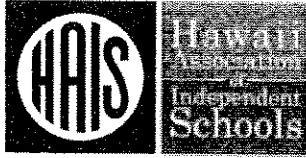


**HENC**



PROMOTING CHOICE AND PRESERVING INDEPENDENCE SINCE 1970

CABLE DIVISION  
COMMERCE AND  
CONSUMER AFFAIRS

2008 AUG 22 A 8:48

FILE \_\_\_\_\_

August 21, 2008

Mr. Clyde Sonobe  
Cable Television Administrator  
Department of Commerce and Consumer Affairs  
P.O. Box 541  
Honolulu, Hawaii 96809

Dear Clyde:

The Hawaii Association of Independent Schools submits the following comments relating to the Oceanic Time Warner Cable television franchise renewal for Oahu.

For nearly ten years the Hawaii Association of Independent Schools has played an active role in providing direction for Oahu's two Educational Access cable channels. We are proud of the progress that Channel 55 and 56 have made under the direction of the Hawaii Educational Networking Consortium.

As recently as Thursday, August 14, 2008 the Honolulu Advertiser ran an article entitled: "Hawaii colleges see boom online" which cited the broad appeal in the savings in gas costs and commuting time. The article cited Chaminade University, Hawai'i Pacific University and the University of Hawai'i at Manoa as experiencing growth in registrations and offerings of distance learning classes ranging from 45-63% in recent years. With little hope of reduced energy costs on the horizon it seems logical that demand for distance learning will continue to grow. During the timeframe of the franchise Educational Access cable television will be an important component of distance learning.

For the past five years HAIS has been administering the Hawaii Schools Digital Media grants which are open to public and private K-12 schools. By the close of the 2008-09 school year \$340,000 of Educational Access funds will have been distributed directly to Hawaii classrooms to fund their projects. The projects have stimulated an exciting mix of new student media producers and have helped to integrate emerging digital media skills into the curriculum. The outcome of these video-based projects are distributed in a monthly one hour program via cable TV. Without the cable franchise funding this opportunity would cease to exist.

The entities that oversee Oahu's accredited Educational Access activities consist of the State Department of Education, the University of Hawaii and the Hawaii Association of Independent Schools. Collectively we have developed a needs list for consideration during your refranchising discussions. We are confident that the following list of seven items would greatly improve our efforts and we ask for your support.

## Educational Access (EA) Cable Refranchise Needs

1. Separation of the accredited Educational Access portion of PEG from Public and Government access, with responsibility assigned to Hawaii Educational Networking Consortium:

- Direct assignment of two analog Cable Channels to EA. These should have consistent numbering on all islands and would ideally be in lower numbers, consistent with the placement of religious channels.
- Direct assignment of a fixed percentage of franchise access funding to support EA programming by accredited education in Hawaii. Ideally this would be a minimum of one third of total PEG access revenues.
- Direct physical connection from UH and DOE head ends to Oceanic for EA program origination.

2. Allocation of a portion of Oahu access capital funding to EA to maintain and expand studio, head end and playback capabilities

3. Replacement of the existing PEGNet distribution system, which was specified and deployed by Oceanic in the early 1990s

4. Deployment of Digital Video Recorder (DVR) set-top boxes to public K-12 school classrooms

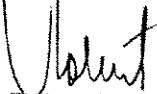
5. Allocation of a minimum of two digital channels to EA to demonstrate and roll-out educational video on demand (VOD) capabilities to the community

6. Provision of promotional spots for Education on non-Access Cable TV channels to build value and viewership of EA programming

7. Provision on a regular basis of data on viewership of EA channels and programming

Thank you for allowing me to provide this input.

Sincerely,



Robert Witt

Executive Director

Hawaii Association of Independent Schools



CABLE DIVISION  
COMMERCE AND  
CONSUMER AFFAIRS

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

2008 AUG 12 P 1:59

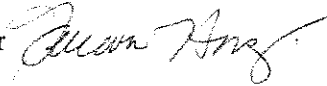
ALEXIS -  
FILE

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

OFFICE OF CURRICULUM, INSTRUCTION AND STUDENT SUPPORT

August 12, 2008

To: Mr. Clyde S. Sonobe, Administrator  
Cable Television Division, Department of Commerce and Consumer Affairs

From: Geriann Hong, Director 

Subject: OCEANIC TIME WARNER FRANCHISE RENEWAL FOR OAHU

The Department of Education thanks you for having the opportunity to meet with you and the consultants regarding the subject of re-franchising. The Department of Education and our institutional education partners, the University of Hawaii and the Hawaii Independent Schools have consistently advocated a set-aside of Channel 55 and 56 as dedicated statewide channels for educational programming from Hawaii's accredited educational institutions. The set-aside would also require a fixed portion of the cable franchise fees allocated fairly to support the E component.

Since 1999, the cable television and distance learning technologies have assisted the Hawaii Department of Education (HIDOE) in providing media resources to schools statewide. These resources include instructional series, live distance learning programs, as well as professional development opportunities for teachers.

In a program and fiscal review of Teleschool Programs, 2004-2007, conducted by Pacific Resources for Education and Learning (PREL), teachers and students expressed a high level of satisfaction. Some examples of positive comments and other evidence provided by the programs included the following:

- Comments from AP Calculus/Statistics students: "This was my best math experience ever." "I think that I've learned more in Calculus than any other class." "AP Calculus was the most enjoyable."
- Hawaii Content and Performance Standards (HCPSIII) survey: 96% of respondents (teachers) said the program helped them implement the six steps of the standards-based model and 88% said the program showed them new ways to engage their students in self-assessment.
- Playground Safety: "very effective and made the curriculum come alive"

Mr. Clyde Sonobe  
August 12, 2008  
Page 2

- Music Factory Live: "My students enjoy being a part of the series. I know that having a qualified on-camera teacher insures that the curriculum is tied to state standards and benchmarks. Thank you."
- Choices: "Students love this series and leave my class singing the songs. Thank you!"
- Hawaii Student Digital Showcase: "HSD provides students with an opportunity to develop their creative voices through video production. Students are engaged and developing digital skills and expertise. Thank you."

These comments are representative of evaluations from teachers and students who found the programs and services to be enjoyable, effective, and convenient viewing.

An implied goal of the Teleschool Branch has been to create quality programs with standards directly addressed and assessments built into program delivery. We have included a sampling of programming for your review.

Our hours of instructional programming has increased from 3000+ hours in year 2003 to 8,500+ hours in year 2006. We have consciously been building our capacity to deliver locally developed programming and have been working with schools to transmit their informational programs. Project MOVE is an example of this effort where programming from the Mililani complex is transmitted over Channel 56.

Our future Educational Access (EA) Cable re-franchise needs include:

- A set-aside of two EA cable channels with responsibility assigned to HENC
- Direct assignment of a fixed percentage of franchise access funding to support the Educational Access (EA) programs by accredited education in Hawaii
- Direct physical connection from UH and DOE head ends to Oceanic for EA programming
- Replacement of the existing PEGNet distribution system which was deployed in early 1990
- Deployment of Digital Video Recorder (DVR) set-top boxes to public K-12 classrooms
- Allocation of two digital channels to EA to demonstrate and roll-out educational video on demand (VOD) capabilities to school/community

We include these needs for your consideration. Should you have questions regarding our programming, please call me at 837-8004 or e-mail at [Geri\\_Ann\\_Hong@notes.k12.hi.us](mailto:Geri_Ann_Hong@notes.k12.hi.us).

GH:gm

Enclosures

LINDA LINGLE  
GOVERNOR



CABLE DIVISION  
COMMERCE AND  
CORPORATE AFFAIRS

PATRICIA HAMAMOTO  
SUPERINTENDENT

STATE OF HAWAII  
DEPARTMENT OF EDUCATION – LEEWARD DISTRICT  
OFFICE OF DISTRICT SUPERINTENDENT  
601 KAMOKILA BOULEVARD, ROOM 418  
KAPOLEI, HAWAII 96707

2008 SEP 25 P 3: 07

A E P S

FILE

September 22, 2008

DCCA-CATV  
P.O. Box 541  
Honolulu, Hawaii 96809

To Whom It May Concern:

Over the years Hawaii's public schools have significantly benefited from partnerships with Olelo television. Since 1999, cable television and distance learning technologies have assisted the Department of Education in providing resources to schools statewide. These resources include instructional series, distance learning programs, and professional learning opportunities for teachers. Hawaii Digital Showcase, sponsored by Olelo, provided students with an opportunity to develop academic and career skills while serving as a voice for their school community.

When the franchise is renegotiated, we hope that additional needs can be addressed, such as a set-aside of two EA cable channels with responsibility assigned to HENC, direct assignment of a fixed percentage of franchise access funding to support the Educational Access program by accredited education in Hawaii, direct physical connection from UH and DOE head ends to Oceanic for EA programming, replacement of the existing PEGNet distribution system which was deployed in early 1990, deployment of digital video recorder set-top boxes to public K-12 classrooms, and the allocation of two digital channels to EA to demonstrate and roll out educational video on demand to school communities.

Thank you for your attention to these requests and for your sustained support of public education. Should you have any questions please feel free to call me at 692-8000.

Sincerely,

A handwritten signature in cursive script that reads "Lisa DeLong".

Lisa DeLong  
Complex Area Superintendent



CABLE DIVISION  
COMMERCE AND  
CONSUMER AFFAIRS

**Hawaii Educational Networking Consortium**

*East-West Center / Hawaii Association of Independent Schools*

*Hawaii State Department of Education / University of Hawaii*

SEP 30 P 3:17

FILE

September 29, 2008

FILE

Clyde Sonobe  
Cable Television Administrator  
Department of Commerce and Consumer Affairs  
P.O. Box 541  
Honolulu, Hawaii 96809

Dear Mr. Sonobe,

The Hawaii Educational Networking Consortium (HENC) submits the following comments relating to the Oceanic Time Warner Cable Television franchise renewal for Oahu.

HENC is a collaborative relationship established in December 1993 among the University of Hawaii, State Department of Education, the East-West Center and the Hawaii Association of Independent Schools. The purpose of this effort is to facilitate and coordinate Hawaii-based activities relating to the development, promotion and support of telecommunication technology in education and research. Collectively these member entities have a combined user-base of over 370,000 students, adult learners, faculty, and staff.

These member entities currently provide more than 16,000 hours of Educational Access (EA) cable programming each year distributed on Oahu via Oceanic Channel 55 and 56. HENC believes that the learning-based systems of tomorrow will continue to demand education to be both a user of, and content provider to, cable based information transport systems.

In the future as Hawaii's population ages, the large group of well educated baby boomers are more likely to pursue continued education or life-long learning. Through the use of Educational Access cable TV the availability and access to life-long learning can and will improve the quality of life for the citizens of Oahu during the term of the franchise.

On September 21, 2008 the Associated Press released an article entitled "Senior citizens pursuing education from home" which states:

*"As the nation's population grows older, experts say programs like University Without Walls help engage seniors' minds and expand their social network by giving them something stimulating to do—factors helpful in diminishing the onset of depression, dementia and other ailments."*

On another front, the recent increase in the price of fuel has renewed interest in the trade-off of transportation versus telecommunication technology. Both local and national news sources have reported an upsurge in demand for distance learning classes at both the K-12 and higher education levels.

Both of the above examples demonstrate how EA can provide a vital link both today and into the future. We are confident that Educational Access will continue to fulfill the previously defined rising demands--and in the future be an increasingly important link to both urban, as well as rural and remote learners.

Collectively HENC has assembled the following list of seven important Educational Access Cable re-franchise needs for your consideration:

1. Separation of the Educational Access portion of PEG from Public and Government access, with responsibility assigned to HENC:
  - Direct assignment of two analog Cable Channels to EA. These should have consistent numbering on all islands and would ideally be in lower numbers, consistent with the placement of religious channels.
  - Direct assignment of a fixed percentage of franchise access funding to support EA programming by accredited education in Hawaii. Ideally this would be a minimum of one third of total PEG access revenues.
  - Direct physical connection from UH and DOE headends to Oceanic for EA program origination.
2. Allocation of a portion of Oahu access capital funding to EA to maintain and expand studio, head end and playback capabilities
3. Replacement of the existing PEGNet distribution system, which was specified and deployed by Oceanic in the early 1990s



4. Deployment of Digital Video Recorder (DVR) set-top boxes to public K-12 school classrooms
5. Allocation of a minimum of two digital channels to EA to demonstrate and roll-out educational video on demand (VOD) capabilities to the community
6. Provision of promotional spots for Education on non-Access Cable TV channels to build value and viewership of EA programming
7. Provision on a regular basis of data on viewership of EA channels and programming

HENC also very much believes in the vital role that education plays in economic development and a better way of life for Hawaii's residents. Much of how this all "plays out" in real life will be partially dictated by the franchise action that currently lies before the DCCA. Because it is difficult to forecast the exact needs, as well as the supply and demand of Educational Access programming, we feel that the Department of Commerce and Consumer Demands should consider shortening the length of the franchise term from what was previously awarded.

Finally, we believe that the obligations imposed by the Oahu cable television franchise has been a great success and HENC would like to commend the Department of Commerce and Consumer Affairs and Oceanic/Time Warner Cable's commitment to PEG access and also to the long-term betterment of education.

Thank you for allowing us to provide this input. If you have questions or require additional information, feel free to contact me.

Sincerely,



Marlon J. Wedemeyer  
Education Program Manager  
Hawaii Educational Networking Consortium