670.98	15,701.69	N/A	N/A
Other Sectors §	5,227.40	8,160.27						
Total	32,760.00	38,352.00						

† 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--First Nine Months		Total Hours of Locally Produced Programming--First Nine Months		Total Hours Non-Local Produced Programming--First Nine Months*		Total Hours of "Bulletin Board" Programming--First Nine Months	
	2005	2006	2005	2006	2005	2006	2005	2006
Public	12,084.83	13,792.33	9,456.75	11,645.91	2,628.08	2,146.42	N/A	N/A
Education	10,474.92	10,965.52	†	†	†	†	N/A	N/A
Government	4,972.85	5,433.88	4,785.43	5,238.93	187.42	194.95	N/A	N/A
Sub-Totals ‡	27,532.60	30,191.73	14,242.18	16,884.84	2,815.50	2,341.37		
Bulletin Board	508.13	1,482.90					508.13	1,482.90
Other Sectors §	4,719.27	6,677.37						
Total	32,760.00	38,352.00						

† 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.

§ 'Olelo's Island Info and Jobs info which comprise 'Olelo'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 'Olelo (Open Mic and Created by PEG)

Sector	Total Hours of First Run Programming "Dropped Off for Play" *		Total Hours of First Run Programming Created by PEG Trained and Certified Producers		Total Hours of First Run Programming Created by Open Mic †		Total Hours of First Run Programming Created by PEG ‡	
	2005	2006	2005	2006	2005	2006	2005	2006
Public	1,170.26	1,144.97	1,134.03	1,413.65	N/A	N/A	N/A	N/A
Education §	§	§	§	§	N/A	N/A	N/A	N/A
Government	113.20	110.46	969.20	855.45	N/A	N/A	N/A	N/A
Totals	1,283.46	1,255.43	2,103.23	2,269.10	24.53	18.93	44.48	73.37

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

† These hours are not tracked using the P, E or G designations. Open Mic includes *Oahu Speaks* and *Capitol Commentary*.

These hours are not tracked using the P, E or G designations.

§ UH and W E programming hours are provided in the HENC reports.

Appendix 3

Letters from 'Olelo Producers Reflecting Experiences with Program Preemption



Working Together for Hawaii

888 Mililani Street, Suite 601
Honolulu, Hawaii 96813-2991
www.hgea.org

Telephone: 808.536.2351
Facsimile: 808.528.4059

Hawaii Government Employees Association
AFSCME Local 152, AFL-CIO

November 8, 2006

Mr. Mark Recktenwald, Director
State Dept. of Commerce and Consumer Affairs
335 Merchant Street, 2nd Floor
Honolulu, Hawaii 96813

**RE: COMMENDING THE GRANTING OF A SIXTH CHANNEL TO
'OLELO COMMUNITY TELEVISION**

Dear Director Recktenwald

This is to express my appreciation for the granting of a sixth broadcast channel to 'Olelo Community Television.

You may recall that I was one of 'Olelo's prime critics during the 2002 and 2004 election seasons. The corporation's previous policy was to 'bump' regularly scheduled series on the Views channel, Channel 54, in favor of their own programming during the election season. This left many of us volunteer producers who worked hard to establish our programs in a particular time slot feeling angry and frustrated. Losing our regularly scheduled time slots during the most critical period of the biennial election cycle defeated much of our previous effort to establish our voices on air. I personally received many complaints from regular viewers who could not find my program once it was 'bumped' to another time slot.

In contrast, during the recently concluded election season, "Labor's POV" remained on the air in its regular time slot. *(It didn't make a whit of difference to the outcome of the election, but that was my fault.)* Thanks to the sixth channel granted to 'Olelo earlier this year, those of us who regularly broadcast on Channel 54 remained in place, 'Olelo's election programming was largely broadcast on the new channel.

Please convey my appreciation, and that of the entire labor community, to your capable staff and those responsible for the decision to grant a sixth public access channel.

Sincerely

Stuart E. McKinley
Host & Producer
Labor's POV

From the desk of Michael Bailey

November 6, 2006

Mark Recktenwald
Director
Dept of Commerce and Consumer Affairs
335 Merchant street
Honolulu 96613

Re: broadcast schedules and Channel 49, Olelo Community Television.

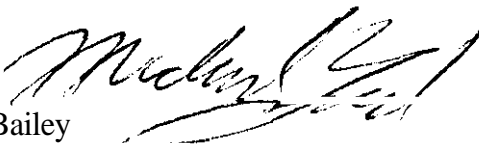
I serve as a producer for two (2) weekly television series and a number of television specials which are broadcast regularly on Olelo Community Television cable channels. These include the series 'Microorganisms' 'Great Adventures' as well as television specials pertaining to matters of political and environmental significance for Honolulu viewers.

These programs are sponsored and supported by a variety of Hawaii not-for-profit and community organizations, including environmental groups, churches and others.

The recent addition to the Olelo cable channel 'Focus 49' has provided a valuable service in allowing many of the programs which I produce to be broadcast during the primetime viewing hours. The benefit of channel 'Focus 49' results in much fewer schedule disruptions of program broadcasts during primetime viewing hours. Prior to the existence of Channel 49, the numbers of program schedule interruptions and changes were significantly greater as the legislature and other broadcasts pertaining to government and public hearings would result in regular programs being 'bumped' from the broadcast schedule

As a result of 'Channel 49' now being active, the primetime re-scheduling of the series and special programs which I produce has been reduced. The organizations which support the programming greatly appreciate the existence of the 'Focus 49' Channel and recognize that a valuable public service is being provided through its continued existence,

Sincerely



Michael Bailey
Planetviews Productions
758 Kapahulu Avenue, #422
Honolulu HI96816
www.planetviews.com

cc: Olelo Community Television



Letter of Endorsement

November 7, 2006

Mark Recktenwald
Director of Commerce and Consumer Affairs

strongly endorse and support Olelo to continue to have 6 channels instead of only 5 channels. 'Olelo had 5 channels many years ago and whenever there were government programs to be aired, many times our shows were canceled.

6 channels is the path to be on, then our programs which help to educate the general public will continue to air without being cancelled.

Our Olelo Station is a wonderful thing to have for people of Hawaii. The name of our show is called Kempo Karate and is aired every Tuesday @ 6:30 pm

Please do not hesitate to contact me if you have any questions.

Sincerely

Martin T. Buell

Martin T. Buell
Professor 10th Degree, Founder
Universal Kempo Karate Schools Association
98-894 Kuha o Place
Aiea, HI., 96701
Ph. 808 487-268663
Fax 808 488-8363
E-mail Universalkempo@hawaii.rr.com

November 8,2006

Mr . Mark E. Recktenwald, Director
Department of Commerce and Consumer Affairs
State of Hawaii
335 Merchant Street
Honolulu, Hawaii 96813

Dear Mr. Recktenwald;

I am the Producer of Centrality of the Cross, and work with a close-knit group of Producers that produce similar programs for Olelo. I am very involved with working with Olelo, not only on my own program and assisting other Producers on their programs, but have assisted Olelo with many of their community outreach programs such as the community 4-site, live, "ice" awareness program, the ACLU debate with Ken Star, the congressional debate, and the Girl Scouts of America awards/benefitprogram, to list just a few.

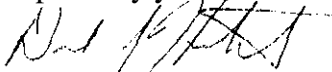
I am writing concerning Oleo Community Access Television Channel 49. Channel 49 is Olelo's 6th channel and was acquired in order to handle overflow programming and eliminate the necessity for Olelo to "bump" programs for other time-critical programming. Prior to Olelo acquiring Channel 49, several of our programs, were bumped due to Political programs having to air in those time slots. Now because Olelo has the additional air space, we find this has benefited not only our programming needs as Producers, Editors, Camera people, etc., but our audience, as well.

When our organization decided to start Centrality of the Cross (originally La Capia de Esperanza and then the The Message of the Cross), almost seven years ago, we did not feel that we would have much of a following on a PEG station. Our thinking was that we would reach a small audience of people that did not turn to the major television stations for their entertainment. Over the years, we have learned that we actually have a quiet, larger-than-expected, loyal audience. Often, our speaker will have people come up to him and mention that they have seen him on Olelo, most recently on Aloha Airlines on a return trip home.

We have been greatly blessed by this outlet for communicating our message and appreciate all Olelo has done for us. Now that Olelo has the 6' channel, we have found that this has greatly enhanced our ability for communicating our message as we remain in the same time slot and our audience is better able to maintain their enjoyment of our program. They are less likely to be frustrated with the interruptions in programming schedule and we are more likely to gain more of an audience by maintaining the same time slot.

Mr. Recktenwald, we wanted to let you know how much this channel has helped us, our audience, and with our experience with Olelo, we can say, helps Olelo. We want to thank you for your support of Olelo and hope that you will continue to support Olelo by allowing Olelo to continue to use Chennel49 to support our programming needs and the needs of our audience.

Respectfully yours,



David Husted, Producer
Centrality of the Cross

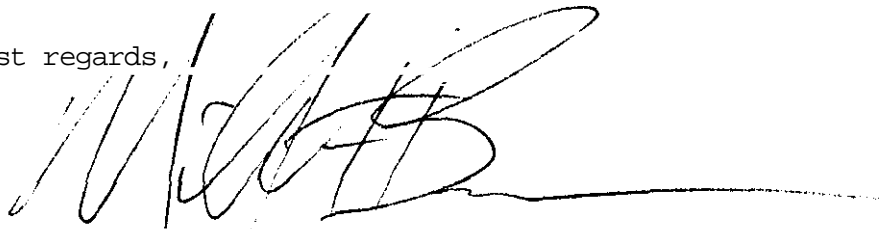
Dear Mr Recktenwald,

I, Mike Bowen, am a producer of two program series on Olelo. The longest running one being Retornando a la Cruz and another one that is on its second year of airing; both are one hour programs in prime time slots. I have been submitting series programs since becoming involved with Olelo 5 1/2 years ago. Apart from being producer of these series programs, I am an avid camera guy within the tight nit dedicated team that I work with and on other producers projects, plus executive Olelo productions whenever requested.

I am writing to you because it has been brought to my attention, the need to let you know how important it is that the 6th channel (ch.49) remain with Olelo. Before Olelo aquired this 6th channel, there were multiple times a year that someones time critical, live broadcast or political live programming would need to bump a series program of mine or one of someone that I knew. Once Olelo had the use of channel 49, these drops in series programs to the best of my knowledge, ceased. This is huge in importance as a whole, but to me because when people watch my programming, they depend on it and are waiting every week to view it. We have calls on a regular basis asking to know more about what has been shared, asking for times to meet up and learn more or for a free dvd copy of the broadcast and just to say thanks for continuing to put them on air. When a program in the past got bumped we would have calls all throughout the hour or the rest of the day and even the following day asking why we never went on. Loyal viewers depend on the programs being aired at their correct timeslots.

This is why we request that you don't even consider dropping the 6th channel, for any reason. It has poven already that it was needed all along and continuesto be an important need. In closing all I can say is KEEP Channel 9 the 6th ch el) and thank you for taking the time to read what I hadtosay.

Best regards,

A handwritten signature in black ink, appearing to read 'Mike Bowen', with a long horizontal line extending to the right.

Mike Bowen, Producer
Retornando a la Cruz
Voice in the Wilderness

November 9, 2006

Mr. Mark E. Recktenwald, Director
Department of Commerce and Consumer Affairs
State of Hawaii State Procurement Office
333 Merchant Street
Honolulu, Hawaii 96813

Dear Mr. Recktenwald;


My name is Mark D. Helmberger. I have been a producer/volunteer with Olelo for about 7 years. I currently produce two programs on Olelo. They are: Back to the Cross, and a program about overcoming addictions called Clean and Free. I also co-opt with a number of other producers with similar programs on Olelo. In addition to these projects, I also volunteer with Olelo on many of their Executive Productions for those who want to make a program, but lack the know-how to do it.

I am writing you today in support of channel 49 Olelo's newest channel. This channel was acquired to relieve the strain on Olelo's public channels during the busy government schedule times. In the past, many programs, including those I am personally involved with, were pre-empted by the need for the government programming. This resulted in lost program viewership, as it was very difficult indeed to communicate what the shifting schedules were. (I personally received complaints from my viewers concerning this.) It was a very welcome improvement when the additional channel relieved this stressful demand on channels for programming

It was particularly apparent this year because this is an election year. During election times the demands for program times for political information is particularly fierce. Having been with Olelo during an election year before, I definitely noticed the welcome difference channel 49 has made. I have spoken with other producers about this. All have been very pleased with the addition of channel 49. Many of us have built up a very substantial following over the years.

I have been very blessed over the years with the service and assistance that Olelo has provided over these past seven years. Without it, the ability to communicate our message to this community would have been impossible. The addition of channel 49 has improved greatly our ability to interact with our community. I would urge you to allow this service to the community, for both Government and Public Access to continue. Please keep channel 49 with Olelo. Thank You for your consideration in this matter.

Sincerely Yours,



Mark D. Helmberger, Producer
Back to the Cross and Clean and Free
romans66@earthlink.net

Appendix 4

**Letter of Support from
Daryl A. Ishizaki, District Manager
United States Postal Service**

DISTRICT MANAGER
HONOLULU DISTRICT



November 9, 2006

Mr. Mark E. Recktenwald, Director
Department of Commerce and Consumer Affairs
State of Hawaii
335 Merchant Street
Honolulu, Hawaii 96813

Dear Mr. Recktenwald:

I am writing this letter to describe the important role that Olelo Community Television plays in our efforts to communicate with our U.S. Postal Service employees and customers on Oahu. Our 3,000 postal employees work out of hundreds of offices scattered around Oahu and across the state. And, as the population center of the state, Oahu contains the largest concentration of our postal customers. Olelo provides us with an effective channel that complements our varied efforts to communicate with those employees and customers.

Gerry Silva and his staff have assisted us with the development of Eye on the Postal Service, a monthly 28-minute TV show that features interviews with postal newsmakers and updates on important postal programs and events. We have high hopes that this program will enable us to educate and inform its viewers in ways that no print medium can do, and look forward to continue working with Olelo to develop our broadcast expertise and programming.

In summary, we are most grateful to Olelo for supporting the mission of the U.S. Postal Service.

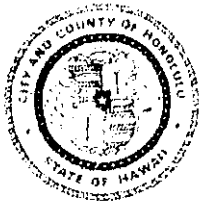
Sincerely,

A handwritten signature in black ink, appearing to read "Daryl A. Ishizaki".

Daryl A. Ishizaki
District Manager

Appendix 5

**Letters of Support from
Donovan Dela Cruz, Chair
Honolulu City Council
and
Robert Bunda, President Emeritus
Hawaii State Senate, and
Calvin Say, Speaker
Hawaii State House of Representatives**



CITY COUNCIL
CITY AND COUNTY OF HONOLULU
HONOLULU, HAWAII 96813-3086 / TELEPHONE 547-7000

DONOVAN M. DELA CRUZ
COUNCIL CHAIR
CHAIR, COMMITTEE ON
EXECUTIVE MATTERS
COUNCIL DISTRICT 2
TELEPHONE: (808) 547-7002
FAX: (808) 527-5737
EMAIL: dmdelacruz@honolulu.gov

November 13, 2006

Mr. Mark Recktenwald, Director
Department of Commerce & Consumer Affairs
335 Merchant Street
Honolulu, Hawaii 96813

Dear Mr. Recktenwald

RE:CableChannel49

'Olelo Community Television is requesting that the Cable Television Division of the Department of Commerce and Consumer Protection make permanent the assignment of cable channel 49 to 'Olelo.

While the City Council does not normally telecast our meetings on channel 49, we recognize that there is an increasing demand for air time by public, education, and government users of 'Olelo's channels. This directly impacts the City Council because programming that is now carried on channel 49 would be forced onto channels 52, 53, and 54 decreasing the available air time and making scheduling of our programs more problematic.

In fact, the City Council has been increasing our telecasting schedules with both live and repeat programming. For example, later this month, seven town meetings will be covered over ten days in different areas around the island to seek public comment on mass transit proposals for Oahu.

These meetings will create approximately 22 hours of premier programming on 'Olelo. With repeats, that number will rise to approximately 88 hours of air time required to telecast these meetings. This is in addition to our regularly scheduled City Council meetings.

We are also requesting that 'Olelo provide the City Council with additional air time slots in prime time and on weekends for our regular meetings so that citizens have more opportunities to keep abreast, through television, of issues that impact them.

The need for permanent assignment of channel 49 to 'Olelo has been clearly demonstrated over the past year and will become increasingly important in the future. We are in strong support and respectfully ask that you approve 'Olelo's request.

Sincerely,

A handwritten signature in black ink, appearing to read "Donovan M. Dela Cruz", is written over the typed name and title.

Donovan M. Dela Cruz
Council Chair



CALVIN K. Y. SAY
SPEAKER

HOUSE OF REPRESENTATIVES

STATE OF HAWAII
STATE CAPITOL
HONOLULU, HAWAII 96813

November 16, 2006

Mr. Mark Recktenwald
Director
Department of Commerce and Consumer Affairs
335 Merchant Street
Honolulu, Hawaii 96813

Dear Director Recktenwald,

During the past two years, 'Olelo Community Television has petitioned the Department of Commerce and Consumer Affairs for an additional channel to accommodate an ever-increasing demand for airtime by government agencies and the public.

In February of this year, DCCA granted 'Olelo provisional use of cable channel 49 ("Focus") for a period of approximately nine months to test and then evaluate the need for the additional channel.

During every legislative session, approximately 300 hours of live hearings, informational briefings, floor sessions, and special programs are produced. When repeat broadcasts of those programs are factored in, the Legislature alone generates over 1200 hours of programming on 'Olelo.

As the live broadcast schedule has grown repeat airtime requests have become more difficult to schedule. Prior to Channel 49 becoming available, repeat broadcasts - so important to viewers whose work schedules don't allow them to view the live events - were routinely being preempted by live programs. Because of that, press release information was reissued multiple times for each rebroadcast. The situation created much confusion and became a serious problem for legislators and the public, sometimes resulting in hearing repeats happening as much as two weeks after the live event. As you well know, information coming out of the legislature needs to be current to be useful to the public.

After channel 49 debuted on February 10th of this year, most of the scheduling problems were immediately remedied. The Legislature was able to provide programming information more efficiently and more accurately.

While the administrative benefits of having Channel 49 have been great for the Legislature, the biggest benefits have been for the public. Since February, Oahu's citizens have more access to legislative information than they have ever had.

Director Mark Recktenwald
Page 2

We understand that the DCCA is now evaluating 'Olelo's request for Channel 49 to be granted to them permanently.

The House and Senate of Hawaii once again very strongly supports 'Olelo's request for permanent use of Channel 49. Without it, public access channel space would again become congested and over taxed, and the public would lose a valuable resource that helps them be more effective citizens.

We respectfully urge your concurrence and ask that you make channel 49 a permanent part of 'Olelo's family of channels.

Very truly yours,



Robert Bunda
President
Hawaii State Senate



CALVIN K. Y. SAY
Speaker
Hawaii House of Representatives