

A Message from Keali'i López

'Ōlelo President & CEO



As the pace of 21st century life continues to increase, more

than ever, we need to stay connected as a community. This is especially critical as we manage through challenging economic times. We need one another to explore and discuss solutions to overcome obstacles, creating a better community for us all. Coming together, sharing perspectives, and caring for each other is what strengthens us as individuals and as a community.

'ŌLELO'S VISION

As a private, nonprofit provider of community access services and resources on O'ahu, 'Ōlelo Community Media is committed to building, convening and strengthening communities—providing the skills and tools for people to share their stories by, for, and about their community to foster civic engagement and well-being.

We envision a future in which 'Ōlelo is an integral part of every community on O'ahu, providing a broad new range of media technology training, services and resources that enable and empower residents to speak and be heard on issues of importance in a variety of ways.

20TH ANNIVERSARY

This year, we are honored to celebrate 'Ōlelo Community Media's 20th anniversary of service and partnership with the community. For two decades, 'Ōlelo has trained people, schools, community groups, nonprofit organizations and government leaders in video production to help them create and share noncommercial messages on our television channels. What started as a small facility in Kaka'ako in 1989 has progressively expanded to seven Community Media Centers throughout O'ahu.

Over the years, demand for distributing original local programming has also grown from levels that filled half a channel in 1990 to the current

volume that strains the capacity of 'Ōlelo's six cable channels. The power of video and the increasing popularity of user-generated content have been major factors in the significant rise in 'Ōlelo programming.

GROWING NEEDS AND FUTURE OPPORTUNITIES

Our communities' access needs will continue to grow and change dramatically as new advances in technology develop. We're committed to meeting that challenge, exploring new and emerging technologies that will allow us to expand our ability to provide the community with the means to express itself in ways unheard of 20 years ago.

The Internet is but one example that has enabled 'Ōlelo to expand its current services beyond the medium of television. Our 'ŌleloNet video-on-demand service allows viewers in Hawai'i and around the world to search for and watch locally created programs as well as City Council meetings, state legislative proceedings and community meetings that are available on 'Ōlelo's website, www.olelo.org/olelonet.

The opportunities offered by the Internet are almost endless. Looking ahead, our Internet offerings might include:

- Incorporating social media technologies
- Webcasting programs independently and/or concurrently with those shown on our cable channels
- Delivering interactive content that allows community input on issues being aired on 'Ōlelo
- Providing services that support O'ahu residents' job placement needs
- Delivering information that assists nonprofit and state agencies in informing the community of available services and resources.

The rapid growth in technology will also require that we:

- Expand and convert our television channels to high definition
- Offer two-way communication between different sites on O'ahu, allowing islandwide live television coverage of events

- Establish islandwide and inter-island connectivity to enable statewide dialogue, allowing public participation in local and state government through remote legislative testimony and eliminating barriers such as distance, time and travel costs.

PROGRESS AND CHALLENGE

I'm extremely proud of the significant progress that 'Ōlelo Community Media has made over the past 20 years, yet the demand for community access services continues to far outweigh what we are currently able to provide. Despite our growth, there remain several communities on O'ahu that could benefit from additional Community Media Centers.

Funding to keep pace with community needs and technology is a challenge and will require increased support from a variety of sources. We are actively engaged in exploring all options to ensure we do our best to meet our communities' needs in the future.

A NEW NAME

Recently, we changed the name of our organization from 'Ōlelo Community Television to 'Ōlelo Community Media. The subtle change reflects the broader array of communication channels available today and opportunities that will be available in the future. We're excited and look forward to the next 20 years of partnership with the community, providing O'ahu residents with a voice to share their stories and ideas that contribute to the rich diversity, vibrancy and well-being of our communities.

Keali'i S. López
President & CEO
'Ōlelo Community Media