

COMMUNITY MEDIA

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Roy K. Amemiya, Jr.
President/CEO

Director Keali'i Lopez
Cable Administrator Catherine Awakuni
Hawai'i Department of Commerce and Consumer Affairs
Cable Television Division
PO Box 541
Honolulu, HI 96809

RE: 'Ōlelo's Testimony Related to PEG Channel provisions in
Oceanic Time Warner's Franchise Renewal Application for
Maui County:

November 6, 2013

Dear Director Lopez and Cable Administrator Awakuni,

The DCCA's demonstrated commitment to protecting Hawai'i's consumers is an important contribution to all Hawai'i residents. 'Ōlelo Community Media shares the DCCA's belief that informed citizens are better empowered to make educated choices. In our island state, information on local issues shared via cable television is an essential part of our community's ability to inform and be informed. Oceanic Time Warner's cable system has been an essential contributor to making this information sharing possible across our islands. In particular, the Public, Educational and Government (PEG) channels that have been a required component of the cable franchise agreements are a critical communication resource for Hawai'i's people where thousands have shared their ideas and opinions with one another. With the DCCA's support and Oceanic Time Warner's partnership, PEG providers across the state, like Akaku, can continue to protect and enhance the community's ability to participate in the democratic process and strengthen our communities through thoughtfully created video that forges better understanding of our local perspectives.

It is important that we remain mindful of the unique communication needs that belong to our island state and how those communication challenges are acutely experienced on the neighbor islands. Our geographic isolation from everywhere else in the world and our unique cultures make our local communication needs even more vital for community cohesion and maintaining and enhancing our own local identities. Of the limited "local" content that is created and cablecast outside of Hawai'i's PEG access channels, nearly none of it is created on Maui by Mauians. 'Ōlelo's experience in working alongside Akaku has been a rewarding one and we have every confidence that Akaku is well situated to continue to provide Maui county residents with the resources and mentorship necessary to tell their stories as only they can.

In recognition of the key role PEG providers play in supporting localism and diversity in media, Monica Shah Desai, Chief of the Media Bureau for the FCC testified in September 2008 before the U.S. House of Representatives Subcommittee on Financial Services and General Government, Committee on Appropriations:

"Promoting localism and diversity are two fundamental goals underlying the Commission's media policies. PEG access promotes both. PEG programming is a vital medium for local communities. The Commission recognizes the importance of PEG access in fostering choices for local and diverse programming in communities."

As Maui County's Local Franchising Authority (LFA), the DCCA is well placed to ensure that the local community remains empowered to express themselves on the same platforms that commercial speech utilizes. You have the opportunity and responsibility to be farsighted in your franchise negotiations with Oceanic Time Warner. There is an opportunity to encourage win-win partnerships between the State, PEG providers and the cable companies with a jointly held goal of investing in truly effective and dynamic citizen communications.

In conclusion, in relation to the PEG provisions within the Maui County franchise agreement between Oceanic Time Warner and the State, 'Ōlelo recommends the DCCA:

- 1) Advocate rigorously for Maui County citizens and negotiate appropriate resources, both financially and in terms of dedicated channel spectrum, so that the community voice can continue to thrive.
- 2) Ensure that Video on Demand opportunities for community programming is facilitated and supported by Oceanic Time Warner as an additional viewing option and not in place of scheduled lower tier channel time.

- 3) Ensure Access channels are available in the exact same manner as the local network affiliate channels and at the same quality level.
- 4) Formalize a process for PEG expansion into future forms of distribution that may not be known at this time including advanced internet applications and other future technologies.

Mahalo for the opportunity to provide testimony in support of Akaku as the PEG access provider for Maui County and for suggested provisions to ensure a mutually beneficial cable franchise agreement between Oceanic Time Warner, the State and the people of Maui County.

Sincerely,

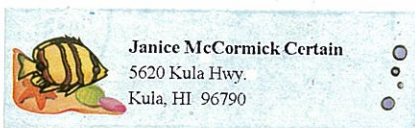
A handwritten signature in blue ink, reading "Roy K. Amemiya, Jr." with a stylized flourish at the end.

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

For more information, contact DCCA-CATV at the addresses or phone number above.

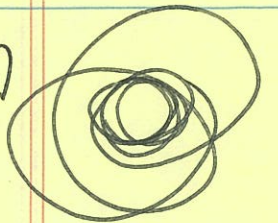
KEALI'I S. LOPEZ

Director of Commerce and Consumer Affairs



876-0506 (H)
513-2396 (W)

The reason I came to this meeting tonight was to state my feelings about Oceanic Cable and the "product" I'm paying for. My Cable bill is up to \$80 a month, their "packages" are a rip-off. The only time I can watch T.V. is after 8pm and what they provide is 90% junk! All I want is a movie, or Travel Channel, maybe National Geographics or Discover Channel but you have to buy their "package" I know for a fact that in Europe, you can purchase only the programming you want. And Time Warner told me "your bill will go up each year."



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21

