



February 27, 2006

CABLE DIVISION  
COMMERCE AND  
CONSUMER AFFAIRS

2006 FEB 27 P 3: 07

Mr. Clyde Sonobe  
Dept. of Commerce and Consumer Affairs  
Cable Television Division  
P.O.Box 541  
Honolulu, HI 96809

A \_\_\_\_\_ P \_\_\_\_\_ S \_\_\_\_\_  
\_\_\_\_\_  
FILE \_\_\_\_\_

Dear Mr. Sonobe:

'Olelo Community Television requests an extension on the submission of its annual report for 2005. In the process of auditing the statistical material, we uncovered some duplicate entries in training data.

While these errors appear to be relatively small, we want to ensure that the data we submit is accurate. We are requesting an extension until March 17, 2006. If we complete the verification of the data sooner, we will submit our report earlier.

A handwritten signature in cursive script that reads "Gerry Silva".

Gerry Silva  
Chief Operating Officer  
'Olelo Community Television

LINDA LINGLE  
GOVERNOR



MARK E. RECKTENWALD  
DIRECTOR

JAMES R. AIONA, JR.  
LT. GOVERNOR

CLYDE S. SONOBE  
CABLE TELEVISION ADMINISTRATOR

STATE OF HAWAII  
CABLE TELEVISION DIVISION  
DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS

335 MERCHANT STREET  
P O. BOX 541  
HONOLULU, HAWAII 96809  
(808) 586-2620  
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February 27, 2006

**Via Facsimile Only 808-836-2546**

Mr. Gerry Silva  
Chief Operating Officer  
'Olelo Community Television  
1122 Mapunapuna Street  
Honolulu, Hawaii 96819

Dear Mr. Silva:

This confirms receipt of your letter dated February 27, 2006 requesting an extension on the submission of 'Olelo's annual report for 2005 which is due on February 28, 2006. The Department grants the requested extension of the report due date to March 17, 2006.

The Department looks forward to receiving your reports on Friday March 17, 2006. Please call me if you require any further assistance

Regards,

A handwritten signature in black ink that reads "Clyde S. Sonobe".

Clyde S. Sonobe  
Administrator

c: Glen Chock, DCCA



**"Meredith Nichols"**  
<mnichols@olelo.org>

03/18/2006 12:07AM

To: <Clyde.Sonobe@dcca.hawaii.gov>,  
<Glen.WY.Chock@dcca.hawaii.gov>  
cc: "Gerry Silva" <gsilva@olelo.org>,"Kealii Lopez" <klopez@olelo.org>  
Subject: **Olelo's 2005 Reports**

Aloha Clyde and Glen,

Olelo's 2005 Executive Summary and Annual Activity reports are attached. You will note that we have streamlined our reporting. Please let us know if there is any additional information we can provide for your review.

Mahalo,

Meredith Nichols  
Director of Community Media Centers  
Olelo Community Television



2005 Executive Summary FINAL.c 2005 Annual Activity Report FINAL.c

**'OLELO COMMUNITY TELEVISION  
2005 Annual Activity Report  
EXECUTIVE SUMMARY**

**Overview**

Calendar Year 2005 was another year of growth for 'Olelo Community Television in many areas such as programs, certifications and volunteer hours. Another Community Media Center (CMC) opened in Kaneohe, making it more convenient for the Windward community to use 'Olelo's services. The new CMC, located on the campus of Windward Community College, is another example of a very productive partnership between 'Olelo and the Education community.

Production of first-run programming was up in 2005. As Table 1 shows, first run public sector program hours increased by 15 percent. Although Government programming hours were well under half of Public program hours, Government program hours for 2005 did show an increase of 13 percent over 2004. The mini-studio service, inaugurated in 2004, was a significant factor in the growth of programs in 2005 contributing nearly triple the number of programs that resulted from this service in 2004. The upward trend in overall programming hours was a factor in 'Olelo's request for a sixth analog channel.

As Table 4 shows, training increased substantially during 2005, with 2,390 enrollments, (up from 1,975 in 2004) resulting in 1,994 completions (up from 1,591 in 2004), an overall 83 percent completion rate for 2005. The number of people certified as Producers increased by 58 percent, and overall training certifications were up by 25 percent.

**Programming**

First-run programming hours increased by 14 percent in 2005. In addition to this, 6114 individual programs aired in 2005, representing a 5 percent increase from 2004 when 5817 individual programs aired.

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

Sector	Total Hours of Programming		Total Hours of First Run Programming		Total Hours of Repeat Programming		Total Hours of Programming Submitted but Not Aired †	
	2004	2005	2004	2005	2004	2005	2004	2005
<b>Public</b>	16,213.45	<b>16,423.87</b>	2,750.68	<b>3,166.12</b>	13,462.77	<b>13,257.75</b>	N/A	N/A
<b>Education</b>	13,269.27	<b>13,987.38</b>	‡	‡	‡	‡	N/A	N/A
<b>Government</b>	6,155.13	<b>6,273.28</b>	1,168.98	<b>1,317.32</b>	4,986.15	<b>4,955.97</b>	N/A	N/A
<b>Sub-Totals</b>	35,637.85	<b>36,684.53</b>	3,919.66	<b>4,483.44</b>	18,448.92	<b>18,213.72</b>	N/A	N/A
<b>Other Sectors §</b>	8,282.15	<b>7,115.47</b>						
<b>Total</b>	43,920.00	<b>43,800.00</b>						

† All programs meeting submittal requirements are aired.

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

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

**Table 2. Programming by Origin: Locally Produced, Non-Locally Produced and Bulletin Board**

Sector	Total Hours of Programming		Total Hours of Locally Produced Programming		Total Hours of Non-Locally Produced Programming		Total Hours of "Bulletin Board" Programming	
	2004	2005	2004	2005	2004	2005	2004	2005
Public	16,213.45	16,423.87	12,936.18	12,834.09	3,277.27	3,589.78	N/A	N/A
Education	13,269.27	13,987.38	†	†	†	†	N/A	N/A
Government	6,155.13	6,273.28	5,985.37	6,026.40	169.77	246.88	N/A	N/A
Sub-Totals	35,637.85	36,684.53	18,921.55	18,860.49	3,447.04	3,836.66		
Bulletin Board	1,366.67	676.92					1,366.67	676.92
Other Sectors §	6,915.48	6,438.55						
<b>Total</b>	<b>43,920.00</b>	<b>43,800.00</b>						

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

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

**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 Programming "Dropped Off for Play"		Total Hours of Programming Created by PEG Trained and Certified Producers		Total Hours of Programming Created by Open Mic †		Total Hours of Programming Created by PEG ‡	
	2004	2005	2004	2005	2004	2005	2004	2005
Public	1,224.45	1,587.75	1,526.23	1,578.37	N/A	N/A	N/A	N/A
Education §	§	§	§	§	N/A	N/A	N/A	N/A
Government	62.80	152.45	1,106.18	1,164.87	N/A	N/A	N/A	N/A
<b>Totals</b>	<b>1,287.25</b>	<b>1,740.20</b>	<b>2,632.41</b>	<b>2,743.24</b>	<b>31.00</b>	<b>25.92</b>	<b>126.00</b>	<b>64.62</b>

\* These hours include 'Olelo trained and certified producers who don't use 'Olelo facilities for some programs.

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

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

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

## Training

The number of certifications in 2005 increased by 25 percent from 2004. The transition to new equipment is reflected in the increase in the numbers of people that completed training on mini-cameras (up 94 percent), Final Cut Pro editing (up 52 percent). Producer training increased 58 percent. There is also a correlated decrease in trained individuals learning to use larger field cameras and linear edit bays.

**Table 4. Video Production Training: All Locations**

Class Name	Number of Sessions		Total Number of Enrolled Students		Total Number of Students that Completed		Percentage of Students Completing Class	
	2004	2005	2004	2005	2004	2005	2004	2005
Intro to TV	12	18	418	370	418	370	100%	100%
Mini Camera	56	80.00	376	686	294	572	78%	83%
Field Tech	3	1	17	7	16	9	94%	129%
Lighting	5	4	57	33	57	33	100%	100%
Edit Tech	3	1	9	5	9	5	100%	100%
iMovie	24	16	149	105	83	65	56%	62%
Final Cut Pro	41	66	269	436	213	323	79%	74%
Producer	41	62	347	484	230	364	66%	75%
Director	8	6	26	36	26	36	100%	100%
Feather Pack	20	19	140	145	134	127	96%	88%
EFP/Van	1	1	13	15	8	15	62%	100%
Studio	19	7	154	68	103	75	67%	110%
<b>Total Instances</b>	<b>233</b>	<b>281</b>	<b>1,975</b>	<b>2,390</b>	<b>1,591</b>	<b>1,994</b>	<b>81%</b>	<b>83%</b>

\* Students may complete or become certified in a different year than the year they take a class. For example, a student who trains in December of 2004 may become certified in 2005. This can, in some instances, create a certification rate of over 100 percent for a particular class type.

**Video Production Training Certifications**

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

Trained and Certified Producers		Difference
2004	2005	2004-2005
230	364	+134

**Summary of Compliments, Suggestions and Complaints**

In 2005, a total of 132 comments were received via US Mail, email and telephone and in-person communication. This number is down 48 percent from 2004's 271 comments received. Of the 132 comments, 94 were compliments, 7 were suggestions and 31 were complaints.

**Table 6. Comments Received**

Area	Compliment	Suggestions	Complaint
Internet Streaming			3
Programming	80		27
Training	4		
Community Media Center	6	7	
Client Service	3		
Administration	1		1
<b>Total</b>	<b>94</b>	<b>7</b>	<b>31</b>

## **Complaint Resolution**

'Olelo welcomes all comments and considers complaints opportunities to examine, change, and improve services, where appropriate. Complaint resolution varies depending on the issue. Complaints from clients about procedures and processes are handled by the appropriate staff member and are generally resolved on a departmental level. Complaints received from viewers about specific program content are recorded by staff and investigated. Staff will identify and review programs in question. If program content violations, such as prohibited content or technical gaps, are confirmed, staff works directly with the program's producer to resolve the issue.

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

'OLELO COMMUNITY TELEVISION  
**2005 Annual Activity Report**

**2005 HIGHLIGHTS**

Growth and change continued for 'Olelo Community Television in 2005. One of the major accomplishments in 2005 was the opening of a new community media center (CMC) on the grounds of Windward Community College. The new center became the sixth 'Olelo facility on O'ahu. That also includes centers at Mapunapuna, Kahuku, Palolo/Kaimuki, Leeward Community College and Wai'anae. In addition, a very promising mobile service was implemented to serve Wai'alua. These centers and services allow 'Olelo to extend its outreach efforts into the island's communities, making it more convenient for clients to learn production techniques and create programming at a site near their homes making community media even more accessible.

The highly-successful Mini-Studio service that was launched in 2004 continued to gain momentum in 2005. The program output grew from 100 programs in 2004 to 294 programs in 2005, almost a 200 percent growth. This service was initiated to serve a segment of the community that needed to communicate extended messages, but had little or no time to learn how to operate video equipment. The service is staffed by 'Olelo. The thirty minute show format gives each speaker the ability to explore issues more fully than the seven minutes provided through 'Olelo's O'ahu Speaks program. However, O'ahu Speaks is still used for brief community updates.

The second annual Youth Xchange video competition culminated in an awards ceremony in February 2005. This issues-oriented competition was open to K-12 students statewide and received more than 200 entries. Entries are divided into six categories and all the entries in each category aired statewide. Participating students are asked to create programs about issues that are important to them. The contest, the winning schools, teachers, students, sponsors and 'Olelo were honored by both the House and Senate of the Hawaii State Legislature in March of 2005.

**PUBLIC, EDUCATIONAL AND GOVERNMENT ACCESS PROGRAMMING**

Overall, in 2005, first-run programming hours increased by 14 percent. Additionally, 6,114 individual programs aired in 2005, representing a 5 percent increase from 2004 when 5,817 individual programs aired. Series producers and their programs continued to be an 'Olelo mainstay. In 2005, 'Olelo cablecast over 200 series programs on topics that included sports, culture, community news, local, national, and international issues, government at all levels, children's and inspirational programming, credit and non-credit educational programs, art and music, and a variety of other material. The 120 hour decrease in total hours of programming is due to 2004 being a leap year. Details of 2005 programming are shown in table 1 below.

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

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<b>Sub-Totals</b>	35,637.85	<b>36,684.53</b>	3,919.66	<b>4,483.44</b>	18,448.92	<b>18,213.72</b>	N/A	N/A
<b>Other Sectors §</b>	8,282.15	<b>7,115.47</b>						
<b>Total</b>	43,920.00	<b>43,800.00</b>						



## PLAYBACK SUMMARY

In 2005, 'Olelo's Playback center was responsible for cablecasting 43,800 hours of on-air programming. Additionally, 24-hour video streaming on the Internet continued for channels 52, 53 and 54 and the Honolulu traffic cameras.

## FACILITY USE

In 2005, the estimated value of reservations completed through 'Olelo's Community Media Centers was \$7,327,055.00, up by more than 1.3 million from 2004, which represents a 22 percent increase. This number does not include the value of 'Olelo's resources used by the State Legislature, City Council and City Administration.

The majority of the increase in 'Olelo's combined facility and equipment usage can be attributed to a rise in the use of mini-field cameras (103,548 hours), up 65 percent from 2004, and consumer camera usage (15,706 hours), which increased 49 percent from 2004. There was also a notable increase in non-linear edit equipment usage (32,436 hours), which was up 8 percent over 2004 numbers.

Usage of the Feather-Pack (a field production system with two cameras, a switcher and other production gear) more than doubled in 2005 (6,168 hours). Part of the increase in equipment and facility usage can be attributed to activity at the Windward Community Media Center which opened in the second half of 2005.

## VIDEO PRODUCTION TRAINING

There were 1994 certifications in 2005, an increase of 25 percent over 2004, and certification rates also increased by 2 percent to a 83 percent certification rate. A total of 233 classes were offered (up 16 percent from 2004). The transition to new equipment is reflected in the increase in the numbers of people that certified on mini-cameras (up 94 percent), Final Cut Pro editing (up 52 percent) and producer (up 58 percent). This demonstrates a continued trend in the community producer's preference for smaller, more portable cameras and computer based editing.

## VOLUNTEER ACTIVITY

Volunteers are an integral part of 'Olelo's success and clients volunteered 43,533 hours in 2005. This represents a 9 percent increase in volunteer activity from 2004. Although this number is extraordinary, it does not fully represent the volunteer efforts of 'Olelo's clients since many volunteers choose not to log their hours. In addition to volunteering on one another's productions, CMC clients contributed to the completion of 67 Executive Productions with the coordination of 'Olelo staff. These Executive Productions give volunteers the opportunity to gain more production experience, while assisting non-profit organizations with event coverage.

In December, 'Olelo hosted its sixth annual Volunteer Awards Banquet. Over 200 volunteers attended the event, which is designed to recognize and thank the many volunteers that make community programming possible.

**2005 Volunteer Awards**

**Volunteer of the Year**

Hans Peter Jensen

**600 + Volunteer Hours Awards**

Sherry Ho'ohuli  
 Michael Bowen  
 Wyatt Heine  
 Ben Lagud

**Spirit of Volunteerism Awards**

Akemi Carter - Wai'anae CMC  
 Ruth Hsu - Palolo/Kaimuki CMC  
 Artemio Lacar - Leeward CMC  
 Bonnie Murakami - Mapunapuna CMC  
 Gail Nakamoto Windward CMC  
 Mike Winget - Kahuku CMC

**2005 Video Contest Winners**

<b>Winning Producers</b>	<b>Category</b>	<b>Program</b>
Dean Borling	Inspiration/Growth	<i>God's Transformation</i>
Chris Thornton	Short-take, PSA, Promo	<i>Smoke Like Fred</i>
Noyita Saravia	Community	<i>Breast Thermography</i>
John "Ipo" Kaina	Youth Production	<i>John "Ipo" Kaina Oral History</i>
Midge Wright	Educational Issues	<i>Puowaina</i>
Kalua & Kaimi Dung	Arts & Entertainment	<i>Around &amp; About Wai'anae</i>
Don Kozono/Carmen Mottola	Issues	<i>City News from the Hannemann Administration</i>
Michael Goodrich	Native Hawaiian Issues	<i>Made by Native Hawaiians</i>
Ruth Y. Hsu	Cultural	<i>Ward Churchill Speaks Truth to Power</i>

**FACILITATED AND SPECIAL PRODUCTIONS**

'Olelo provides production services to individuals, organizations and community groups that might not otherwise be able to communicate their message via cable access. These structured services and special projects **are** designed to serve those who have a message, but do not have the technical skills or the time to create a program. The following is a summary of services offered in 2005

**Island Info**

Island Info, 'Olelo's video bulletin board, listed 2,804 non-commercial community events and announcements. There are five different Island Info services, including O'ahu Island Info, **NATV** Island Info, **VIEW**S Island Info, **TEACH** Island Info and, in partnership with Oahu Worklinks, **Jobs Info** Island Info airs at different times throughout the day in scheduled time slots and as filler where needed.

**Oahu Speaks**

*O'ahu Speaks* provides users who have no production experience the ability to cablecast a message up to seven-minutes in length to the community. In 2005, O'ahu Speaks accounted for 19 hours and 40 programs. This service is provided weekly, and programs air in a timely manner to address current issues.

**Capitol Commentary**

Capitol Commentary is an on-location "open mic" service that completed its seventh season at the Legislature in May 2005. It features the views of legislators and community members on proposed or recently enacted legislation. In a continuing effort to empower students and to give them insight into the legislative process, student crews from across Oahu were mentored by 'Olelo staff with the purpose of interviewing legislators from their districts on Opening Day. In 2005, there were 24 students and 3 teachers from Waipahu High, Jarrett Middle, Kaimuki High,

Nanakuli High & Intermediate, Halau Ku Mana Charter School, Kahuku High & Intermediate, Sunset Beach, Kainalu Elementary and Moanalua Elementary.

Over the course of the session, a total of 260 interviews were taped with legislators and community members. The four-month session ended on May 5, 2005, covering 17 taping days, and resulting in 21 programs totaling 17 hours. Each program was aired on VIEWS Channel 54 and sent to all neighbor island access centers for cablecasting.

**Youth Xchange**

The second annual Youth Xchange video competition was held in 2004, culminating with an awards ceremony in February 2005. This issues-oriented competition was open to K-12 students statewide and received 210 entries (an increase of 38 percent over last year). More than 250 students, teachers, administrators, officials, business executives and community leaders attended the awards banquet where the work of elementary, middle and high school students in seven categories was honored. The awards ceremony, finalists and winners shows and seven other programs featuring all the entries in each category aired statewide. Participating students identified issues such as drug abuse, drinking and driving, the environment, health issues, and smoking as their most important concerns.

The contest, the winning schools, teachers, students, sponsors and ‘Olelo were honored by the Hawai‘i State Senate and the House of Representatives in March of 2005.

**MARKETING AND ADVERTISING**

In 2005, marketing and graphics support was provided for Youth Xchange, ‘Olelo’s Report to the Community, as well as the design of various promotional tools ranging from stationery items and brochures to decals. Preparation for a 6th channel, Vote!2006, and series/block programming promotions began. In addition to these efforts, over 200 community organizations were outreached to and served through ‘blelo’s six Community Media Centers.

**SUMMARY OF REVENUE FROM SOURCES OTHER THAN FRANCHISE FEES**

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

<b>Description</b>	<b>Revenue Amount</b>
Service Income – Tape Dubbing	\$396.00
Training Fees – Fees Charged for Training	\$16,475.00
Tape Sales, Publications and Production Materials	\$23,390.50
Tenant Reimbursement	\$116,693.61
Rent Income – Tenant Rental Income	\$380,756.83
Interest Income – Earned Interest from Bank Accounts	\$360,916.14
Insurance Recovery	\$1,019.01
Miscellaneous Income	30,411.50
<b>Total Collected in Addition to Oceanic Franchise Fees</b>	<b>\$930,058.59</b>