
A BILL FOR AN ACT

MAKING AN APPROPRIATION TO THE UNIVERSITY OF HAWAII.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that with the
2 introduction of a student-run television station and
3 programming, the University of Hawaii has an opportunity to
4 increase its communications footprint, provide a real community
5 service, and demonstrate critical cross-platform and
6 transdisciplinary leadership in the twenty-first century. A
7 student-run television station would also serve citizens of the
8 State and region by developing workforce personnel knowledgeable
9 about Hawaii's culture, history, and politics, who would augment
10 existing local television news coverage.

11 As the premier research campus in the region, the
12 University of Hawaii at Manoa has the unique ability to package
13 the knowledge and expertise of some of the foremost experts in
14 the State, region, and globe on a wide variety of subjects, and
15 disseminate this content to our immediate community and the
16 world. Such activity has the potential to increase the
17 visibility of the University of Hawaii and propel our faculty,



1 students, and campuses into direct global competition for scarce
2 funding and national and international awards.

3 In today's increasingly interconnected information society,
4 fact-based media and journalism education are vital components
5 of any robust university community. Beginning in the late
6 1950s, forward-looking post-secondary institutions began
7 offering not just television broadcasting and journalism
8 courses, but also launching full-fledged, largely student-run
9 television stations that delivered news, information, and
10 entertainment to the immediate university and general
11 communities. A recent survey listed close to fifty student-run
12 television programs at the post-secondary level, many of these
13 at the community college level. In the past five to ten years,
14 the pace for introducing student-run television stations and
15 courses has accelerated exponentially as industry competition
16 for coveted jobs has increased, and demand from students for
17 this kind of experiential learning opportunity has intensified,
18 and tangentially, institutions have necessarily invested in
19 cable and fiber optic infrastructure for other communications
20 and research purposes.

21 Today, student-run closed circuit cable and satellite
22 television is a reality for intermediate schools, high schools,



1 including Waianae high school, Kamehameha schools, and others,
2 community colleges, and tier-one universities across the country
3 and around the globe. An opportunity exists at the University
4 of Hawaii at Manoa to further develop visual communications
5 education by reinforcing digital television journalism,
6 documentary production, oral historiography, and other fact-
7 based news, information, and entertainment pathways for
8 collaborative communications. The historical lack of commitment
9 at the University of Hawaii for University of Hawaii student-run
10 television and television production education will be further
11 highlighted shortly when the nation's television industry is
12 federally mandated to switch from analog to digital production
13 and dissemination. Television digitalization will ultimately
14 permit University of Hawaii-produced television news, magazine
15 format shows, documentaries, and entertainment to be packaged
16 and distributed globally through high-speed internet
17 transmission. With the KTUH radio station already on air for
18 twenty-four hours a day, seven days a week, all year long, the
19 University of Hawaii at Manoa does have presence in the
20 broadcast spectrum. In addition to this audio footprint
21 presence, University of Hawaii student-run television would
22 significantly impact the visibility and prestige of this great



1 university, train our students and future entrepreneurs, and
2 demonstrate community good will.

3 By leveraging existing University of Hawaii assets such as
4 production instructors, University of Hawaii information
5 technology and satellite infrastructure, college of social
6 sciences media lab facilities, and access to integrated digital
7 technology, and by adding a small number of key personnel, the
8 University of Hawaii at Manoa is uniquely positioned to provide
9 the integrated, disciplined experience demanded by today's
10 student, and in so doing realize tremendous synergies and new
11 opportunities that will benefit the University of Hawaii and
12 the general community. With the already strong emphasis at the
13 University of Hawaii at Manoa in developing flexible fact-based
14 writing and research skills and multimedia abilities, a natural
15 opportunity exists to leverage student writing and creativity
16 across the information and digital spectrum. A real opportunity
17 exists to involve the broadcast and multimedia industries in the
18 introduction of these fields of study to the University of
19 Hawaii at Manoa repertoire. Industry professionals, like our
20 University of Hawaii students, are deeply interested in
21 contributing time and resources to the development of those
22 programs. The addition of a coherent, experiential television



1 production component will allow for synergies across digital
2 platforms and will address student needs and ambitions from
3 nearly all the University of Hawaii system disciplines and
4 departments.

5 University of Hawaii student-run television will increase
6 the visibility of the University of Hawaii at Manoa and
7 University of Hawaii system brands, extend the university
8 footprint, create relevant social interaction with the community
9 and other campuses throughout the Hawaii P-20 educational
10 system, and help develop a generation of versatile and
11 competitive students. An inclusive, forward-looking strategy
12 will create clear pipelines from K-12 to baccalaureate level and
13 beyond. Students in K-12 can be involved in both intuitive and
14 material ways with post-secondary destinations and expectations.
15 Our public university needs to lead by example. Several P-20
16 schools are already involved in producing, broadcasting, and
17 cablecasting news and information. University of Hawaii
18 student-run television can function as a central repository for
19 the best of Hawaii P-20 film and video productions with modular
20 and expandable on air programs.

21 University of Hawaii student-run television has a unique
22 opportunity to differentiate itself from other news, information



1 and entertainment services in the Hawaiian islands and in the
2 world. With its young demographic of ambitious, forward-
3 looking, multicultural, and indigenous students, and access to
4 the foremost experts in the region on local and global issues,
5 University of Hawaii student-run television is situated to offer
6 a fresh and important perspective, and to lead by example. At
7 the same time, students will gain valuable experiential learning
8 opportunities that will prepare them to better engage in and
9 influence the professional, industry-side of our global
10 information society.

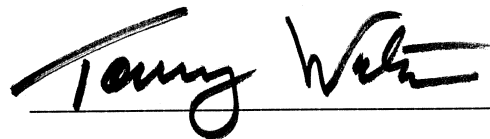
11 SECTION 2. There is appropriated out of the general
12 revenues of the State of Hawaii the sum of \$1,000,000, or so
13 much thereof as may be necessary for fiscal year 2006-2007, for
14 upstart, technology upgrades, equipment, supplies, and personnel
15 for a student-run television station and programming.

16 SECTION 3. The sum appropriated shall be expended by the
17 University of Hawaii at Manoa, college of social sciences, for
18 the purposes of this Act.

19 SECTION 4. This Act shall take effect on July 1, 2006.

20

INTRODUCED BY:



JAN 25 2006



HB 3166

Report Title:

UH; TV

Description:

Appropriates funds for a student-run television station and programming at the University of Hawaii.

