



# Application to Provide PEG Access Services Related to State of Hawai'i D&O No. 346





October 24, 2011

Ms. Keali'i S. López  
Director  
Department of Commerce and Consumer Affairs  
P.O. Box 541  
Honolulu, HI 96809

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FILE \_\_\_\_\_

COMMUNITY MEDIA

Board of Directors  
Jim Boersema  
Chair

Jill Takasaki Canfield  
Lynette Cruz  
Lubuw Falanruw  
Pat Garvey  
Rochelle Gregson  
Ormond Hammond  
Nelson Lau  
Bennette Misalucha  
Jon E. Murakami  
Diane Peters-Nguyen  
Mario R. Ramil  
Mike Rosenberg  
Steve Sombrero  
John Williamson

Roy K. Amemiya, Jr.  
President/CEO

Aloha Director López,

I am pleased to submit the attached application for 'Ōlelo Community Media to provide PEG access management and services related to the State of Hawaii's D&O No. 346. We have thoroughly reviewed your Department's "*Guidelines to Designate PEG Access Organizations Pursuant to Act 19 (SLH 2011)*" and we believe the attached application demonstrates 'Ōlelo's qualifications, experience and continuing commitment to be designated as the PEG Access provider for O'ahu.

'Ōlelo was established in 1989 to provide PEG services on the island of O'ahu. Since that time, 'Ōlelo has expanded its facilities to have a neighborhood presence and offer increased accessibility to video production resources to our O'ahu residents. 'Ōlelo thrives on volunteer participation and has logged over 350,000 hours of community-driven volunteer service since our inception. We have also facilitated the cablecasting of over 80,000 community produced local programs ranging from informative public service announcements to extended coverage of events that document our unique island cultures.

Our work with the various public, educational and government partners over the last 22 years has established deep roots in the community. We look forward to your review and approval of the attached application so that we can continue the important work ahead.

Sincerely,



Roy K. Amemiya, Jr.  
President & CEO  
'Ōlelo Community Media

cc: Everett Kaneshige  
Donn Yabusaki

## Table of Contents

Section I: <i>Executive Summary</i> .....	3
Section II a: <i>‘Ōlelo’s Nonprofit Status</i> .....	6
Section II b: <i>Description of ‘Ōlelo’s Organizational Structure</i> .....	7
Section II c: <i>‘Ōlelo’s Short-Term and Long-Term Plans for PEG Access Services on O’ahu</i> ....	14
Section II d: <i>‘Ōlelo’s Financial Capability</i> .....	17
Section II e: <i>The Management, Technical and Operational Ability and Experience of ‘Ōlelo, and its Staff, to Provide the PEG Access Services</i> .....	19
Section II f: <i>‘Ōlelo’s Prior Experience in Providing PEG Accesses Services, and Other Broadcast or Cablecast and Telecommunications Experience</i> .....	22
Section II g: <i>‘Ōlelo’s Ability to Provide Reports, Audits, and Other Information to the Director</i> .....	40
Section II h: <i>‘Ōlelo’s Agreement to Expand the Marketplace of Ideas, and its Commitment to Allowing Members of the Public to Express Their First Amendment Free Speech Rights</i> .....	41
Section II i: <i>‘Ōlelo’s Support for Educational Entities as Currently Provided to Hawai‘i Educational Network Consortium (“HENC”) on O’ahu</i> .....	44
Section II j: <i>‘Ōlelo’s Prior Dealings and Relationships with the State</i> .....	45
Section III: <i>‘Ōlelo’s Position on Ownership of PEG Assets Prior to and After New Contract Period</i> .....	46
Section IV a: <i>PEG Access Services ‘Ōlelo is Proposing to Provide to the Public, Educational Institutions, and Governmental Entities</i> .....	47
Section IV b: <i>Additional Services ‘Ōlelo Proposes to Provide the State and Public</i> .....	50
Section IV c: <i>The Amount of Funding Required by ‘Ōlelo to Provide the PEG Access Services</i> .....	52
Section V: <i>‘Ōlelo References whom the DCCA may contact</i> .....	54

2011 OCT 25 P 1: 27

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## Section I: *Executive Summary.*

ʻŌlelo Community Media is pleased to submit this application to provide Public, Educational and Government (PEG) access services and cable channel management related to the State of Hawaiʻi's Decision and Order Number 346. ʻŌlelo has provided PEG access services and channel management on Oʻahu since 1989. We look forward to the opportunity to continue to serve the community through dynamic services, quality training, innovative media and relevant local content. During our 22-years of working within our island communities, we have built citizen capacity and participation in sharing their diverse cultures, viewpoints, struggles and successes via community television. Our past and current experiences working with each of the PEG sectors help shape the services we provide. Our clients and staff are passionate about our mission, “to strengthen our island voices and advance community engagement through innovative media.”

Hawaiʻi is fortunate to have broad State and County leadership support of the many benefits of community access media. This application details ʻŌlelo's qualifications, resources and commitment to successfully provide PEG services to the Oʻahu community.

### **ʻŌlelo's qualifications include:**

- Good standing as a 501 c (3) non-profit organization.
- A seasoned team of professionals with broad, high-quality experience in PEG access administration, broadcast engineering, channel management, facility operation, equipment management, training of clients from all three sectors (P, E, and G), marketing and promotion, and client support and production assistance.
- An exceptional record of outreach and development of partnerships with government, education and community organizations.
- Strong financial capacity evidenced by its balance sheet including liquidity, significant operating reserves and the absence of long term debt.
- Strong financial and administrative management evidenced by excellent financial audits, as well as documentation of client and employee-related policies and procedures.
- Report generation that allows ʻŌlelo to measure performance against well defined goals.
- An inventory control system that enables tracking of over 3,500 pieces of equipment.
- Experience in scheduling on-going series programs as well as onetime special programs in a fair and equitable manner.
- A training program that has certified 8,212 clients in the basic areas of camera, production, and editing, 566 of whom were certified in 2010. From time to time, ʻŌlelo also conducts advanced certification classes in lighting, mobile production shoots, multi-



camera shoots, and studio shoots.

- Skilled production staff that videotape important community events for airing on `Ōlelo channels. In certain instances, this coverage is produced for live telecast.
- Extensive experience in management of Public, Education, and Government Access requirements, not just one or two of the sectors.
- Background, experience, and professionalism to continue to adapt to the fast changing technological environment. A strong technology team that is considered a leader in the PEG access community in engineering and information technology including competence in managing a sophisticated playback and network system.
- A nationally recognized record of successful community partnerships and civic engagements that allows O`ahu residents to express First Amendment free speech rights.
- A history of support for educational entities through grants to the Hawai`i Educational Network Consortium, management of two PEG channels for the Department of Education and the University of Hawai`i, and special programs such as Youth Capitol Commentary, Youth Xchange, and various summer media partnerships.
- A history of supporting both State and City government with equipment, technical consultation, and channel management.
- A volunteer base of nearly 3,000 individuals, including 535 that were active in 2010.
- Experience with innovative media technology that can provide viewers alternative means of access such as internet streaming, internet archiving, and use of social media.
- Well established relationships with a cadre of vendors and service providers in the areas of equipment and software for broadcasting, acquisition, editing, facilities maintenance, insurance, banking, employee health and retirement benefits, and payroll.
- Well established relationships with community partners such as Oceanic Cable; State and City government; the Department of Education; Queen Lili`uokalani Children's Center; Women's Community Correctional Center; Alu Like; Hawai`i Institute for Public Affairs; League of Women Voters; Council for Native Hawaiian Advancement; Japanese Chamber of Commerce; Hawai`i Alliance for Nonprofit Organizations; Pālolo MAC Computer Center; Searider Productions; Papa Ola Lokahi; Weed and Seed; Waipahu Community Association; Wahiawā Historical Society; Kahuku Film Club; and many more.
- Broad community support for `Ōlelo as evidenced by periodic surveys conducted by Ward Research.

## **Proposed Services and Funding Summary:**

ʻŌlelo is proposing two scenarios that represent different service and funding levels.

The first scenario assumes that ʻŌlelo will not expand PEG services, but rather will continue to provide the services described in Section IV a. Under this funding scenario, ʻŌlelo requests that the cap on funding be raised to \$5.2 million in year 1 and be annually increased by the change in the U.S. Department of Labor Consumer Price Index for the Honolulu area. This is the same formula currently in use as described by D&O 346.

The second scenario would allow ʻŌlelo to execute the expanded services described in Section IV b; thereby increasing value to Oʻahu cable viewers. Under this funding scenario, ʻŌlelo would receive the entire 3% of the cable access fees currently collected from subscribers. For 2010, that 3% would have amounted to \$6.53 million or \$1.8 million more than was received due to the funding cap. We propose that these funds would be contractually earmarked equally between public, education and government as follows:

- 25% for Educational purposes
- 25% for Government purposes
- 25% for Public purposes
- 25% for services that benefit all 3 PEG sectors

## **Contract Term:**

ʻŌlelo requests a 10-year contract with the State using the above formula for all 10 years. ʻŌlelo also requests two consecutive 5-year extensions should both contracting parties mutually agree providing the terms of the contract, including funding, do not change.



## Section II a: *‘Ōlelo’s Nonprofit Status.*

### **DCCA Guideline: Proof that the applicant is a nonprofit organization.**

‘Ōlelo: The Corporation for Community Television, dba ‘Ōlelo Community Media, is a registered 501 c (3) Tax Exempt Non-profit Organization. It was incorporated in 1989 and has been the PEG provider on O’ahu since that time. ‘Ōlelo grew from its beginnings as a one room facility in Kakaako to a strategically dispersed team of Community Media Centers (CMCs) located across O’ahu. To accomplish this, ‘Ōlelo created partnerships with the Department of Education and co-located its first two CMCs at Wai’anae and Kahuku High Schools in 1998. The CMC model proved to be a successful one as viewpoints from the Wai’anae and Kahuku communities began to air on the channels, something that was rare prior to the CMCs being established.

Following is a list of ‘Ōlelo’s current Community Media Centers:

<u>Community</u>	<u>Partner Location</u>	<u>Year opened</u>
Māpunapuna	‘Ōlelo Headquarters	1989
Wai’anae	Wai’anae High School	1998
Kahuku	Kahuku High School	1998
Pālolo/Kaimukī	Jarrett Middle School	2004
Windward	King Intermediate School	2005
Waipahu	Waipahu Intermediate School	2007
Wahiawā	Leilehua High School	2009
Legislative	State Capitol	2009

The following three documents are attached in support of ‘Ōlelo’s good standing as a 501 c (3) nonprofit organization:

1. IRS letter of Determination
2. State and Federal Tax Clearance Certificate
3. State of Hawai’i SPO letter of Certificate of Vendor Compliance

INTERNAL REVENUE SERVICE  
District Director

Department of the Treasury

c/o McCaslin Industrial Park  
2 Cupania Circle  
Monterey Park, CA 91755  
Attn:EOG-4

Date: APR 28 1994

Olelo: The Corporation for  
Community Television  
960 Mapunapuna St., 2nd Floor  
Honolulu, HI 96819-4434

Employer Identification Number:  
99-0275429  
Case Number:  
954105011  
Contact Person:  
B. Thornton  
Contact Telephone Number:  
(213) 725-7002

Our Letter Dated:  
August 22, 1990  
Caveat Applies:  
yes

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Your exempt status as an organization described in section 501(c)(3) of the Internal Revenue Code is still in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or aware of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

If we indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter. Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.



Sincerely yours,



Richard R. Orosco  
District Director

1050(CG)

**ADDENDUM:**

If your organization conducts fund-raising events such as benefit dinners, auctions, membership drives, etc., where something of value is received in return for their contributions, you can help your donors avoid difficulties with their income tax returns by assisting them in determining the proper tax treatment of their contributions. To do this, you should, in advance of the event, determine the fair market value of the benefit received and state it in your fund raising materials such as solicitations, tickets, and receipts in such a way that your donors can determine how much is deductible and how much is not. To assist you in this, the Service has issued Publication 1391, Deductibility of Payments Made to Organization Conducting Fund Raising Events, and Publication 1771, Charitable Contributions - Substantiation and Disclosure Statements. You may obtain copies of these publication from your key district office.

# H.C.E.

FORM A-6  
(REV. 2010)

## STATE OF HAWAII — DEPARTMENT OF TAXATION TAX CLEARANCE APPLICATION

PLEASE TYPE OR PRINT CLEARLY  
Form A-6 can be filed electronically. See Instructions.

### FOR OFFICE USE ONLY

BUSINESS START DATE IN HAWAII

IF APPLICABLE  
9 / 9 / 89

HAWAII RETURNS FILED

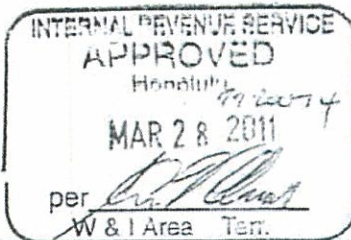
IF APPLICABLE

20\_\_\_\_ 20\_\_\_\_ 20\_\_\_\_

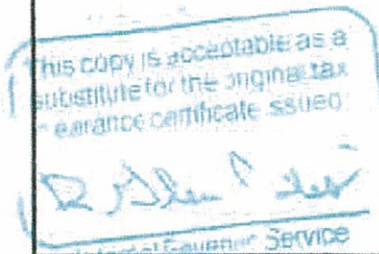
STATE APPROVAL STAMP  
(Not valid unless stamped)



\*IRS APPROVAL STAMP



CERTIFIED COPY STAMP



### 1. APPLICANT INFORMATION: (PLEASE PRINT CLEARLY)

Applicant's Name OLELO COMMUNITY TELEVISION

Address 1122 MAPUNAPUNA ST

City/State/Postal/Zip Code HONOLULU, HI 96819

DBA/Trade Name OLELO COMMUNITY MEDIA

### 2. TAX IDENTIFICATION NUMBER:

HAWAII TAX ID # W 4 0 4 3 3 9 9 8 . 0 1

FEDERAL EMPLOYER ID # 9 9 . 0 2 7 5 4 2 9  
(FEIN)

SOCIAL SECURITY # (SSN) \_\_\_\_\_

### 3. APPLICANT IS A/AN: (MUST CHECK ONE BOX)

- CORPORATION
- INDIVIDUAL
- LIMITED LIABILITY COMPANY
- Single Member LLC disregarded as separate from owner; enter owner's FEIN/SSN \_\_\_\_\_
- Subsidiary Corporation; enter parent corporation's name and FEIN \_\_\_\_\_
- S CORPORATION
- PARTNERSHIP
- LIMITED LIABILITY PARTNERSHIP
- TAX EXEMPT ORGANIZATION
- ESTATE
- TRUST

### 4. THE TAX CLEARANCE IS REQUIRED FOR: (MUST CHECK AT LEAST ONE BOX)

- CITY, COUNTY, OR STATE GOVERNMENT CONTRACT IN HAWAII \*
- REAL ESTATE LICENSE
- FINANCIAL CLOSING
- HAWAII STATE RESIDENCY
- SUBCONTRACT
- LIQUOR LICENSE \*
- BULK SALES\*\*
- PERSONAL
- LOAN
- CONTRACTOR LICENSE
- PROGRESS PAYMENT
- FEDERAL CONTRACT
- OTHER \_\_\_\_\_

\* IRS APPROVAL STAMP IS ONLY REQUIRED FOR PURPOSES INDICATED BY AN ASTERISK.

\*\* ATTACH FORM G-8A, REPORT OF BULK SALE OR TRANSFER

### 5. NO. OF CERTIFIED COPIES REQUESTED:

4

### 6. SIGNATURE:

[Signature]  
SIGNATURE

ROY K. AMEMIYA, JR.

PRINT NAME

3/22/2011

DATE

PRESIDENT/CEO

PRINT TITLE: Corporate Officer, General Partner or Member, Individual (Sole Proprietor), Trustee, Executor

(808) 834 - 0007

TELEPHONE

(808) 836 - 2546

FAX

POWER OF ATTORNEY. If submitted by someone other than a Corporate Officer, General Partner or Member, Individual (Sole Proprietor), Trustee, or Executor, a power of attorney (State of Hawaii, Department of Taxation, Form N-648) must be submitted with this application. If a Tax Clearance is required from the Internal Revenue Service, IRS Form 8821, or IRS Form 2848 is also required. Applications submitted without proper authorization will be sent to the address of record with the taxing authority. UNSIGNED APPLICATIONS WILL NOT BE PROCESSED.

PLEASE TYPE OR PRINT CLEARLY — THE FRONT PAGE OF THIS APPLICATION BECOMES THE CERTIFICATE UPON APPROVAL.

SEE PAGE 2 ON REVERSE & SEPARATE INSTRUCTIONS. Failure to provide required information on page 2 of this application or as required in the separate instructions to this application will result in a denial of the Tax Clearance request.





**STATE OF HAWAII  
STATE PROCUREMENT OFFICE**

**CERTIFICATE OF VENDOR COMPLIANCE**

This document presents the compliance status of the vendor identified below on the issue date with respect to certificates required from the Hawaii Department of Taxation (DOTAX), the Internal Revenue Service, the Hawaii Department of Labor and Industrial Relations (DLIR), and the Hawaii Department of Commerce and Consumer Affairs (DCCA).

**Vendor Name:** `OLELO COMMUNITY MEDIA  
**DBA/Trade Name:** `OLELO COMMUNITY TELEVISION  
**Issue Date:** 10/25/2011  
**Status:** **Compliant**  
 Hawaii Tax#: W40433998  
 FEIN/SSN#: XX-XXX5429  
 UI#: XXXXXXX9547  
 DCCA FILE#: 76813

**Status of Compliance for this Vendor on issue date:**

Form	Department(s)	Status
A-6	Hawaii Department of Taxation	Compliant
	Internal Revenue Service	Compliant
COGS	Hawaii Department of Commerce & Consumer Affairs	Compliant
LIR27	Hawaii Department of Labor & Industrial Relations	Compliant

**Status Legend:**

Status	Description
Exempt	The entity is exempt from this requirement
Compliant	The entity is compliant with this requirement or the entity is in agreement with agency and actively working towards compliance
Pending	The entity is compliant with DLIR requirement
Submitted	The entity has applied for the certificate but it is awaiting approval
Not Compliant	The entity is not in compliance with the requirement and should contact the issuing agency for more information

## **Section II b: *Description of `Ōlelo's Organizational Structure.***

### **Key Management:**

`Ōlelo is led by an executive team comprised of President and CEO, Roy Amemiya and a team of five Directors consisting of Angela Angel, Director of Communication and Media Services; Greg Davis, Director of Client Services; Dawne Deponte, Director of Finance and Administration; Chris Lam; Director of Technology Services; and Meredith Nichols, Director of Community Development. They are supported by a team of 15 managers that guide the work in all areas of the organization and 38 full and part time staff. In total, `Ōlelo has a staff of 60 whose work is spread across `Ōlelo's headquarters in Māpunapuna and seven (7) Community Media Centers geographically situated across O`ahu. As a testament to `Ōlelo's team environment, supportive management style, and rewarding mission, `Ōlelo does not experience much turn-over in staff. When key positions do become open, `Ōlelo has been able to attract talented people to join the team.

### **Leadership Bios:**

#### **Roy K. Amemiya, Jr.**

##### **President & Chief Executive Officer**

Roy is a seasoned leader with executive level experience in both the private and public sectors. Before joining the company in July 2010, he was senior vice president of Central Pacific Bank and the former City Bank. Prior to that, he served as Director of Budget and Fiscal Services for the City and County of Honolulu. Active in the community, Roy serves on the Boards of Royal State Corporation, Hawai'i 3R's and the Honolulu Japanese Chamber of Commerce. He is a graduate of Leilehua High School, received a Bachelor of Science degree in Management from Purdue University, a Master of Business Administration Degree in Finance from the University of Hawai'i at Mānoa, and graduated with honors from the Pacific Coast Banking School at the University of Washington.

#### **Angela Angel**

##### **Director of Communications & Media Services**

Angela is an award-winning videographer who has worked in many facets of the television industry including producer, editor, writer, costume and set designer. She has taught television production and theatre courses at Leeward Community College and Chaminade University, and joined `Ōlelo in 1997. As Director of Communications & Media Services, she oversees `Ōlelo's internal production, marketing, and training staff. Angela has a Bachelor of Arts degree in Liberal Studies (Film and Video Production) from the University of Hawai'i at Mānoa.

#### **Greg Davis**

##### **Director of Client Services**

After studying at the University of Hawai'i at Mānoa, Greg began working in video operations management in 1980 when he oversaw Oceanic Cable's innovative on-air operations. In 1987 Greg presented a paper at the National Cable Television Association (NCTA) convention on innovative solutions for a large cable commercial insertion operation. In 1990 he co-founded Island Post-Production, Inc., an independent professional editing company which would be the

first to offer high-end DVD authoring services. In 1999, he joined the Ohana Foundation as their Director of Video Operations, overseeing all aspects of media creation and DVD authoring for educational interactive content on web-enabled DVDs. In 1996 he joined the 'Ōlelo Board of Directors, and then 'Ōlelo staff in 2008, where he oversees all aspects of providing direct services to clients.

**Dawne Deponte**

**Director of Finance & Administration**

Dawne is responsible for the oversight and management of financial functions, accounting, budgeting and reporting, contract administration, human resources and administration functions. Dawne has been with 'Ōlelo since 1998. Prior to joining 'Ōlelo she worked for a professional engineering firm in accounting and office management for 10 years. She has earned both her Bachelor's and Master's Degrees in Business Administration. Dawne is a Board member of the Honolulu Tennis League.

**Chris Lam**

**Director of Technology Services**

Chris joined 'Ōlelo in 2005 and holds a Bachelor of Science degree in Business Administration Management from Hawai'i Pacific University and has over a decade of progressive information systems administration and management experience. Chris is a Cisco certified network administrator, Microsoft Certified Engineer and received a Project Management certification from the Project Management Institute. He realigned 'Ōlelo's information systems into a corporate configuration, developed policy, and set up a remote access infrastructure for the branch media centers. He also implemented live streaming and archiving of 'Ōlelo programming via the internet.

**Meredith Nichols**

**Director of Community Development**

Meredith has been with 'Ōlelo since 1999. Prior to her current role, she served as 'Ōlelo's Community Project Manager, Outreach Manager, and the Director of Community Media Centers. Before joining 'Ōlelo, Meredith was the Assistant Corporate Secretary at the Corporation for Public Broadcasting in Washington DC. Meredith also worked for nearly a decade at Hamilton Graduate Research Library at the University of Hawai'i at Mānoa where she earned her Master's degree in American Studies. Meredith is a former Board member and Grant Committee Chair for Kumu Kahua Theater and sits on the Hawai'i People's Fund Grant Making Committee.

'Ōlelo organizes its work around five primary departments which are led by the aforementioned Directors.

➤ **Communications and Media Services**

This department is responsible for designing and implementing all production related services within 'Ōlelo and 'Ōlelo's Advertising and Marketing. This department also oversees the development of video production media training curriculum and certification for staff and clients, as well as 'Ōlelo's website, social media outlets, public relations, and design of collateral materials.



➤ **Client Services**

This department oversees `Ōlelo's Community Media Centers and is responsible for the direct delivery of quality training, mentoring and support to all members of the public, education, and government sectors who create programming for distribution on `Ōlelo's channels. This department also acts as liaison for on-going client and community needs assessments to ensure customer feedback informs organizational strategies.

➤ **Technology Services**

This department is responsible for oversight of PEG channel management and ensuring proper connectivity between `Ōlelo's head-end and the cable company's distribution of PEG content. In addition to the acquisition and maintenance of all `Ōlelo Capital purchases, this department provides organization-wide IT support and designs future technology plans. `Ōlelo remains well positioned to be responsive to customer needs in a quickly evolving technology environment.

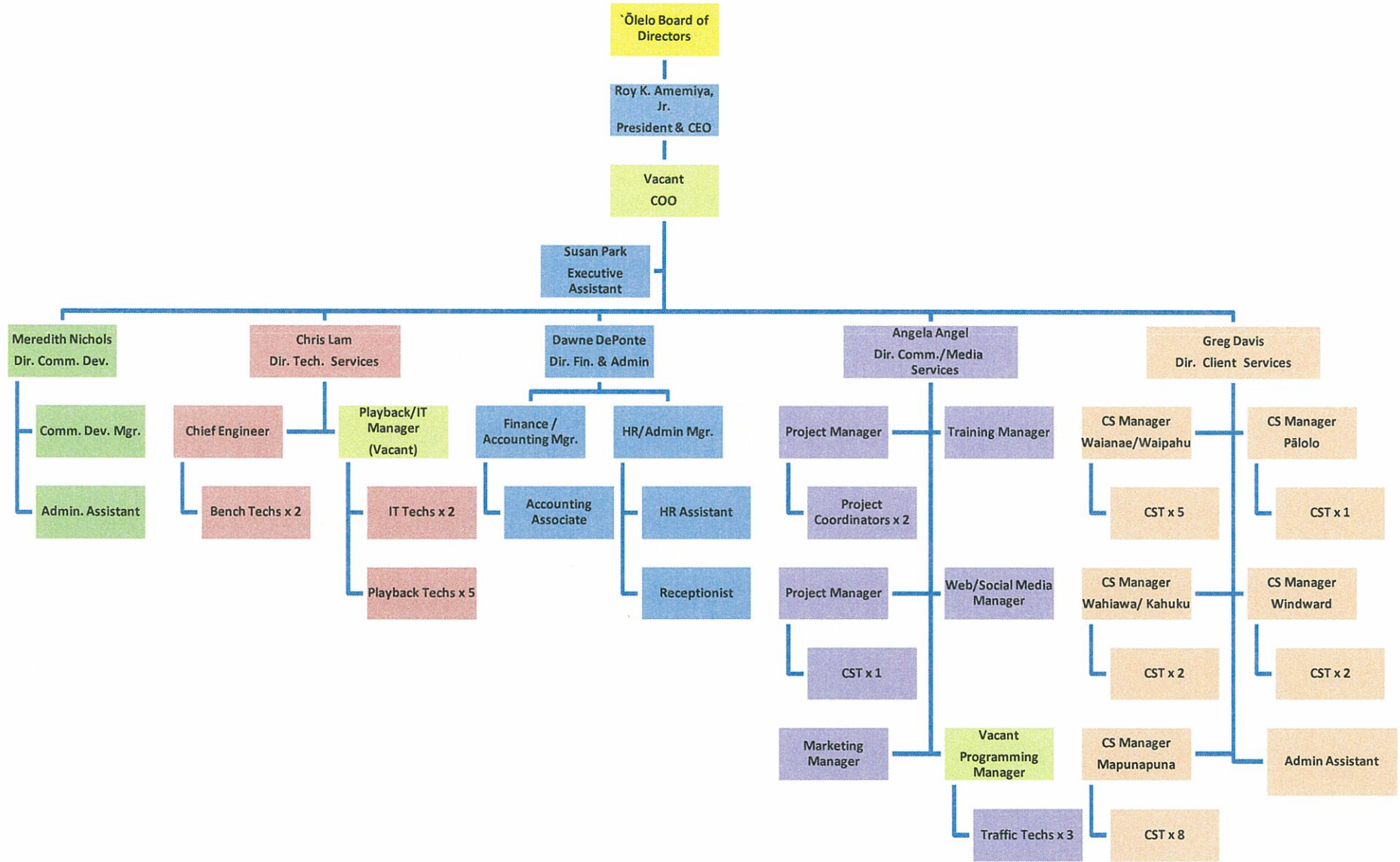
➤ **Administration and Finance**

This department ensures all aspects of `Ōlelo's business are executed in a professional manner in accordance with general accounting practices, human resources standards, contract management, policy administration and major project management.

➤ **Community Development**

This department is responsible for leveraging community partnerships, resources and funding to enhance `Ōlelo's capacity to fulfill its mission. This department matches specific community communication needs with `Ōlelo's resources and services. Additionally, this department also leads the metrics assessments for the organization to ensure established goals progress as intended.

Graphic layout of `Ōlelo's Existing Organizational Structure:



### **Board of Directors:**

In accordance with `Ōlelo's Bylaws, the organization is governed by a Board consisting of fifteen (15) Directors. The Board of Directors, through its Nominating Committee, appoints fourteen Directors and one Director is elected by `Ōlelo's client base. The President/Chief Executive Officer of `Ōlelo serves as an ex-officio, non-voting member of the Board. The Board holds a minimum of four (4) meetings each year including an Annual meeting. Meetings are open to the public and community testimony is encouraged. Executive Sessions, that are not open to the public, are convened when necessary to discuss matters that require legal consultation.

### **Director Qualifications:**

- Directors must be residents of the State of Hawai'i who reside primarily on O'ahu.
- Elected officials are ineligible to serve on the Board.
- `Ōlelo employees and those under contract with `Ōlelo and their family members may not serve as a voting member on the Board.
- The Board shall be generally reflective of the ethnic and cultural diversity of the State and the public, educational and governmental user groups.
- A majority of the Board shall be subscribers of the cable franchise holder.

### **Director Terms:**

- Directors of the Board shall serve three-year terms, with the sole exception that Directors may, from time to time, be appointed or elected for terms less than three years for the purpose of staggering the Directors' terms.
- Each Director shall serve during the specified term and thereafter until a successor is appointed or elected.
- No person shall serve more than two terms, whether full terms or other specified terms, without a lapse of at least one year before that person can be re-appointed or re-elected.
- Directors' terms shall be staggered for the purpose of providing for the appointment of no more than one-third (1/3) of the Directors each year, so far as is practicable.



## 2011-2012 `Ōlelo Board of Directors

<u>Board Role/Name</u>	<u>Position outside `Ōlelo</u>	<u>Company/Organization</u>
<b>Chair:</b>		
Jim Boersema	Communications Director	Office of the Governor
<b>Vice Chair:</b>		
Pat Garvey	Chief Financial Officer	Mid-Pacific Institute
<b>Secretary:</b>		
Diane Peters-Nguyen	VP for Institutional Advancement	Chaminade University
<b>Treasurer:</b>		
Nelson Lau	Partner	KPMG, LLP
<b>Ex-officio:</b>		
Roy K. Amemiya, Jr.	President/CEO	`Ōlelo Community Media
<b>Members:</b>		
Jill Takasaki Canfield	Executive Director	Pacific Asian Affairs Council
Lynette Cruz	Associate Professor	Hawai`i Pacific University
Lubuw Falanruw	CEO/Founder	Digital Mediums
Rochelle Gregson	President/CEO	Honolulu Board of Realtors
Ormond Hammond	Director	PREL
Bennette E. Misalucha	President	Red Monarch Comm
Jon E. Murakami	Senior Vice President	Bank of Hawai`i
Hon. Mario R. Ramil	Retired Supreme Court Justice	State of Hawai`i
Mike Rosenberg	Retired General Manager	KITV
Steve Sombrero	President	Chaney Brooks & Company
John Williamson	President	John Williamson, LLC

## **2011- 2012 `Ōlelo Community Media Board Committees:**

In addition to the seated Directors, individuals who are not members of the Board may participate on a Committee at the discretion of the Board. Such individuals do not have voting rights.

### **Program and Marketing Committee**

Lynette Cruz, Chair

Mike Rosenberg, Vice Chair

#### **Members:**

Jill Takasaki Canfield

Lubuw Falanruw

Ormond Hammond

Bennette Misalucha

John Williamson

### **Executive Committee (Officers of the Board)**

Jim Boersema, Board Chair

Pat Garvey, Vice Chair

Diane Peters Nguyen, Secretary

Nelson Lau, Treasurer

### **Finance Committee**

Nelson Lau, Chair

#### **Members:**

Jim Boersema

Pat Garvey

Rochelle Gregson

Jon Murakami

Steve Sombrero

### **Nominations Committee**

Rochelle Gregson, Chair

#### **Members:**

Jim Boersema

Diane Peters-Nguyen

Mario Ramil

## Section II c: *ʻŌlelo’s Short-Term and Long-Term Plans for PEG Access Services on O’ahu.*

ʻŌlelo has continuously provided PEG Access Channel management on O’ahu since 1989 and is well-situated to execute future plans, both in the long- and short-term.

### **Short-Term Plans:**

- **Priority 1:** ʻŌlelo has begun a multi-year plan to transition to tapeless HD technology and this is a pivotal priority in the short term. The plan includes upgrading acquisition hardware (HD cameras and related equipment), replacing the automated playback system, upgrading post production edit systems and acquiring new servers to accommodate digital files.
- **Priority 2:** ʻŌlelo is using technological upgrades to streamline the entire intake process including the use of file-based submission of programs. No longer needing the use of expensive tape decks and tape-based hardware, ʻŌlelo will be moving toward the digital age by creating processes based around a full digital and file-based workflow from ingest all the way through distribution. As prior generations of equipment and parts are no longer being manufactured, the transition to file-based submission also becomes an essential change. ʻŌlelo will be able to utilize this transition as an opportunity to streamline its internal processes to both improve the quality of programs, as well as create manpower efficiencies.
- **Priority 3:** Client training has always been a core function of ʻŌlelo’s contract requirements, but the transition to file-based and HD technology has intensified this need. All applicable staff members have been certified in the use and care of the new digital cameras and client training and certification has begun. Only certified clients will be allowed to check out the new cameras. Beginning in January 2011, a new training manager position was created to manage the increased training. ʻŌlelo’s short term plans also includes increasing the knowledge of staff and clients through more frequent advanced training course offerings and certifications. Areas include advanced editing techniques, van shoots, studio production, media literacy and lighting techniques.
- **Priority 4:** Before the start of the spring semester, ʻŌlelo plans to relocate its Pālolo CMC currently at Jarrett Middle School to Kaimukī High School. This CMC is arguably our most successful outlying media center and generates the largest amount of programming hours. However, it is outgrowing the Jarrett facility. Kaimukī High School is offering to co-locate ʻŌlelo in its recently-constructed school media program facilities. This move will provide clients an enhanced studio, solve electrical capacity challenges and provide greater access to parking. In addition, it will provide the opportunity to partner with the high school in advancing its media education, as well as support the school’s goal of enhancing school-community engagement.
- **Priority 5:** During 2011, we re-organized our organization to allow more focus on community outreach and volunteer involvement. Our goal is to diversify the



programming content by targeting areas of the community that are under-represented. These target areas include non-profit organizations, senior citizens, government agencies and the sports community. `Ōlelo has a history of working with public schools to supplement and enhance media education, and exploring new partnerships continues to be an important area of community outreach. This focused outreach has been successful and in 2012, we plan to expand the outreach department by one additional person.

- **Priority 6:** There is a mutual desire between `Ōlelo and its government partners to expand programming of State and City & County of Honolulu. `Ōlelo is requesting additional funding to either directly assist or provide grants to these government entities beginning in 2012 to help alleviate the additional costs that are anticipated. This includes managing the statewide channels on behalf of the State legislature.
- **Priority 7:** There are many important community, educational and government events that currently do not receive media coverage. `Ōlelo believes that there is a tremendous community benefit to airing these on its channels and via internet-based media. Accordingly, `Ōlelo would like to increase its in-house production capacity.
- **Priority 8:** `Ōlelo has invested in the capability to provide enhanced video content to personal electronic devices such as the iPad, tablets and mobile smart phones through multiplatform standards like HTML5, Flash and Mac IOS-compliant operating systems. This increases access to locally-created programming.
- **Priority 9:** `Ōlelo is researching practical, real-time solutions for closed captioning of PEG Access programs.
- **Priority 10:** `Ōlelo will invest in upgraded internet connectivity in order to incorporate wireless and LAN connections to better enable `Ōlelo clients to access the internet through its CMCs. CMC mini studio productions can incorporate access and remote participation in video productions.

### Long-Term Plans:

- **Priority 1:** Partnering with strategically-located public schools has been very successful for `Ōlelo and the neighborhoods where we have media centers. Geographically, we are in or close to most of O`ahu's communities. However, we do not have a location in East Honolulu. There are no media centers located between King Intermediate in Kaneohe and our urban Honolulu site currently at Jarrett Middle School in Pālolo. Residents living in Olomana, Waimānalo, Kalama Valley and Hawai`i Kai do not have a convenient location to be trained and to produce stories. In the long term, `Ōlelo would like to pursue a physical presence in East Honolulu.
- **Priority 2:** From sporting events to local cultural festivals, the ability to record, document and provide live coverage will give the people of Hawai`i a way to share their voices and cultural diversities. `Ōlelo's ability to cover events for live broadcast is restricted to a limited number of venues. We feel the community would benefit if we are

able to broadcast live from more sites. By providing the ability for clients to stream content live from any location with mobile and semi portable devices, it will allow their voice to reach people around the world. `Ōlelo sees the need to have an infrastructure in place that can provide the bandwidth, mobile endpoint devices, and a versatile and flexible master control that can intake a multitude of current and potential future media and file types.

- **Priority 3:** `Ōlelo is planning for the future of client access to `Ōlelo services by researching the necessary tools to enable community producers to interact with `Ōlelo remotely. We foresee clients being able to submit video files to `Ōlelo from their homes or offices. Additionally, web-based training can serve a larger audience more efficiently. Virtual emulator software will allow clients to participate in `Ōlelo's training from their computers at home and at their leisure. We would also be able to train organizations at their business location via Webinar or in person.
  
- **Priority 4:** `Ōlelo's future direction includes increasing community engagement through a flagship project/initiative that is grounded in community collaboration and results in measurable impact. We plan to leverage `Ōlelo's resources to convene community, catalyze informed public engagement and facilitate collective effort for impact on important issues.

## Section II d: `Olelo's Financial Capability.

### Strong Financial Position:

`Olelo has extremely strong financial resources evidenced by a stellar Statements of Financial Position. At December 31, 2010, assets totaled \$11.35 million compared to liabilities of just \$322,500 for net assets of \$11.02 million.

Much of the assets consist of fixed assets reflecting the capital intensive nature of PEG access. `Olelo also owns a building free of any debt and liens.

#### Property and Equipment

Building and Leasehold Improvements	\$ 7,014,352
Production Equipment	\$ 8,061,512
Furniture, office equipment, vehicles	\$ 1,654,966
Less accumulated depreciation	(\$ 10,649,068)
<b>Net Property and Equipment</b>	<b>\$ 6,081,762</b>

`Olelo also enjoys adequate operating and capital reserves that stood at \$2.9 million and \$2.2 million at year end 2010. The operating reserves are approximately 6 months of operating costs so `Olelo can endure shortfalls in revenues or unexpected expenses. The capital reserves are primarily earmarked for upgrading equipment to digital technology, but can also be used in the event of unforeseen occurrences requiring expenditure of capital.

Additionally, the company enjoys strong liquidity with reserves being held in cash or marketable securities.

#### Current Assets

Cash and Cash Equivalents	\$ 257,932
Investments	\$ 2,622,730

#### Other Assets

Restricted cash and cash equivalents	\$ 714,384
Restricted investments	\$ 1,518,957

### Strong Financial Management:

`Olelo has independent audits conducted annually. N&K CPAs, Inc. conducted the most recent audit of the 2010 financial statements. They conducted the audit in accordance with auditing standards generally accepted in the United States and issued a clean opinion.

The financial team is headed by Dawne DePonte, Director of Finance and Administration. She has 20 years of combined working experience in finance and accounting, and possesses an MBA degree from Hawai'i Pacific University.



The manager of accounting is Pat Dukes. She has over 30 years of accounting, finance and tax experience working for both private and non-profit companies. She supervises one staff accountant.

In addition to external audits, financial oversight is provided by the Board's Finance Committee. This committee meets at least four times annually and reviews various reports, audits, policies, and financial performance for subsequent report to the full Board of Directors. Currently, this committee is chaired by a CPA and partner of an international accounting firm. Committee members include industry specialists in accounting, finance, and real estate, as well as a business owner.

`Ōlelo uses automated accounting software specifically designed for non-profit companies. The software resides on a dedicated server. This software is highly functional and is able to provide high level and detailed reports, capital depreciation, and project cost tracking.

Payroll is outsourced to a national service provider and through its electronic functionality allows employees to clock in and out, request and receive supervisor approvals of leaves of absence, and monitor various employee related reports on-line.

Inventory control is very important for `Ōlelo because equipment borrowed by clients requires a good system of tracking. There are over 3,500 pieces of equipment to be tracked. Annually, DCCA has commissioned third party audits of our inventory control system and we believe that the reports have been to DCCA's satisfaction.

Various tax filing deadlines are closely monitored by `Ōlelo staff and payroll, GET, real property and IRS 990 reports are filed properly and timely. Our annual IRS 990 report is prepared by a reputable CPA firm.

Banking is handled by internal staff and there is separation of duties to provide checks and balances. This separation extends to check signing, reconciliation, expense review and deposit preparation. Investments are handled by a local financial institution trust department that provides periodic reports to management as well as the Board's Finance Committee.

## ***Section II e: The Management, Technical and Operational Ability and Experience of `Ōlelo, and its Staff, to Provide the PEG Access Services.***

`Ōlelo Community Television has been the sole provider of PEG Access services on O`ahu since 1989. Since that time, `Ōlelo has continuously demonstrated its ability to manage the resources required to cablecast programs for the six PEG Access channels 24 hours a day/7days a week.

Over the past two decades, and with the support of Hawai'i's Department of Commerce and Consumer Affairs, `Ōlelo has been able to grow into a model for PEG Access management that is highly regarded on a national level, gaining recognition from founders of the Community Access movement in America such as George Stoney and Sue Buske. Former FCC Commissioner Jonathan Adelstein noted during a site visit to `Ōlelo's Wai'anae CMC that `Ōlelo is a model of Access for the Nation. `Ōlelo's strength is in its dedication to moving beyond opening its doors to those who seek free expression. `Ōlelo employs a model for working within geographic communities and communities of interests to encourage participation from the full diversity of people and viewpoints that represent our island.

### **The Managers Team:**

This group of fourteen key managers is responsible for the implementation of `Ōlelo's client services, policies, internal protocols, staff mentoring and management toward the fulfillment of `Ōlelo's mission.

Human Resources Manager, Hanalei Aipoalani has a PhD in Organizational Psychology with an MBA emphasis in Finance and Human Resources from the University of San Francisco. Hanalei joined `Ōlelo in 2010 and brings with him over a decade of experience in Human Resource Management. Additionally, Hanalei is an active volunteer in his hometown of Nānākuli and maintains several leadership positions for various Nānākuli organizations.

Finance Manager, Pat Dukes has been with `Ōlelo since 2009. She earned a degree in Accounting from the University of the East (Philippines) and has over 30 years of accounting, finance and tax experience in both public and private industry and has extensive supervisory experience.

Chief Engineer Kit Kawamata began as a production coordinator with Oceanic Cable in 1986, supporting the Community Programming Department. Kit earned an Associate of Science degree in Electronics Technology and a Bachelor of Arts degree in Communications from the University of Hawai'i at Mānoa. He moved to `Ōlelo in 1991 when the Community Program Department was spun off and has been with the corporation ever since. Over the years, he has selected, configured, installed, upgraded and maintained all of `Ōlelo's equipment.

Special Projects Manager, Ku`uipo Rossiter earned a Bachelor of Arts degree in Communications from the University of California. She has been with `Ōlelo for over 15 years handling special projects such as Youth Capitol Commentary and doing community outreach. Ms. Rossiter has also worked for Alu Like, Inc. in the Administrative, Fiscal and Information Systems areas.

Executive Productions and Studio @ Capitol Manager, Michael Paz earned a Bachelor of Arts degree in Writing and Literature from the University of Washington. Michael has over 15 years of experience in television production including three years as a video production trainer at `Ōlelo prior to becoming a manager in 2007.

Training Manager, James “Jimbo” Taylor has nearly 15 years of experience creating curriculum and providing video production training to students and adults. Jimbo’s experience teaching Video Production at Nānākuli High School helped sharpen his skills for his work with `Ōlelo. Jimbo is also Apple Certified and is a recognized leader in the field of video production. Jimbo was promoted to Training Manager in 2010.

Webmaster/Social Media Manger, Randy Gomabon has a Master of Arts degree in Communications and a Graduate certificate in Telecommunications and Information Resource Management from the University of Hawai`i at Mānoa. Randy joined the `Ōlelo team in 2007 and has driven the re-design of `Ōlelo’s website and implementation of `Ōlelo’s social media strategies.

Marketing Manager, Jack Bates has over 40 years of experience in marketing and advertising, including his past work as President, Chairman, CEO and Partner of Hawai`i’s largest full-service communications company, Starr Seigle Communications Inc. Jack has led `Ōlelo’s marketing strategy and has deepened the community’s understanding of `Ōlelo through dynamic collateral and on-air campaigns.

Community Development Manager, Evern Williams has been with `Ōlelo since 2003 as the Pālolo CMC Manager and transitioned into this new position in 2011. In addition to having an A.A. in Social Work from the City College of San Francisco, Evern embodies over 40 years of experience in design and implementation of projects ranging from grassroots organizing to telecommunications installations to entrepreneurial marketing programs. Evern’s outreach prowess and networking skills quickly established the Pālolo CMC as the most frequently accessed CMC outside of Māpunapuna.

Māpunapuna CMC Manager, Amy Tamaribuchi holds a Bachelor of Arts degree in Communication from the University of Hawai`i at Mānoa. Amy has over 20 years of television production related experience having spent almost 10 years at Nippon Golden Network prior to joining `Ōlelo in 1999. Amy was named Manager of the Māpunapuna CMC in 2010.

Pālolo CMC Manager Tom Hackett earned a Bachelor of Arts degree in Information and Computer Science from the University of Hawai`i at Mānoa. Tom has been on staff with `Ōlelo since 2005 and has provided excellent customer service to Pālolo area clients for the past six years.

Wahiawā CMC Manager, Angela Breene holds a Bachelor of Arts degree in Film Production from Loyola Marymount University. Angela has been with `Ōlelo since 2004 and spearheaded a mobile CMC concept for `Ōlelo by bringing resources from the Kahuku CMC to Waialua on a scheduled basis. Angela also has prior work experience at Cox Cable Public Access Studio in

Rolling Hills California.

Wai‘anae/Waipahu CMC Manager, James “Sparky” Rodrigues has been instrumental in offering ‘Ōlelo services to West O‘ahu residents since he began working with ‘Ōlelo in 1998. Sparky helped establish ‘Ōlelo’s first CMC in Wai‘anae and continues to serve as an internal expert in the design of CMCs. Sparky has an unequalled track record of success for pairing the community’s communication needs with ‘Ōlelo resources.

Windward CMC Manager, Donna Ylen holds an Associate of Arts degree in Technical Studies in Graphical Interface Design from Kapi‘olani Community College and is Apple Certified. Donna joined the staff of ‘Ōlelo in 2001 after her successful internship with the organization. Donna has excelled in a variety of positions including Non-linear Editor Mentor and Training Manager. Donna was instrumental in overseeing a complex move in 2009 of ‘Ōlelo’s Windward CMC from the campus of Windward Community College to the grounds of King Intermediate School.

In addition to the Managers Team, ‘Ōlelo is fortunate to have a depth of talent on its front line. ‘Ōlelo’s Client Services department is comprised of about two-dozen staff; more than half of whom hold post-secondary degrees and certifications in Communications, Electronic Technology, Film, and Motion Picture & Television. These staff receive advanced technical and video production training from ‘Ōlelo in order to provide relevant quality customer service and mentoring to our clients.

‘Ōlelo’s Technology Services and Communications & Media Services departments account for a little more than one-third of the company. Staff in both departments have industry experience, know-how and academic credentials ranging from Associates Degrees in Electronic Technology, Bachelors of Arts in Marketing, to Bachelors of Science in Computer Science & Information Technology. Their collective education, skills and industry experience are key factors in ‘Ōlelo’s ability to operate effectively.



## ***Section II f: `Ōlelo's Prior Experience in Providing PEG Accesses Services, and Other Broadcast or Cablecast and Telecommunications Experience.***

`Ōlelo is a non-profit organization created specifically to manage O`ahu's Public, Educational and Governmental (PEG) assets. It has over 20 years of high quality experience in all aspects of operational and financial management and has been under continuous contract with the Department of Commerce and Consumer Affairs (DCCA) for those purposes since January 19, 1990. Because of this, `Ōlelo fully understands and is highly experienced in the delivery of PEG services to the general public, education and government on O`ahu. Moreover, `Ōlelo has served and earned the trust and support of all sectors (PEG) on the island of O`ahu. Results confirm `Ōlelo's high levels of operational and administrative competence.

`Ōlelo began in 1990 with one employee, one cable channel and one community media center (CMC). Today, because of visionary leadership and overwhelming community acceptance, `Ōlelo is one of the largest—if not the largest—of over 1,000 Access stations in the country. `Ōlelo employs about 60 qualified people, operates four cable channels, staffs eight CMCs, offers mobile services, and manages an inventory of about 3,300 items and an annual operating budget of over \$5.5 million. As a result of prudent stewardship, `Ōlelo built reserves of \$8.4 million by 2003. Since `Ōlelo began to train members of the community, over 8,000 individuals have been trained and certified in multiple areas of video production. 887 individuals were certified in 2010. In 2011, `Ōlelo revamped its basic video production course and staff instructors have undergone training and certification in the new curriculum.

Over the past 22 years of operation, `Ōlelo has aired over 107,000 programs. Of those, about 85,000 were created locally and reflect our unique island perspectives, cultures and issues. Based on a viewership survey conducted in May 2011 by Ward Research, 83 percent of cable viewers on O`ahu felt that PEG Access was valuable to the community and two-fifths of the respondents said that they were aware of `Ōlelo-sponsored community programs and services.

### **PEG Program Promotion:**

`Ōlelo remains committed to promoting its channels and services and deploys a variety of approaches to communicate with both the general public and selected audiences or sectors. `Ōlelo uses grass roots and mainstream media, and internal and professional marketing experience to gain the best coverage of community programs and organizational exposure. Distribution materials include electronic newsletters, brochures, outreach materials, annual reports, program listings and service descriptions and social media tools such as Twitter, Facebook and Wordpress. `Ōlelo also utilizes video reports, magazine format programs and/or specific service spots and educational spots to inform its viewers about programs, services and events.

`Ōlelo's channels currently feature branding IDs, as well as channel and program promotions that identify the uniqueness of each channel. Over 200 video promo spots are produced by `Ōlelo each year. `Ōlelo promotional efforts including print advertisement design and production, television advertisement design and production, and image campaigns utilizing print, radio and television. `Ōlelo has established a presence through advertising in various noteworthy

or philosophically-aligned publications that promote all access centers and continues to establish strategic presence at community events.

In addition to using its own channels, `Ōlelo reaches out to other cable channel viewers by advertising on Oceanic Cable. The Franchise Agreement between the State and Oceanic Cable provides for the distribution of 1,000 promotional spots created by `Ōlelo on non-PEG cable channels. Those spots have been used to promote specific campaigns such as `Ōlelo's Pele award-winning "Speak" campaign and `Ōlelo's "Vote Informed" public service announcement. `Ōlelo also supports individual producers in their efforts to promote their programs by encouraging production of their own program promotions and advertisements and advising them on how to effectively promote their programs.

### **Technical Experience Delivering PEG Programming:**

Maintenance and repair of all video equipment is the responsibility of `Ōlelo's in-house engineering department. Equipment is maintained to manufacturer specifications by our manufacturer-trained engineering staff. `Ōlelo's engineering staff has over 85 years of experience, including factory/manufacturer training on Sony, Panasonic Broadcast Systems, Tektronix, Ampex, and Apple systems.

`Ōlelo's technical staff manages over 450 program slots each day. In order to effectively manage these complex operations, `Ōlelo has made extensive equipment upgrades to its Playback facility. Engineering support, maintenance, and repair of these complex systems are all carried out by `Ōlelo's Technical Services division.

In order to ensure the maximum availability of equipment to clients, almost all maintenance and repair on equipment available to clients is done in-house. `Ōlelo also maintains parts accounts with Sony, Panasonic, and other manufacturers to insure the availability of maintenance and repair parts. `Ōlelo's technical staff is also manufacturer trained and certified by Sony and Panasonic.

`Ōlelo adheres to a responsible equipment replacement schedule. This schedule is based on extensive experience with the practical life of equipment and changing technologies, and is updated annually. Equipment on this replacement schedule includes, but is not limited to, cameras, camcorders, lenses, tripods, non-linear edit hardware, tape decks, computers, etc. This scheduled replacement allows `Ōlelo to plan major equipment purchases.

As part of this replacement schedule, `Ōlelo has started transitioning from analog standard definition equipment to digital high definition equipment. Because of the large scale and expense of this transition, equipment is being phased in over a four-year period.

A very important part of this transition involves the migration from tape-based equipment to a file-based workflow. This file-based workflow will increase the quality of video signals and will create new efficiencies while enabling `Ōlelo to offer a greater range of services in the future. These future services include Video-On-Demand (VOD), up to the minute scheduling information, and the ability for clients to submit their shows via the internet, among other client and viewer services.

`Ōlelo's Playback Center is located at its Māpunapuna facility. The Playback Center is specifically tasked to ensure that the efforts that clients put into producing program material,

culminates in giving the general public an opportunity to see the results of their hard work. In order to accomplish this, the Playback Department routinely:

- Airs more than 450 programs, station IDs, promos, etc., per day.
- Manages and monitors four cable channels 24 hours a day, 7 days a week.
- Manages multiple simultaneous live feeds from the State Capitol, Honolulu Hale, and other locations.
- Manages and records satellite feeds for playback on a daily basis.
- Provides outer-island PEG entities with live coverage of State Legislature sessions and hearings.
- Provides live feeds from State Civil Defense, City & County Civil Defense, the Mayor's Office, and the Governor's Office to Oceanic's head-end and to the neighbor island cable head-ends during emergencies, along with live microwave broadcasts in support of the State Civil Defense Emergency Alert System (EAS).
- 'Ōlelo's Playback Department operates more on-air channels than any other local broadcaster, and is second only to Oceanic Cable itself in the number of channels it operates.

#### **Asset Management Experience:**

'Ōlelo manages net fixed assets of \$6 million, which includes building improvements, production equipment, computer and office equipment, and vehicles. 'Ōlelo has asset policies and procedures in place and conducts an annual physical inventory to ensure accountability of all property and equipment.

'Ōlelo has specific policies and procedures in place to account for new equipment purchases. These policies detail the procedures for the purchase, receipt, testing, and tagging equipment. Full physical inventories are conducted annually by 'Ōlelo and as deemed necessary by an external auditor contracted through the DCCA.

#### **PEG Community Needs Assessment Experience:**

As part of the franchise renewal process between the State and Oceanic Cable, the DCCA conducted, through consultant Merina & Company, a comprehensive Community Ascertainment to determine, among other things, "an ascertainment of future cable-related community needs and interests." The testimony shared during public hearings related to this ascertainment was overwhelmingly in favor of continued access to video production services and resources provided by 'Ōlelo Community Media. In addition to the continuance of services, members of the public also advocated for the need for enhanced services and resources. Merina's summary of findings of PEG-related community needs reveals:

- 39% of respondents thought the current number of PEG channels (6) was about right, with 51% suggesting it needs to be increased.
- 61% of respondents thought funding for PEG needs to be increased, and 26% thought it was about right.
- 86% of comments suggest it is very important for PEG to keep up with commercial TV in new technologies, and another 11% thought it is somewhat important.
- 92% of respondents said the cable system's capability of transmitting PEG programming from remote sites is very important to meet community needs.
- 98% of respondents said the availability of PEG programs live and archived via the Internet is very important to meet community needs.
- On a scale of 1-5 (with 5 indicating the highest rating) respondents on average rated the importance of all three types of programming—P, E, and G—between 4 and 4.4.
- 88% of respondents indicated an interest, for themselves or organizations they belong to, in making programs to show on a cable channel. <sup>1</sup>

Prior to the Merina community hearings, in 2005, `Ōlelo commissioned the Buske Group to conduct a community needs assessment among representatives of the P, E and G sectors. The consultant's conclusion after conducting multiple stakeholder meetings and questionnaires was:

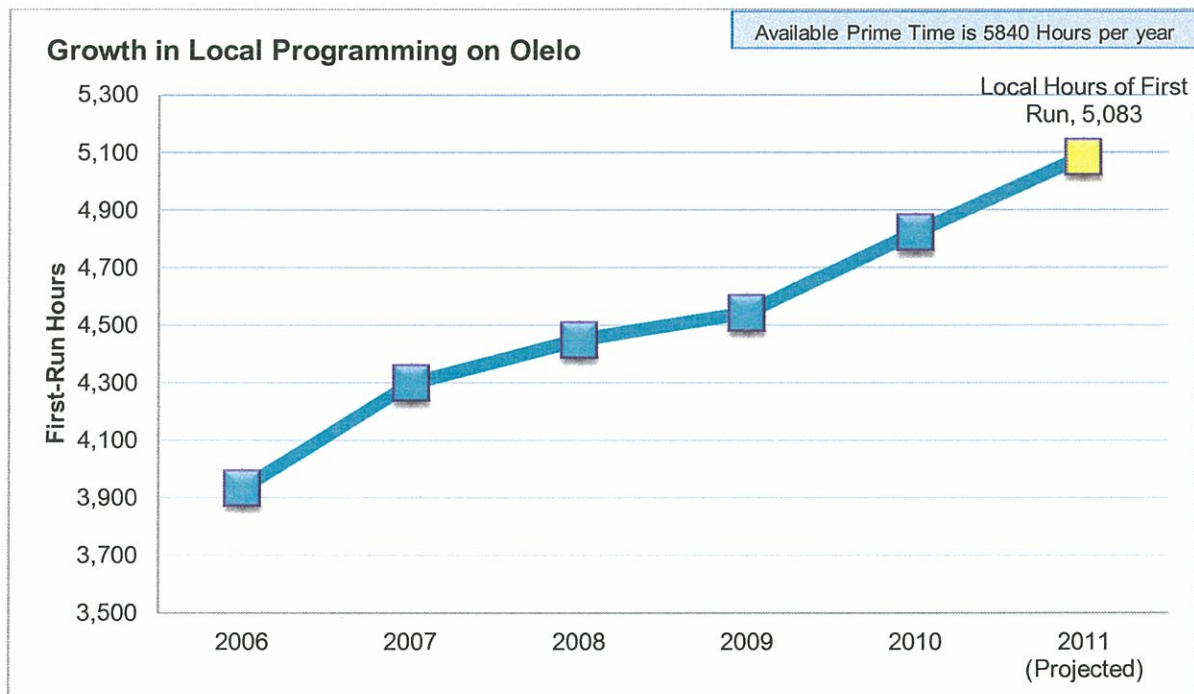
*“`Ōlelo is very highly regarded by its constituents. Questionnaire responses and brainstorming comments indicated that `Ōlelo is a well-managed organization that provides important services for O`ahu residents, community groups, and institutions. High percentages of the individuals and representatives of local nonprofit organizations, government agencies and educational institutions that participated in this needs assessment gave very positive ratings to items like the importance of `Ōlelo's services to the community and their overall opinion of the programming that appears on `Ōlelo's channels.”<sup>2</sup>*

Both the Merina and Company and the Buske Group needs assessments demonstrate the public's expression of need for the kinds of resources and services that `Ōlelo has traditionally provided. In addition to this community articulated need, the actual creation of local programming for cablecast on the PEG channels has continued to increase over the years. The following chart demonstrates the increase in first-run, locally created program hours from year to year over the past five years.

<sup>1</sup> Merina and Company, LLP. “Community Ascertainment and Related Activities Summary For Oceanic Time Warner Cable Franchise Renewal, O`ahu Hawai`i” January 2009.

<sup>2</sup> Buske Group. “Needs Assessment for `Ōlelo Community Television,” February 2006.





ʻŌlelo was Hawaiʻi's first non-profit organization created to operate, maintain and manage Oʻahu PEG access operations. A core ʻŌlelo principle is to empower the community with the ability to create non-commercial programming for cablecast. Today, ʻŌlelo is among the largest PEG Access centers in the nation and is widely respected for its technical expertise, community outreach, training and access services.

ʻŌlelo regularly assesses and evaluates the video production communication needs of the diverse constituencies it serves and develops appropriate services to meet those needs. Individuals or groups interested in creating a program have several options available to them through ʻŌlelo. From an open mic service that requires no training or technical capacity, to a range of video production training courses, production mentoring and in depth services, ʻŌlelo offers an important communication resource for everyone with a message they want to share. For those who have already produced programming, ʻŌlelo provides them with the tools necessary to submit those programs for cablecast on Oʻahu's PEG channels.

ʻŌlelo currently operates in eight locations – its headquarters building in Māpunapuna, plus seven (7) additional Community Media Centers (CMCs) geographically spread across Oʻahu. These CMCs make video production resources available to as many Oʻahu community groups and individual residents as possible. Through this model, ʻŌlelo achieves greater representation of diverse viewpoints. ʻŌlelo prides itself on being responsive to the communication needs of all communities on Oʻahu by providing mobile training and services where possible and seeking community partnerships and funding to open additional CMCs where such a facility will significantly and positively impact that community's participation in civic engagement through video production and distribution.

ʻŌlelo Community Media will continue to provide video production training, equipment, mentoring and services that are responsive to the communication needs of those we serve.

ʻŌlelo’s mission is “to strengthen our island voices and advance community engagement through innovative media.” We strive to fulfill that mission through the following programs, partnerships and services:

### **Video Production Training:**

ʻŌlelo provides video production training for all sectors (P, E and G). Training is available at all eight ʻŌlelo locations and can also be provided off-site. Training includes group sessions and individual mentoring in video producer, mini-camera, field camera, non-linear editing, studio, electronic field production van, and a multi-camera switching portable unit called a “feather pack.” The basic tier of training (producer, FCP edit and mini camera) is offered as a package for \$150 for a total of 24 in-class hours of training and an unlimited amount of follow-up mentoring. Mentoring in advanced production areas such as lighting, sound, directing, video aesthetics and higher level edit techniques is provided upon request and as often as necessary to meet the developing production needs of the client(s).

### **Beginning Producer Training:**

- Trains in the basics of the producer role in video production including story-telling, story boarding, liability awareness, and proper permitting
- Instructs on all ʻŌlelo Policies and Procedures and provides guidance on program submissions including how to correctly complete production related forms.
- Trains in the basics of camera operation (Sony PD100, PD150, PD170 and PDx10, NX5) including proper handling in order to ensure the safety of the equipment and the public.
- Reviews aesthetics of camera composition and techniques to use camera menu options to achieve proper lighting and focus tripod use.
- Reviews techniques for achieving proper audio levels and use of an audio mixer.
- Reviews proper tape/media handling including necessary technical requirements for tape playback.
- Teaches the basics of video editing using Final Cut Pro.
- Instructs students how to log and capture footage, proper arrangement and storage of video clips and how to move clips to the edit timeline to build a show as well as how to import additional audio to the program or remove existing audio from the clips.
- Reviews the aesthetics of video editing including pacing, graphics, effects and transitions.

### **Studio Training:**

- Covers the basics of studio production in all key crew positions including Director, Switcher, Graphics, Teleprompter, Audio/VTR, Floor Manager and Camera Operator.
- Instructs on the proper flow of video production and the importance of each role and how the positions interact with one another.
- Reviews three-point lighting techniques, lighting gels and basic information on set design options.

### **Electronic Field Production (EFP) Van Training:**

- Instructs studio-trained clients on how to accomplish a studio shoot in the field using `Ōlelo's EFP Van.
- Reviews proper set up and cabling of the cameras to the van and safety issues specific to field shoots such as environmental concerns and public safety requirements.
- Reviews responsibilities and technical aspects of all crew positions including Director, Switcher, Graphics, Audio/VTR, Location Manager and Camera Operator.

### **Feather Pack Training:**

- Instructs on how to accomplish a multi-camera switched shoot in the field using "Feather Pack" equipment designed by (and unique to) `Ōlelo.
- Reviews proper set up and cabling of the cameras to the Feather Pack and safety issues specific to field shoots such as environmental concerns and public safety requirements.
- Reviews responsibilities and technical aspects of all crew positions including Director, Switcher, Graphics, Audio/VTR, Location Manager and Camera Operator.

### **Electronic Field Production (EFP) Camera:**

- Advanced Camera instruction on professional camera equipment (Sony DSR 390) and accessories.
- Reviews three point lighting using the Lowell light kit and important aspects of lighting for video.
- Includes instruction on use of professional video monitors to ensure a quality image and correct color.
- Reviews all equipment and public safety requirements.

### **Advanced Training:**

- Classes designed to meet the growing skills and needs of PEG Access producers.
- Advanced Camera Instruction includes additional techniques on manual manipulation of the camera settings, advanced composition techniques and intensive audio instruction to gain the best audio in various shooting environments.
- Advanced Edit classes incorporate techniques such as color correction, audio filtering and key framing. New advanced instruction is being designed for “Garage Band” and “Motion”, both components of the Final Cut Pro Studio software suite.
- Advanced Producer/Director classes work with seasoned PEG Access producer/directors to hone their skills with particular emphasis on pacing, camera matching and storytelling.

### **Mentoring:**

Mentoring is incorporated into the training program.

- `Ōlelo staff provides one-on-one mentoring during and after class instruction to address the specific questions and needs of each individual student.
- On-going mentoring is available by appointment with any of `Ōlelo’s Media Resource Coordinators, Trainers or Mentors.
- `Ōlelo has developed a system for peer mentoring where newly certified clients assist current students. Through this kind of mentoring, the skills of the mentor are honed while the new student benefits from personalized assistance and instruction.

### **Support Services:**

`Ōlelo provides a full-range of services to support community producers in the creation of their programs, including:

- Mentoring clients through the video production process;
- Maintaining an adequate and operational inventory of video production equipment for client check-out and/or in-house use; and
- Technical assistance on the operation of equipment which begins in the classroom and continues through the life of the production. Such technical assistance is provided regularly for studio and mini-studio and EFP Van productions, editing and, as necessary/requested, for camera operation and other more-detailed aspects of video production.

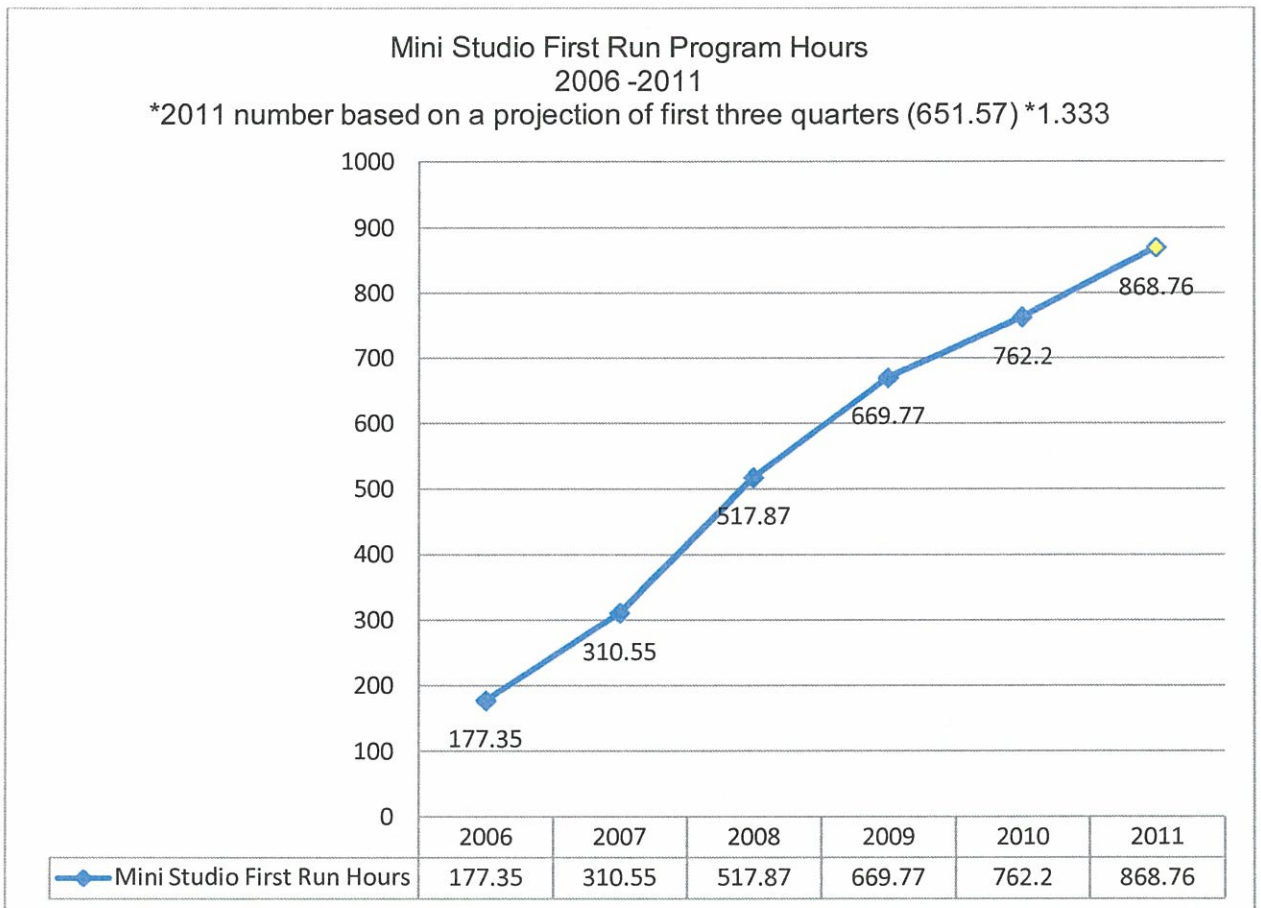


## **`Ōlelo Media Services:**

Because many organizations and individuals on O`ahu have an important message to share, but lack the time to train and produce their own videos, `Ōlelo has developed a variety of services that make community participation in PEG access television less time consuming and more accessible. While `Ōlelo continues to expand and restructure services in response to community needs and use, `Ōlelo's current media services include:

### **Open Mic:**

- **O`ahu Speaks** is one of `Ōlelo's Open Mic services. It allows anyone from the community to come to the Māpunapuna CMC and videotape a message of up to seven minutes in length. This program runs weekly, and provides a convenient way to get brief messages on the channels with minimal turn-around time between recording and cablecasting. In 2010 this service was used 24 times and resulted in just over 3 hours of original open mic programming. This represents a 50% increase in use from 2009. However, compared with the mini studio service, is far less utilized.
- **Mini Studio** is an expanded version of the O`ahu Speaks open mic service that allows all members of the P, E and G communities to express themselves and explore topics that require more time than is afforded through O`ahu Speaks. `Ōlelo staff facilitates mini studio productions at every CMC. Community members who have a message to share, but no time to learn and produce videos are welcome to `Ōlelo's mini studios where the client can focus on the development of their content while `Ōlelo staff and volunteers provide the technical support using a remote-operated three-camera set up and switching unit. The resulting program is recorded live-to-tape and is submitted for cablecast at the end of the session. This quicker turn-around from taping to air also better enables messages to be shared in a time sensitive way. This service has steadily gained in popularity and now represents one-third of all programs created through `Ōlelo facilities.



- **Capitol Commentary** is an on-location, open-mic service that is made available at the State Capitol. This service has been in operation for 13 successful seasons. This service gives community members and legislators the opportunity to share their views on proposed or recently enacted legislation in a timely manner. From January to May, 2011, 209 different speakers participated, with 65 legislators and 144 community members. Twenty programs, totaling over 16 programming hours, were created during the session. Resulting programs are aired on `Ōlelo's channels, made available on `ŌleloNet (`Ōlelo's online video archive), and distributed to Neighbor Island PEG Access stations throughout the legislative session.
- **Youth Capitol Commentary** is a successful offshoot of Capitol Commentary and completed its eighth year in 2011. This initiative trains students across O`ahu to videotape legislators from their districts on Opening Day. In 2011, 95 students from 18 schools were mentored by `Ōlelo staff. Students interviewed 59 State legislators and 99 community members on opening day. Youth Capitol Commentary is part of `Ōlelo's continuing effort to provide students with a sense of engagement and insight into the legislative process using video production.

## Executive Productions:

This service enables community organizations to have their events video-taped and cablecast by 'Ōlelo staff and certified volunteers. 'Ōlelo coordinates volunteer producers and crew to help cover the requesting organization's event, while the featured community organization focuses on program content. In 2010, 'Ōlelo facilitated a total of 139 Executive Productions resulting in over 200 hours of community event programming. This represented an 85 percent increase from the previous year and established the Executive Production program as one of the most requested services by community based organizations. Following is a list of 60 organizations that have used the EP Service in 2011 thus far:

'Āhiumanu Elementary	House Minority Caucus
Aiea High School	Hui Aikane Senior Club
Aliamanu Intermediate	Interfaith Alliance Hawai'i
Assembly of God	Kokokahi YWCA
Braveheart	LCC Catholic Club
Central Union Church	League of Women Voters
Chamber of Commerce of Hawai'i	Leilehua High School
Christian Education Institute	Mental Health of America Hawai'i
Common Cause Hawai'i	Mission House Museum
Community Alliance on Prisons	O'ahu Metropolitan Planning Organization
Council for Native Hawaiian Advancement	Office of Elections, Reapportionment
Cub Scouts Pack 442	Office of Senator Chun Oakland
Dancer's Unlimited LLC	Office of Rep. Jo Jordan
Department of Commerce and Consumer Affairs	Office of Senator P. Ryan
Department of Education	Pacific Voyagers
Department of Labor and Industrial Relations	Papa Ola Lokahi
Department of Land and Natural Resources	Partner's in Development
Department of Transportation	Philippine Consulate
Farrington High School	Save Sandy Beach
Federal Executive Board	St. Joseph School
Habilitat	Taste of Waiialua Festival
Hawai'i Association of Realtors	UH Outreach College
Hawai'i Business Bureau	Voyager Charter School
Hawai'i Employers Council	Wahiawā Lions Club
Hawai'i Food Council	Wahiawā Neighborhood Board
Hawai'i Star Ball	Waimānalo Elementary
Hawai'inuiākea School of Hawaiian Knowledge	Waipahu Elementary
Hina Mauka Hawai'i Institute for Public Affairs	Waipahu Intermediate
Honolulu Japanese Chamber of Commerce	Waipahu Weed and Seed
Honolulu Tea Party	West O'ahu Economic Development Association

## **Facilitated Production Support:**

ʻŌlelo may initiate programs and/or projects deemed necessary by an advisory panel for the community's benefit. Facilitation may cover events that can greatly impact the community, enabling discussion on critical, time-sensitive, concerns such as laws, bills or public health crises.

## **Vote! :**

Launched in 1992, Vote! is one of the longest standing initiatives for ʻŌlelo. Vote! provides an accessible and equitable platform to all candidates running for office so that voters can be more engaged, informed and inspired to cast their ballots on Election Day. ʻŌlelo provides voters with in-depth information covering local and statewide issues, candidate profiles, debates and forums prior to the primary and general elections in an effort to increase civic participation in the democratic process. In the last election year, 2010, ʻŌlelo provided the following services in conjunction with the Vote! Initiative:

- **Candidate Debates and Executive Productions** for election-related content. ʻŌlelo worked with the League of Women Voters to produce three Lieutenant Governor Candidate Forums leading up to the Primary election. All candidates for this contest were invited and eight candidates participated. ʻŌlelo worked with the Association of Hawaiian Civic Clubs to produce four OHA Candidate Forums. All candidates for this contest were invited and 11 OHA candidates participated.
- **Candidates in Focus (CIF)** provided all candidates for Oʻahu and Statewide office the opportunity to record five-minute messages for their constituents. All eligible statewide and Oʻahu candidates from each contest were invited to participate. All candidates' messages were compiled by race to give voters an overview of each contest. In addition to being cablecast, these messages were also made available on ʻŌleloNet. For the Primary election period, 133 candidates from five political designations participated, and for the General election period, 94 candidates from five political designations were represented.
- **Special Elections Coverage** for two elections occurred in 2010. One for U.S. Congressional District 1 and one for Honolulu City Council District 1. Candidates in both of these elections were invited to take advantage of ʻŌlelo's CIF service. Thirteen candidates for the U.S. Congressional District 1 contest and 10 candidates for the Honolulu City Council District 1 contest participated in CIF.
- **Election Program Distribution** via ʻŌlelo's Vote Informed initiative provided Oʻahu viewers election programming for nine hours each day for 21 days prior to the Primary and General elections. ʻŌlelo arranged with KHPR and KITV to provide additional exposure of election programming they produced. ʻŌlelo partnered with neighbor-island community access stations to create a common promotional theme and distribute the first exclusive statewide live TV Governor's debate for the General election.



## **Giving Aloha:**

Giving Aloha is a studio production service for O'ahu nonprofit organizations to create a 30-minute discussion program that they share information about their services impact and needs. The nonprofits provide the hosts and guests, and 'Ōlelo takes care of the rest. Organizations are encouraged to use their program to educate their board, new staff, potential clients, volunteers, and funders. Since its inception, Giving Aloha has served well over 100 nonprofit organizations. All programs are aired on 'Ōlelo's channels and made available on 'ŌleloNet. To date in 2011, the following 19 groups have all recorded shows with Giving Aloha:

1. Battleship Missouri Memorial
2. Big Brothers Big Sisters Hawai'i
3. Children's Alliance of Hawai'i
4. The Blood Bank of Hawai'i
5. Epilepsy Foundation of Hawai'i
6. Equality Hawai'i
7. The Filcom Center
8. Halau Lokahi
9. Hawai'i Centers for Independent Living
10. Hawai'i Immigrant Justice Center
11. Hawai'i Islands Trust
12. Hepatitis Support Network HI
13. League of Women Voters
14. Navy League
15. 'Ohi'a Productions
16. Pacific Island Foundation
17. Poi Dogs and Popoki
18. Sounding Joy Music Therapy
19. United Self Help

## **Supplemental Program Distribution:**

- **'ŌleloNet** is an internet-based Video-On-Demand site that features locally-produced programs at least 15 minutes in length that have aired on 'Ōlelo's cable channels. This additional distribution benefits community producers by extending the useful life of their program and making it easier for producers to share their show with their constituencies via a simple internet link. Programs are currently kept online for four months. After that time, programs are removed in order to make room for new content.
- **Live Webstream of Channels** has been a highly valued service provided by 'Ōlelo. For those who do not have access to PEG cable channels, such as local people living or vacationing off-island, 'Ōlelo's webstreaming of channels on [www.Ōlelo.org](http://www.Ōlelo.org) has been an ideal way for them to keep up with favorite programs and local issues. 'Ōlelo has even received feedback from a serviceman stationed in Bosnia who expressed his gratitude for being able to watch his favorite Samoan programming live while so far away from home. Another popular use of the webstream takes place during the

legislative session where offices without a cable connection, rely heavily on `Ōlelo's webstream to stay updated on hearing agendas and testimony. Vendor statistics show that `Ōlelo's webcasts are the most viewed of all their 960 nationwide clients.

Most Live Webcast Views in 2010	
4,411,202 total live views in 2010.	
Top 10 Agencies	Views
1 Olelo Community Media	406,315
2 Arizona State Legislature	378,636
3 City and County of San Francisco	324,600
4 City of Pinole	256,113
5 LA36	255,724
6 City of Cerritos	244,510
7 City of Los Angeles	215,225
8 City of San Diego	202,250
9 Government Access - Cable Channel 2	123,407
10 Sacramento County	108,031

### Support for Government Access:

For over 21 years, `Ōlelo has been supportive and proactive in the creation and cablecasting of governmental programming by all branches of government.

- State Legislature:** `Ōlelo provides and maintains two complete sets of dedicated production equipment at no charge to the State Legislature to allow cablecast and now simultaneous internet streaming of two separate legislative sessions. `Ōlelo has trained State production crews at no cost and provides production training and support to government groups wanting to start continuous coverage of events, meetings or discussions on issues pertaining to State government.
- City and County of Honolulu:** `Ōlelo provides and maintains dedicated equipment at no charge to the City Administration and City Council to allow live cablecasting and internet streaming of City Council activities or events produced by the City Administration. `Ōlelo works successfully with the City to provide additional production support, staff, equipment (EFP truck, microwave hookups, etc) and channel space, at no cost, to produce and cablecast special events such as Honolulu City Lights, the Mayor's State of the City Address and City Council meetings that originate outside Honolulu Hale.
- Federal Agencies:** `Ōlelo continually partners with various Federal Government agencies to provide support production and cablecasting of Federal Government programs, such as the Fair Housing Programs.

- **Civil Defense:** `Ōlelo is a designated participant in the Civil Defense warning system and has partnered with the State Civil Defense Department to ensure all `Ōlelo managed channels are tuned in to Civil Defense messages. In March, 2011 when the earthquakes and Tsunamis in Japan triggered a Tsunami warning for the State of Hawai`i, `Ōlelo staff monitored our transmission through the night and ensured Hawai`i's people had access to the Civil Defense emergency messages.

### **Studio@Capitol:**

In recognition of the need for government officials to have convenient access to video production facilities in order to better engage with their constituents, `Ōlelo partnered with the Senate, House and State Administration to open a media center at the State Capitol dedicated to providing services and resources to `Ōlelo's Government partners. Since opening in 2009, the Studio at the Capitol has served a diversity of State legislators. In 2011, the following 40 legislators have partnered with `Ōlelo through the Capitol CMC:

#### *Senate*

Rosalyn Baker; Suzanne Chun Oakland; Donovan Dela Cruz; J. Kalani English; Will Espero; Carol Fukunaga; Mike Gabbard; Brickwood Galuteria; David Ige; Gilbert Kahele; Michelle Kidani; Clarence Nishihara; Pohai Ryan; Maile Shimabukuro; Sam Slom; Malama Solomon; Jill Tokuda; Shan Tsutsui

#### *House*

Karen Awana; Mele Carroll; Corinne Ching; Ty Cullen; Cindy Evans; George Fontaine; Sharon Har; Mark Hashem; Linda Ichiyama; Aaron Ling Johanson; Jo Jordan; Derek Kawakami; Marilyn Lee; Barbara Marumoto; Dee Morikawa; Blake Oshiro; Marcus Oshiro; Kymberly Pine; Karl Rhoads; Gil Riviere, Cynthia Thielen, Gene Ward

Additionally, the following State agencies and offices have partnered with `Ōlelo through the Capitol facility for program creation in 2011:

- Department of Accounting and General Services
- Department of Commerce and Consumer Affairs
- Department of Land and Natural Resources
- Hawai`i Housing Finance and Development Corporation
- Judiciary
- Lt. Governor's Office
- Office of Elections
- Office of Language Access
- Senate Communications Office

### **Capitol Commentary:**

As documented in the Open Mic section of this application, Capitol Commentary is an on-location, open-mic service that is made available at the State Capitol. This service has been in

operation for thirteen successful seasons. The purpose of this service is to give community members and legislators the opportunity to share their views on proposed or recently enacted legislation in a timely manner. From January to May, 2011, 209 different speakers participated, with 65 legislators and 144 community members. Twenty programs, totaling over 16 programming hours, were created during the session. Resulting programs are aired on `Ōlelo's channels, made available on `ŌleloNet (`Ōlelo's online video archive), and distributed to Neighbor Island PEG Access stations throughout the legislative session.

### **Support for Educational Access:**

`Ōlelo provides support for our Education Partners in many ways.

- **Hawai`i Educational Network Consortium (HENC):** Since 1999, `Ōlelo has agreed to provide 25% of its funding from Oceanic cable subscriber fees to HENC. HENC is made up of the State of Hawai`i Department of Education, the University of Hawai`i and the Hawai`i Association of Independent Schools.
  
- **`Ōlelo's Community Media Centers:** `Ōlelo has partnerships with seven DOE schools to operate media centers on school campuses. Students and teachers benefit from the facility, video production equipment and `Ōlelo training support during school hours. After school, students and teachers are welcome to access the facilities as community members. `Ōlelo staff teams with school media programs to help train students in basic and advanced areas of video production. `Ōlelo's CMC location partner schools are:
  1. Wai`anae High School
  2. Leilehua High School
  3. Kahuku High School
  4. Waipahu Intermediate School
  5. King Intermediate School
  6. Jarrett Middle School

In addition to the direct service provided to our partner schools, `Ōlelo staff has also trained and/or videotaped school events at numerous other public schools on O`ahu including:

- 31% or 40 of 124 Elementary schools
- 66% or 16 of 24 Middle/Intermediate Schools
- 87% or 21 of 24 High Schools
- 71% or 5 of 7 Charter High Schools

`Ōlelo has also worked with private schools such as Assets, Hawaiian Mission Academy, Kamehameha Schools, Maryknoll, Saint Anthony, Saint John the Baptist, Saint Joseph, Sunset Beach Christian and Trinity Lutheran Schools.



- **Youth Xchange (YXC):** Youth Xchange was created in 2003 and held its first awards banquet in 2004. Student participation has increased every year since. In its initial year, YXC received 150 video entries. In 2011, entries nearly quadrupled with 'Ōlelo receiving 585 YXC entries from over 80 schools. Nearly 2,000 students competed. Youth Xchange is a statewide video competition where public, charter and private school students (K-12), are guided by their teachers to create videos that voice their opinions on issues facing our community.

For many of the teachers and students this project begins in October and doesn't end until the deadline for entries in March. Exploring issues, creating storyboards, writing scripts, producing the videos and having them air on TV helps each student to understand the value of their voice and the difference it can make in the community. The results are both eye-opening and assure us all that our future will indeed be in good hands. 'Ōlelo works closely with a steering committee to ensure that YXC continues to be the leading video production contest for students in Hawai'i.

'Ōlelo has established excellent relationships with sponsors like Sony, Ko'olina Beach Resort, First Hawaiian Bank, Chaminade University, The Rotary Club of Honolulu, The State of Hawai'i Department of Health, The City and County of Honolulu, GEICO and others to help cover costs associated with the awards banquet which in 2011 drew over 500 student finalists, teachers, administrators and guests.

- **Youth Summer Media Programs:** Every summer 'Ōlelo teams up with community partners to offer media and video production education to students at several 'Ōlelo facilities. One of the founding partners for 'Ōlelo's Summer Media Program is the Queen Lili'uokalani Children's Center (QLCC). The Summer Media Program partnership with QLCC began in 2003 and is 'Ōlelo's longest-running youth mentoring partnership. 'Ōlelo staff has trained well over 200 students in video production at our Māpunapuna, Wai'anae and Waipahu CMCs. New students learn to create oral history projects featuring members of their Ohana. Returning students help mentor new students and also train in more advanced production. All of the videos created over the summer premiere at the annual Ho'ike that marks the end of the Summer Media Program. Each year, well over one hundred family members turn out for the event to help celebrate their children's success.

Other organizations that 'Ōlelo has partnered with in the past for Summer Media programs include:

- **City and County of Honolulu's Student Work Opportunities Program (SWOP):** This collaborative effort with the City allowed young people whose families met the City's low-income threshold to earn wages while interning at 'Ōlelo's CMCs over the summer.
- **Federal Department of Defense:** The Department of Defense, in collaboration with a local non-profit organization, Island Star, partnered with 'Ōlelo to provide employment to young people whose families met the program's income

guidelines.

- **YMCA:** This partnership allowed parents to enroll their children in a YMCA Youth Media Camp which was conducted at `Ōlelo's by `Ōlelo staff.
- **Pālolo MAAC Computer Center:** `Ōlelo partnered with the MAAC Center to provide video production training to students at their center which is located across the street from public housing in Pālolo and draws upon those residents as participants.

## **Section II g: *ʻŌlelo’s Ability to Provide Reports, Audits, and Other Information to the Director.***

ʻŌlelo maintains accurate records of all PEG access services and programming, complaints, correspondence, financial and operational information, PEG Access Operating Fees, capital contributions, bank account balances, inventory of all PEG access facilities and equipment and Board related documents. ʻŌlelo will provide DCCA any required reports in the timeframe and manner agreed upon.

ʻŌlelo strongly believes that metrics help us in managing the company. Reports are generated regularly and shared with managers and staff. On an annual basis, ʻŌlelo currently provides information on the following areas to the DCCA:

- Annual Unaudited Financial Reports
- Annual Audited Financial Reports
- Annual Board Approved Operating and Capital Budgets
- On-Air Outage Summary
- Facility and Equipment Usage and Value
- Marketing and Advertising Activity
- Summary of Revenue From Sources Other Than Franchise Fees
- Total Hours of Programming: First Run, Repeat and Submitted but Not Aired
- Programming by Origin: Locally Produced, Non-Locally Produced & Bulletin Board
- 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 ʻŌlelo (Open Mic and Created by PEG)
- Bulletin Board (Island Info)
- Open Mic (O`ahu Speaks)
- Video Production Training: All Locations
- Number of Students Trained and Certified as Producers: All Locations
- Summary of Compliments, Suggestions and Complaints
- Summary of Complaint Resolutions

## **Section II h: `Ōlelo's Agreement to Expand the Marketplace of Ideas, and its Commitment to Allowing Members of the Public to Express Their First Amendment Free Speech Rights.**

Both `Ōlelo's mission and bylaws clearly state its commitment to the above free speech ideals. `Ōlelo's mission statement and excerpts from its bylaws are detailed below.

### **Mission:**

*"To strengthen our island voices and advance community engagement through innovative media."*

### **Bylaws:**

Article III of `Ōlelo's bylaws states:

*"The specific and primary purpose of the Corporation is to promote the creation, production and cablecasting of programs by, for and about Hawai`i. Such programs will be aimed at the preservation, development and enhancement of the diversity of thought, culture and heritage within Hawai`i. Through these activities the Corporation will facilitate lifelong learning and the community's participation in the democratic process. To this end the Corporation shall:*

- maintain those cable channels dedicated to public, educational and governmental use in a manner that is free of censorship and control of program content, except as necessary to comply with state or federal law,*
- provide a range of resources for program production for the users of these channels, and*
- develop and enforce such rules and policies that will ensure equitable access to these channels and production consistent with applicable state or federal laws."<sup>3</sup>*

### **Commitment to Expanding the Marketplace of Ideas:**

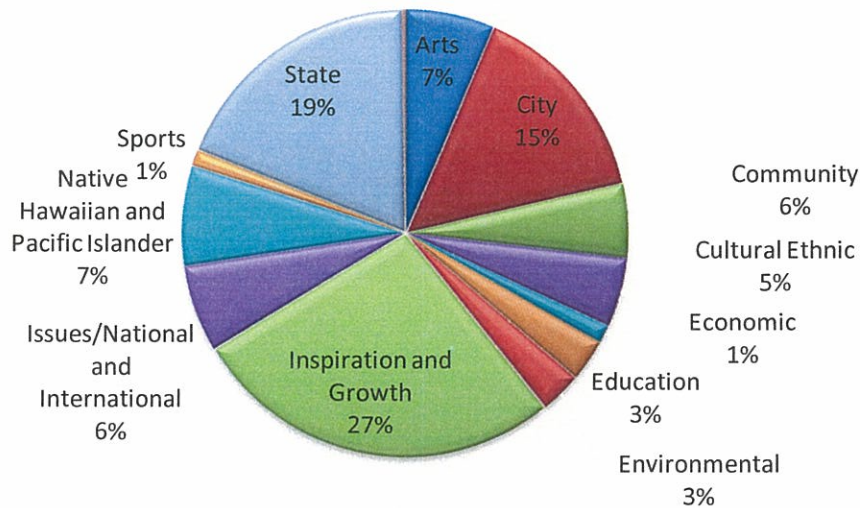
`Ōlelo regularly evaluates the programming content it receives to measure the diversity in subject matter and speaker on the channels. While no program is excluded from airing, `Ōlelo actively seeks programming diversity through targeted outreach and relevant services in areas that may be underrepresented. The chart below represents the current diversity of locally-produced subject matter on `Ōlelo.

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<sup>3</sup> "'Ōlelo Community Television Bylaws," Amended November, 2010



## 2011, Mid-Year Local Hours of First Run



‘Ōlelo takes content concerns such as commercial content and indecent or obscene content very seriously and is committed to addressing them in a timely manner. As complaints are received, ‘Ōlelo investigates, gathering pertinent information about the program and its producer. The information gathered is then reviewed by senior staff and measured against ‘Ōlelo policies to determine if a violation has been occurred. In the event that commercial content is confirmed, staff works with the producer to correct the problem. The program is suspended from further airing until the matter is resolved.

Obscene and indecent content is determined by Hawai‘i’s judicial system. If a program is suspected of containing indecent or obscene material, ‘Ōlelo will initiate an investigation to collect pertinent information. Any question about the content will be left to the appropriate authorities for a final determination. Until the issue is resolved, the program in question will remain off the air.

The consequence of any content violation may vary, depending on the specific situation and how serious the matter and the standing of the program producer. Consequences may include a verbal or written warning and short- or long-term suspension from using ‘Ōlelo’s facilities.

‘Ōlelo is committed to providing quality customer service. The organization has procedures in place to handle general inquiries and complaints. Complaints are handled in a timely manner and whenever possible, complaints (along with compliments and suggestions) are formally logged and monitored throughout the year. ‘Ōlelo also has a grievance procedure in place detailing how unresolved complaints are handled, starting from a staff level, moving through management and ultimately to the Board of Directors.

‘Ōlelo maintains that one important element to quality customer service is the establishment of systems to encourage dialogue and discussion. In addition to providing clients with information through newsletters, email, bulletins and on its website, ‘Ōlelo also holds regular client meetings

as a means of finding out what clients needs are and delivering information about the organization to them. These meetings are held at each of `Ōlelo's eight community media centers throughout the year.

Clients are also encouraged to share their interests and concerns with staff on an on-going basis.

***Section II i: `Ōlelo's Support for Educational Entities as Currently Provided to Hawai'i Educational Network Consortium ("HENC") on O`ahu.***

Currently, `Ōlelo contracts the Hawai'i Educational Network Consortium (HENC) to manage Educational Access resources on behalf of the Department of Education (DOE) and the University of Hawai'i (UH) and the Hawai'i Association of Independent Schools (HAIS). DOE programs Channel 55 with youth oriented and educational programming. UH programs Channel 356 with material generated by UH with a focus on higher education.

Since 1999, `Ōlelo has provided 25% of its funding from Oceanic cable subscriber fees to HENC. HENC is made up of the State of Hawai'i Department of Education, the University of Hawai'i and the Hawai'i Association of Independent Schools.

## Section II j: *ʻŌlelo's Prior Dealings and Relationships with the State.*

ʻŌlelo has a long-standing relationship with the State. As mentioned, ʻŌlelo has been the sole provider of PEG Access services on Oʻahu since 1989. During that time, we have worked closely with the State to air programs of interest to the public.

- Live legislative hearings including timeslots on two channels to cover the House and Senate committee hearings. In 2011, 504 hours of live coverage was provided.
- Other State programs totaling 92 first-run hours to date in 2011 such as town hall meetings, transportation workshops, reapportionment meetings, etc.
- Re-broadcast of legislative hearings for viewers that cannot see the live coverage. In 2011, 523 hours of legislative re-broadcasts were aired on ʻŌlelo.
- Live coverage and rebroadcasts of important commission meetings. Currently, ʻŌlelo is video-taping and airing all Oʻahu meetings of the Reapportionment Commission.
- Live coverage and rebroadcasts of important Administration initiatives. In September 2011, ʻŌlelo videotaped and aired three (3) days from the DBEDT hosted Energy Summit. This coverage involved the use of microwave feeds from the Hawaiʻi Convention Center.
- State government programs comprised 561 first-run hours during 2010.
- In addition to airing State government programs, ʻŌlelo also supplies and maintains all equipment, and engineering assistance at the State Capitol. Currently, there are 149 pieces of ʻŌlelo equipment located at the State Capitol. Additionally, over 600 hours of engineering assistance were provided in support of the State Capitol equipment and set-up in 2011.
- Since 2009, ʻŌlelo operates a media center in Room 414 of the State Capitol. This center is equipped with a studio and makes cameras and edit computers available for use by legislators, administrators, and staff who are able to conveniently produce shows on topics of public importance. During 2011, 38 legislators utilized this facility.
- Capitol Commentary is a service ʻŌlelo provides during the legislative session. Legislators, as well as the general public can voice opinions on bills and other matters of interest. These shows are edited and aired within the week.



### **Section III: `Ōlelo's Position on Ownership of PEG Assets Prior to and After New Contract Period.**

#### ***As to Capital Assets:***

1. Acquired After 1998 Contract Execution -

Under the 1998 DCCA/`Ōlelo Agreement and under all subsequent modifications to the agreement to date, title to all capital assets purchased with capital contributions reverts to DCCA upon termination or expiration of the agreement. Accordingly, title to all assets `Ōlelo may purchase with capital contributions for the period now under arbitration will revert to DCCA upon termination of the agreement between `Ōlelo and DCCA.

2. Acquired Prior to 1998 Contract Execution -

Unlike capital assets obtained by `Ōlelo after 1998, `Ōlelo retains all rights and title to capital assets accumulated by `Ōlelo prior to the 1998 renegotiated agreement, even upon termination or expiration of the new agreement."

#### ***As To Unexpended Funds:***

1. Unexpended Capital or Restricted Funds -

`Ōlelo will use capital or restricted funds for the purposes identified when the funds were provided to `Ōlelo. `Ōlelo will account for and return to DCCA all unexpended capital or restricted funds upon termination or expiration of the new agreement.

2. Unrestricted and Self-Generated Funds -

`Ōlelo accounts containing unrestricted funds or self-generated funds (such as rental income from `Ōlelo property, fees, contributions, or operational savings) shall be earned revenues. Even upon termination or expiration of the new agreement, such earned revenues are to be retained by `Ōlelo and `Ōlelo may expend such funds for any purposes the `Ōlelo Board determines consistent with `Ōlelo's declared civic and charitable objectives as disclosed in `Ōlelo's state non-profit organization registration.

## **Section IV a: PEG Access Services `Ōlelo is Proposing to Provide to the Public, Educational Institutions, and Governmental Entities.**

`Ōlelo was created to provide PEG Access services and resource management on O`ahu and has been doing so since 1989. `Ōlelo's staff embodies extensive production, technical and administrative expertise as well as deep roots within the community. `Ōlelo serves all three sectors (P, E. and G) of community access. Moreover, it has strong support from clients and partners in each of those sectors.

`Ōlelo proposes to continue providing PEG services for the entire island of O`ahu for a contract term of no less than ten (10) years and with two consecutive five (5) year extensions should both the DCCA or State contracting body at that time and `Ōlelo mutually agree to the extensions. This proposal is presented in two parts: 1) services that `Ōlelo provides today and proposes to continue for this contract and the total cost of providing these services; and 2) expanded services and associated costs that `Ōlelo proposes to provide.

`Ōlelo proposes to provide the necessary administrative and management structure and services to continue the important work that has been cultivated over the past two decades.

### **PEG Access Channel Management:**

- `Ōlelo will operate, maintain, and manage the PEG access channels (currently four) on a non-discriminatory basis for the benefit of the general public on the island of O`ahu. `Ōlelo agrees to maintain an on-air performance of no less than 97% each month with exceptions made for acts of nature or other incidents beyond `Ōlelo's control such as those caused by the cable provider or lapses in programming acquired through satellite transmission.
- `Ōlelo shall proactively work with the community to produce a minimum of 4,000 local, first-run program hours for cablecasting annually.
- `Ōlelo will cooperate and act reasonably with the cable operator(s) regarding the operation and management of the PEG access channels. `Ōlelo management will be available on a quarterly basis, or more frequently if needed, to meet with cable operator(s) to discuss any issues, concerns or opportunities.
- `Ōlelo will manage program scheduling in a fair and equitable manner, and publish schedules on its website and other media so that the viewing public is aware of its programs.
- Working with government entities or their contractors, `Ōlelo will air hearings live so that the public has timely access to its government.

### **Advertising and Promotion:**

- `Ōlelo will promote the programs on its channels through regular TV listings, advertising, social media, on `Ōlelo's website and other avenues as may become available.
- `Ōlelo will advertise its services to educate the community about the resources available to them in an effort to increase participation thereby diversifying voices represented on `Ōlelo's channels.

### **PEG Access Facilities and Equipment Management:**

- `Ōlelo will operate, maintain and manage the PEG access facilities and equipment and will replace and acquire new facilities and equipment as needed.
- `Ōlelo will manage the process allowing certified O`ahu residents to utilize `Ōlelo's equipment and facilities on a non-discriminatory basis for non-commercial programming purposes, whether individuals, groups or organizations on a first-come first-served basis, pursuant to `Ōlelo's Client Services Agreement.
- `Ōlelo will continue to provide and maintain equipment for use by the State Legislature, the City Administration and the City Council.
- `Ōlelo will continue to partner with the Hawai'i State Department of Education by providing video production equipment at on-campus locations.

### **Video Production Training:**

- `Ōlelo will actively train and certify no fewer than 200 members from the general public on an annual basis in various areas of video production from basic training through advanced courses.
- `Ōlelo will continue to provide video production training to no fewer than 200 students across the island through its CMCs as well as through online media enrichment programs.

### **Community Outreach:**

- `Ōlelo will provide members of the general public the opportunity to express their First Amendment right to free speech. In an effort to serve all sectors of the community, `Ōlelo will continue to provide its services at multiple locations throughout O`ahu as appropriate to accomplish this diversity.
- `Ōlelo will track and report annually to the DCCA on the diversity of programming on `Ōlelo's channels. `Ōlelo will outreach to the public, education and government sectors for the purpose of increasing program diversity on our channels.

**In-House Productions:**

- `Ōlelo will continue to operate an in-house production team primarily to videotape important events and messages in our community, resulting in no fewer than 100 programs annually.
- When feasible, `Ōlelo will air important events and messages live so that the general public can view these on a timely basis.

**Program Streaming and Use of Other Forms of Distribution:**

- In an effort to provide O`ahu residents with a larger audience for their programs, `Ōlelo will use the internet and other distribution platforms to stream and archive video content for larger distribution.

**Hawai`i Educational Network Consortium:**

- `Ōlelo currently provides 25% of its PEG access operation funding directly to HENC for use in creating educational programming and other related purposes. `Ōlelo proposes` this same 25% be earmarked for education, but that, subject to DCCA` s Agreement and in consultation with HENC, a portion of those funds be designated for use by `Ōlelo for education-related programs.



## **Section IV b: *Additional Services `Ōlelo Proposes to Provide the State and Public.***

### **Additional Scope of Services:**

- `Ōlelo proposes to manage the franchise-awarded statewide government access channel on behalf of the State, thereby creating a “C-SPAN Hawai`i.” `Ōlelo proposes to program this statewide channel to feature civic affairs programs including the State legislative, executive, and judicial proceedings. This would allow expanded cablecasting of government and education by having `Ōlelo cover important topics being considered by agencies such as but not limited to the State Board of Education, Office of Hawaiian Affairs, University of Hawai`i Board of Regents, Public Transit Authority, and the Land Use Commission, just to name a few. This service would encourage civic engagement and transparency of government deliberations and allow for a more informed public.
- To further encourage civic engagement and government transparency, `Ōlelo is requesting additional funding to either directly assist or provide grants to the City and County of Honolulu, beginning in 2012. This may include managing the City’s pending statewide channel and increasing coverage of City-related hearings and events for both the City Administration and the City Council.
- The State House and State Senate have asked `Ōlelo to provide the necessary infrastructure design, equipment and technical support for expanded gavel-to-gavel coverage of simultaneous hearings. In response to the needs of `Ōlelo’s Government partners, `Ōlelo will provide and manage additional encoders and will coordinate with Oceanic on the work necessary to upgrade transmission capacity.
- Due to the current limited capacity, `Ōlelo is unable to meet the increasing community demand for event coverage. Additionally, in order to support the increased services proposed above, `Ōlelo proposes to expand its in-house production capabilities. An expanded production staff will allow `Ōlelo to provide more and better coverage of PEG events that are important to our community.
- `Ōlelo will also research and work in conjunction with Oceanic Cable to explore Video-On-Demand options to provide access to archived programs on demand. The volume of potential government and civic affairs programming makes it difficult to provide comprehensive broadcast coverage and extremely challenging for viewers to follow the issues important to them. By supplementing scheduled broadcasts with VOD technologies, `Ōlelo can maximize viewer access to government and civic affairs programming.
- To ensure community television is accessible to more viewers, including those with hearing impairments, `Ōlelo plans to provide closed captioning on its channels. Existing technology is prohibitively labor intensive and `Ōlelo is researching practical, real-time solutions for closed captioning. `Ōlelo will implement closed captioning when a feasible

and affordable solution is found.

- `Ōlelo proposes to upgrade internet connectivity by providing wireless and improved LAN connections to enhance `Ōlelo clients' access to the internet at its CMCs. These upgrades will also allow mini studio productions to incorporate remote participation.
- As stated in the long-term plans section, there are no media centers located between King Intermediate in Kaneohe and our urban Honolulu site currently at Jarrett Middle School in Pālolo. Residents living in Olomana, Waimānalo, Kalama Valley and Hawai'i Kai do not have a convenient location to be trained and to produce stories. Increased funding would allow `Ōlelo to establish a presence in East Honolulu.
- `Ōlelo's ability to broadcast events live is limited to the State Capitol, City Hall and other venues. We feel the community would benefit if we are able to broadcast live from more sites. One way to do this would be to provide clients the ability to stream content live from any location using mobile and semi-portable devices. The infrastructure must be in place to provide the bandwidth, mobile endpoint devices, and a versatile and flexible master control that can intake a multitude of current and potential future media and file types.
- `Ōlelo is planning for the future of client access to `Ōlelo services by researching the necessary tools to enable community producers to interact with `Ōlelo remotely. We foresee clients being able to submit video files to `Ōlelo from their homes or offices. Additionally, web-based training can serve a larger audience more efficiently. Virtual emulator software will allow clients to participate in `Ōlelo's training from their computers at home and at their leisure. We would also be able to train organizations at their business location via Webinar or in person.

## **Section IV c: *The Amount of Funding Required by `Ōlelo to Provide the PEG Access Services.***

Below are two scenarios that represent different funding approaches. The first describes funding required if `Ōlelo is to continue to provide essentially the same level of services as today. The second describes a new funding approach and would allow `Ōlelo to execute the initiatives that increase programming for public, education and government.

### **Funding Scenario I:**

This funding scenario assumes that `Ōlelo will not expand PEG services, but rather will continue to provide the services described in Section IV a. Under this funding scenario, `Ōlelo requests that the cap on funding be raised to \$5.2 million in year 1 and be annually increased by the change in the U.S. Department of Labor Consumer Price Index for the Honolulu area. This is the same formula currently in use as described by D&O 346.

`Ōlelo requests a 10-year contract with the State using the above formula for all 10 years. `Ōlelo also requests two consecutive five-year extensions should both contracting parties mutually agree, providing the terms of the contract, including funding, do not change.

### **Funding Scenario II:**

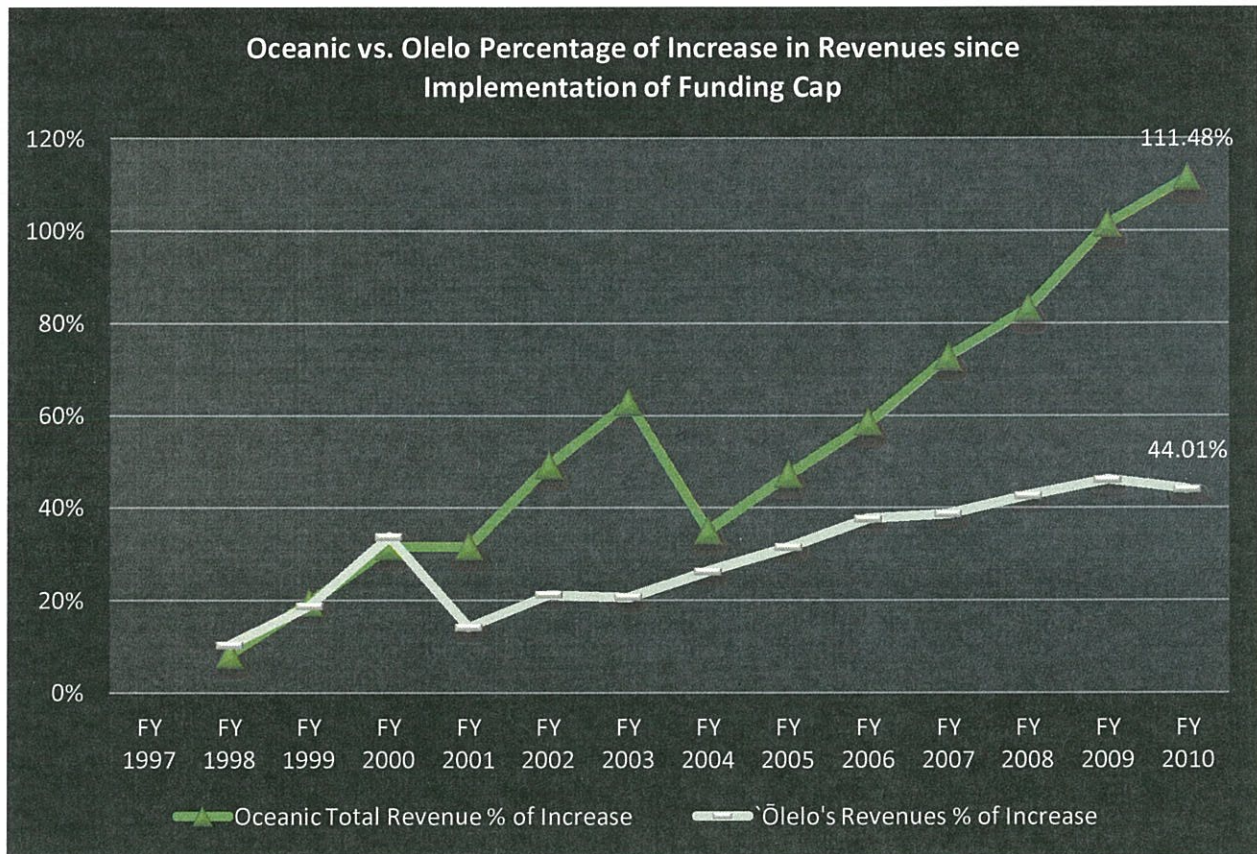
`Ōlelo would prefer scenario II which would allow us to execute the expanded services described in Section IV b; thereby increasing value to O`ahu cable viewers. Under this funding scenario, `Ōlelo would receive the entire 3% of the cable access fees currently collected from subscribers. For 2010, that 3% would have amounted to \$6.53 million or \$1.8 million more than was received due to the funding cap. We propose that these funds would be contractually earmarked equally between public, education and government as follows:

- **25% for Educational purposes**, either through a direct funding grant to HENC as is currently the contractual practice; or by any combination of grants to HENC, grants to other education related organizations, or by `Ōlelo or its agents for use in training of public and private school students in video production, or by `Ōlelo or its agents for use in the creation of educational content for viewing on PEG access.
- **25% for Government purposes**, through any combination of direct funding grants to Federal, State and City & County of Honolulu, and or by `Ōlelo or its agents for providing coverage of local public hearings and other government sponsored programs for airing on a PEG access.
- **25% for Public purposes**, through the continued provision of training, production equipment and facilities, as well as continued efforts to expand diversity of voice for those areas and segments of the community where programming is underrepresented.



- **25% for services that benefit all 3 PEG sectors**, including intake, programming, playback, engineering, marketing and advertising, community outreach, and general and administrative expenses.

Because of the existing funding cap, `Ōlelo has not received the full 3% of cable subscriber fees that are collected for the purpose of supporting PEG access television. As Oceanic's revenues continue to increase each year, funding for `Ōlelo has been locked into a fixed formula that does not allow the opportunity to grow its services to the community in a way that reflects cable subscriber fees collected. It is worth noting that since the implementation of the funding cap, the increase in Oceanic's revenues has outpaced the increase in `Ōlelo's revenue by more than 250%.



`Ōlelo has provided comprehensive support for P, E, and G during the past several years at a deficit. Should funding remain at current levels, `Ōlelo will have to scale back in certain areas to operate within designated funding. If funding is restored to 3% of eligible cable provider revenues, `Ōlelo will be able to provide additional services. In order to launch additional services, `Ōlelo requires assurances that funding will be a consistent percentage of subscriber fees over the contract period.

## Section V: `Ōlelo References whom the DCCA may contact.

### `Ōlelo Producers and Clients:

**Dennis Callan:** `Ōlelo Community Producer since 1990 with 560 programs of one of the longest running series on `Ōlelo, *World Traveler*.

1011 Prospect Street #702  
Honolulu, Hawai'i 96822  
528-4411

**Molesi Sagapolutele:** `Ōlelo Community Producer since 1990 with 1635 programs including the popular series, *Samoa mo Samoa* featuring Samoan arts and performance, cultural issues, news and public information relevant to the Samoan community and *Sauniga Lotu*, a series that features Samoan churches and worship services.

1418-A Lanakila Avenue  
Honolulu, Hawai'i 96817  
979-1508

**Mililani Trask:** Host of *First Friday*, a live political analysis and commentary program on issues that are absent from mainstream media. There have been 237 episodes of First Friday since 1993.

P.O. Box 6399  
Hilo, Hawai'i 96720  
808-998-0529

**Lynette Cruz:** `Ōlelo Community Producer since 1998 with 249 programs including shows from *Issues That Matter*, an anthropological perspective of indigenous people's issues.

45-057 Waikalua Loko Loop  
Kaneohe, Hawai'i 96744  
284-3460

**Marilyn Lee:** State Representative and `Ōlelo Producer since 2006. Representative Lee's show, *Kukui Connection*, has logged 88 programs which feature an exploration of Legislative and community issues.

95-170 Newe Place  
Mililani, Hawai'i 96789  
623-6707



**ʻŌlelo PEG Partner Organizations:**

**Queen Liliuokalani Children's Center:** Ben Henderson, President and Executive Director  
1300 Halona Street  
Honolulu, Hawai'i 96817  
847-1302

**Women's Community Correctional Center:** Mark Patterson, Warden  
1225 Auwai Street  
Wahiawā, Hawai'i 96786  
561-7321

**Rotary Club of Honolulu:** Jesse James, CEO, South Pacific Development Group  
P.O. Box 138  
Honolulu, Hawai'i 96810  
591-1136

**Hawai'i State Department of Education:** Geriann Hong, Education Specialist  
School Improvement Team  
475 22<sup>nd</sup> Avenue, Room 219  
Honolulu, Hawai'i 96816  
203-5527, ext. 1203

**Searider Productions Academy:** Candy Suiso, Founder  
Wai'anae High School  
85-251 Farrington Highway  
Wai'anae, Hawai'i 96792  
255-2877

**Hawai'i State Senate:** Carol Taniguchi, Chief Clerk, Hawai'i State Senate  
State Capitol  
415 Beretania Street, Room 010  
Honolulu, Hawai'i 96813-2425  
586-6656

**Hawai'i State House:** Patricia Mau-Shimizu, Chief Clerk, Hawai'i State House of  
Representatives  
State Capitol  
415 Beretania Street, Room 027  
Honolulu, Hawai'i 96813-2425  
586-6400