

February 3, 2012

Ms. Keali'i S. López
Director
Department of Commerce and Consumer Affairs
335 Merchant Street
Honolulu, HI 96813

COMMUNITY MEDIA

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Roy K. Amemiya, Jr.
President/CEO

Dear Director López,

This correspondence responds to the TWE Company, L.P. letter request from Brian Kang, Esq dated January 27, 2012 requesting the production of 11 (eleven) documents.

1. All documents referred to in 'Ōlelo 's responses to the requests for information or support 'Ōlelo 's responses to the requests for information above.

Response: These documents were included as attachments in our responses to Requests for Information.

2. All discovery produced by 'Ōlelo , evidence introduced by 'Ōlelo , and documents filed by 'Ōlelo in the proceeding entitled In the Matter of the Arbitration of 'Ōlelo Community Media, Petitioner vs. TWE, Respondent, CTV-2011-1, In the Office of the Administrative Hearings Department of Commerce and Consumer Affairs, State of Hawaii, that 'Ōlelo has designated as "Confidential" in that proceeding.

Response: Oceanic voluntarily entered into a Stipulation and Order Governing Confidentiality of Documents in the arbitration which protects 'Ōlelo's as well as Oceanic's confidential documents from disclosure. The arbitrator in the arbitration proceeding has not issued a decision in the arbitration and has upheld 'Ōlelo's claim of confidentiality of its documents. 'Ōlelo will not waive confidentiality of its documents for reasons related to their confidential, proprietary, and/or competitively sensitive nature. In addition, because no decision has been issued in the ongoing arbitration, Ōlelo declines to respond to inquiries that relate to and intrude upon the arbitration process prior to a resolution of the issues involved in the arbitration.

3. All 'Ōlelo operating budgets (in the most detailed form kept by 'Ōlelo in its files and including, but not limited to, the "very detailed form kept by 'Ōlelo in its files) for each of the years 2005 to 2017.

Response: 'Ölelo's internal budgets are confidential due to their proprietary, and/or competitively sensitive nature.

4. All 'Ölelo capital budgets (in the most detailed form kept by 'Ölelo in its files) for each of the years 2005 to 2017.

Response: These issues are to be address in the ongoing arbitration, in which no decision has been issued. 'Ölelo declines to respond to inquiries that relate to and intrude upon the arbitration process prior to a resolution of the issues involved in the arbitration.

5. All budget to actual results reports for each of the years 2005 to 2011 including, but not limited to, the "budget to actual results for fiscal years 2006 through 2010" referred to on page 23 of the 2011 'Ölelo Audit.

Response: 'Ölelo's internal budgets are confidential due to their proprietary, and/or competitively sensitive nature.

6. The October 2010 financial projection for operating (for fiscal years ending December 31, 2011 through 2015) and capital expenses (for fiscal years ending December 31, 2011 through 2018) referred to on p. 23 of the 2011 'Ölelo Audit.

Response: 'Ölelo's internal budgets are confidential due to their proprietary, and/or competitively sensitive nature.

7. The "strategic plan" referred to on P 23 of the 2011 'Ölelo Audit.

Response: See attached.

8. All purchasing transaction registers or similar documents (in the most detailed form kept by 'Ölelo in its files) describing all actual operating and capital expenditures made by 'Ölelo for each of the years 2005 to the present.

Response: 'Ölelo's purchasing transaction registers and similar documents are confidential due to their proprietary, and/or competitively sensitive nature.

9. All 'Ölelo records (including, but not limited to surveys) describing or documenting viewership of 'Ölelo's channels from 2005 to 2010.

Response: Oceanic has not provided 'Ölelo with viewership information on a consistent basis despite multiple requests for viewer information. Therefore, 'Ölelo's records are incomplete and may be inaccurate.

10. All documents from 2005 to the present that relate or refer to any plans or efforts by 'Ōlelo to raise funds from sources other than Oceanic or the State of Hawaii.

Response: 'Ōlelo objects to this request as irrelevant to this proceeding.

11. All documents relating to referring to the long range plan for self-sufficiency that was required to be developed by 'Ōlelo pursuant to its 1998 contract with the DCCA.

Response: See attached.

Aloha,



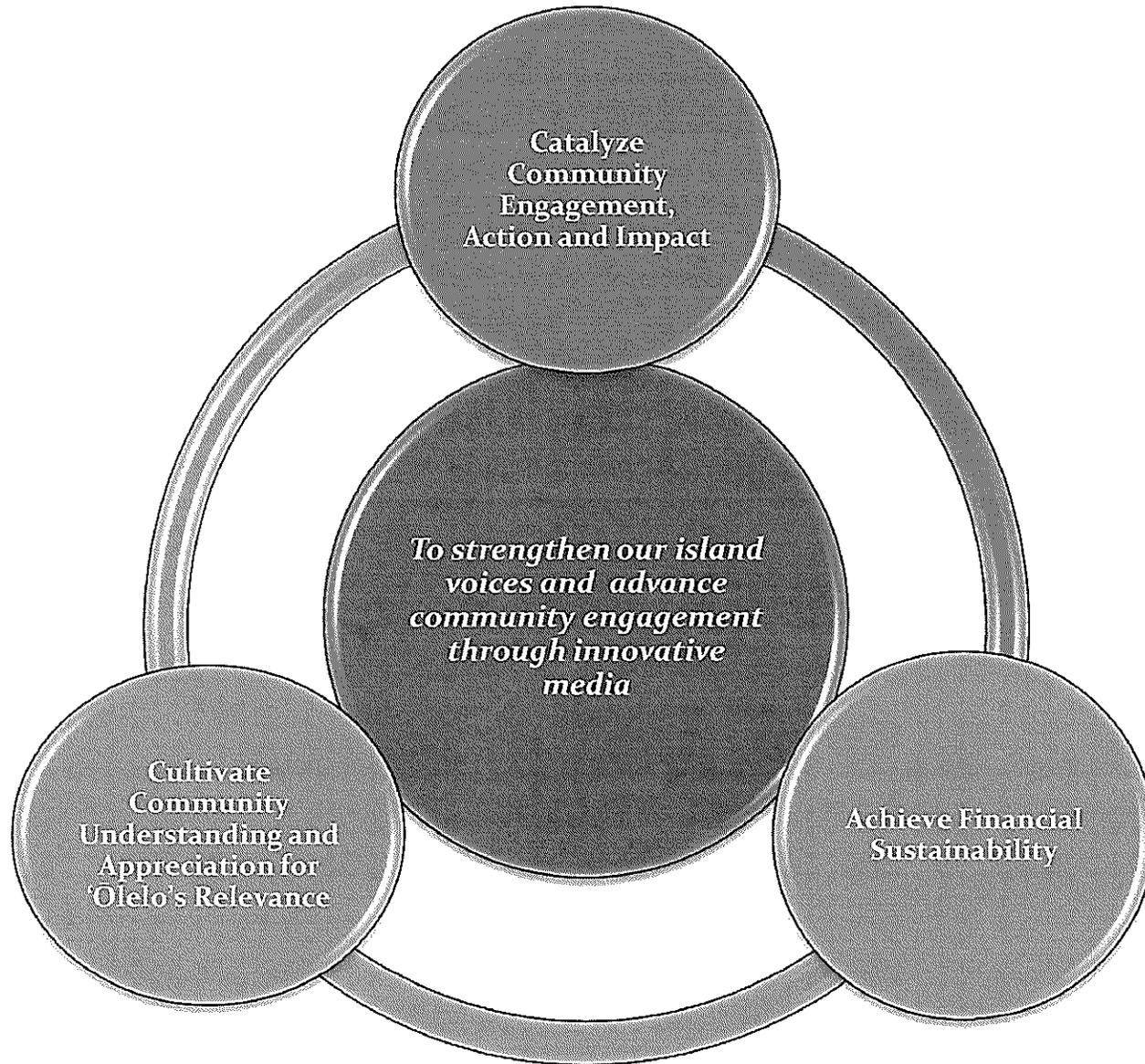
Roy K. Amemiya, Jr.
President and CEO
'Ōlelo Community Media

cc: Donn Yabusaki, Cable TV Administrator, DCCA
Cori Lau, Alston Hunt Floyd & Ing
Brian Kang, Watanabe Ing

2011 Strategic Plan Update

Ohio Community Media

Mission Centered Strategic Priorities



Strategic Priority #1



Leverage 'Ōlelo's resources to convene community, catalyze informed public engagement and facilitate collective effort for impact on important issues.

Catalyze Community Engagement, Action and Impact

Strategy #1

Serve our communities' evolving communication needs based on stakeholder input and industry best practices.

Strategy #2

Strengthen 'Olelo's capacity to serve as a neighborhood resource for ongoing community engagement.

Strategy #3

Partner to develop a flagship community engagement project that results in measurable community impact.

Strategic Priority #2

Cultivate
Community
Understanding
and
Appreciation
for 'Ōlelo's
Relevance

Create and sustain broad public awareness, goodwill and effective advocacy for community media that recognizes 'Ōlelo's distinctive and essential role.

Cultivate Community Understanding and Appreciation for 'Ōlelo's Relevance

Strategy #1

Cultivate diverse advocates and powerful allies.

Strategy #2

Broaden our outreach message emphasizing the power and the importance of civic engagement, media literacy and community access.

Strategy #3

Reinforce Ōlelo's relevance through a focused communications plan.

Strategic Priority #3



Achieve a financial condition that can endure major disruptions to revenues or expenses.

Achieve Financial Sustainability

Strategy 11

Sustain core services within current funding

Strategy 12

Increase efficiencies and reduce operating costs.

Strategy 13

Supplement and/or replace cable fee funding by leveraging partnerships, donations, grants and fees for services that can generate revenue, such as our equipment, facilities and staff's expertise.

Self Sufficiency Plan

The Olelo Board of Directors has discussed the feasibility of a self sufficiency plan that would allow 'Olelo to continue to operate in the event of a discontinuation or drastic reduction of cable revenues. In short, the Board has determined that it is highly unlikely that 'Olelo could replace a severe shortfall in cable revenues and therefore would not continue to operate, at least in its current form.

In recognition, however, that it would be undesirable for 'Olelo to close its doors immediately in the event of discontinued funding, the Board has created a "set aside" of funds. These monies would be used to continue operations for approximately six months while either legal or other action was pursued to determine the possibility of reinstating funding or to look for replacement funding. If cable funds were discontinued completely, it is unlikely that 'Olelo would continue to operate at all after all possibilities to try and reinstate funding were exhausted. Operations would be wound down and assets would be disposed of in the closing down period. If funding were to be continued at a lower level, depending on the level of funding and the availability of continued channel space, 'Olelo could substantially reduce its operations, which could include staff reduction, reduced hours, and even a smaller physical space. As it is too hypothetical to plan for every scenario that could occur, the Board has determined that it is most realistic at this point to maintain a "set aside" of funds and continue to watch carefully any trends or actions that could possibly lead to a termination of cable revenues. This is the extent to which 'Olelo has adopted a self sufficiency plan.

June 7, 1999

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