

**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**

LINDA LINGLE
GOVERNOR
THEODORE E. LIU
DIRECTOR
MARK K. ANDERSON
DEPUTY DIRECTOR

No. 1 Capitol District Bldg., 250 South Hotel St., 5th Flr., Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804
Web site: www.hawaii.gov/dbedt

Tel.: (808) 586-2355
Fax: (808) 586-2377

Statement of
THEODORE E. LIU
Director
Department of Business, Economic Development, and Tourism
before the
**SENATE COMMITTEES ON ECONOMIC DEVELOPMENT & TAXATION
and
EDUCATION**

Saturday, February 2, 2008
9:00 AM
State Capitol, Conference Room 229

in consideration of

**SB 3168
RELATING TO CREATIVE MEDIA.**

Chairs Fukunaga and Sakamoto, Vice Chairs Espero and Tokuda, and members of the Committees.

The Department of Business, Economic Development & Tourism (DBEDT) provides the following comments on SB 3168 which seeks to establish a creative media program within the University of Hawaii's (UH) West Oahu campus, to provide some level of funding for the UH Academy for Creative Media (ACM) and amends Act 11, special session 2007 to delete all reference to a lease agreement with PBS Hawaii. There have been many good ideas introduced this legislative session that support the State's economic development goals. We note, however, that this appropriation was not included in the Executive's Supplemental Budget, and request that this appropriation not displace the priorities contained in that budget.

The UH ACM program has made great strides in developing a strong curriculum for our next generation of bright and talented Hawaii filmmakers, all with very limited

resources. An Academy for Creative Media program at UH's West Oahu Campus is a much needed step in expanding ACM's reach. By establishing a program at UH's West Oahu Campus, many students who would not otherwise have the opportunity to participate in the ACM will be able to enroll in a variety of classes and pursue careers that may not have been as accessible to them.

The department supports wholeheartedly the leadership and work of ACM and applauds the program's ability to excel to the degree it has with its students in just a few short years.

We appreciate the opportunity to testify.

Date of Hearing: February 2, 2008

Committee: Senate Economic Development
and Taxation, Senate Education

Department: Education

Person Testifying: Patricia Hamamoto, Superintendent

Title: S.B. 3168, Relating to Creative Media

Purpose: Appropriate funds to establish an academy for creative media program to enhance and expand the scope of the Hawaii excellence through science and technology academies for the University of Hawaii community colleges and the Department of Education.

Department's Position: The Department of Education supports S.B. 3168 and recommends that the creative media academy program be facilitated jointly by the University of Hawaii community college system and the Department of Education. The continuity and transition from elementary programs to middle school programs to high school programs to postsecondary programs must be aligned to ensure progressive skills and knowledge development and avoid duplication. This program should be included in the Dual Credit Articulated Programs of Study (DCAPS) options for high school students.

The Department requests the opportunity to work with the committee, the Department of Business, Economic Development, and Tourism and the community colleges to draft the language in this Bill to ensure current Department initiatives are not duplicated by the actions proposed in this Bill.

D·R·HORTON® **DHI**
Listed
NYSE

America's Builder

SCHULER DIVISION

February 2, 2008

Honorable Senators Carol Fukunaga and Norman Sakamoto, Chairs and Members
COMMITTEES ON ECONOMIC DEVELOPMENT AND TAXATION, AND EDUCATION
State Capitol, Room 224
Honolulu, Hawaii 96813

Chairs Fukunaga and Sakamoto, and Members of the Committees:

Subject: S.B 3168 RELATING TO CREATIVE MEDIA.

I am Dean Uchida, Vice President—Ho'opili, D.R. Horton, Schuler Division. We have been involved in building homes for first time home buyers in Hawaii since the 1980's.

S.B. No. 3168 proposes to further enhance the growth of the academy for creative media, which is contributing successfully to Hawaii's economic development, as well as providing creative career and business opportunities for students from throughout the State, by establishing the academy for creative media at the University of Hawaii west Oahu campus.

Over three decades ago, city planners set out to create a "second" or "new" city in West Oahu to provide residents an alternative to living and working in downtown Honolulu. They wisely foresaw early on that if Oahu was going to thrive and compete at a world-class level, a second major primary employment center and supporting harbor system would be vital to its success.

Efforts are now underway to complete this vision of creating a dense urban core within Ewa. The new University of Hawaii at West Oahu campus is being constructed and will serve as one of the major focal points in the region. Establishing the Creative Media Center at the University's West Oahu campus will provide much needed career opportunities to for the next generation, many of whom live in the region and have shown a propensity to excel in this digital media industry.

Finally, having a strong research/education base will surely create opportunities for commercial users and with it, a growth of quality jobs in the region.

We are in strong support of S.B. No. 3168.

Thank you for providing us with the opportunity to testify on this resolution.

LATE TESTIMONY

UNIVERSITY OF HAWAI'I SYSTEM LEGISLATIVE TESTIMONY



SB 3168 – RELATING TO CREATIVE MEDIA

Testimony Presented Before the
Senate Committees on Economic Development and Taxation
and Education

February 2, 2008 at 9:00 am

by

Linda K. Johnsrud
Vice President for Academic Planning and Policy
University of Hawai'i System

Testimony Presented Before the
Senate Committees on Economic Development and Taxation
And Education

February 2, 2008 at 9:00 am

By

Linda K. Johnsrud

Vice President for Academic Planning and Policy, University of Hawai'i System

SB 3168 – Relating to Creative Media

Chairs Fukunaga and Sakamoto; Vice Chairs Espero and Tokuda; and members of the Committees:

I am Linda K. Johnsrud, Vice President for Academic Planning and Policy, University of Hawai'i System. I am providing this testimony on behalf of the University of Hawai'i System on Senate Bill 3168 which establishes the Academy for Creative Media at the UH West O'ahu campus, and amends Act 11, Special Session of 2007, to delete all references to a lease agreement with PBS Hawai'i.

Senate Bill 3168 acknowledges the vitality of the Academy for Creative Media program since it was created by the Board of Regents three years ago, its value to the state's economy, and its need for a central facility and permanent home. We concur. We also object to the intent of this bill to move a Board of Regent's approved program from one campus to another within the UH system.

Since August 2004, ACM Chair Tom Brislin has developed the ACM curriculum, hired and developed its faculty, created its major requirements and basic organizational structure, and drafted a proposal for a UH Mānoa Bachelor of Arts degree in Arts and Sciences which is under review by UH Mānoa Faculty Senate. ACM has been steadily growing for four years as a Mānoa Arts and Sciences major and has achieved high measures of academic respect on the campus and throughout the system. More than 100 Mānoa students have applied to become majors in ACM. An additional 80 students are enrolled in ACM pre-major courses. ACM engages in both system wide and lower education initiatives to create an educational pipeline from digital media programs in high schools and community colleges to Mānoa.

ACM students have benefited from being part of the Mānoa campus. They draw heavily from strong departments in English, History, Philosophy, Theatre, Computer Science, Political Science, Foreign Language Studies, Sociology, Hawaiian Studies, Asian Studies, and Ethnic Studies. Their skills as story-tellers are enriched by not only the breadth, but the depth of a liberal arts education available at the Mānoa campus.

There is a rich inter- and cross-disciplinary collaboration among ACM faculty as well as students. Video game design courses rely on the programmers and coders from Computer Science as much as they rely on ACM's own artists and creators. The Music

Department wants to partner with ACM to provide its students the opportunity to compose original soundtracks and music for film. Art students share their time with ACM animation courses. Scientists in Marine Science programs want to collaborate with ACM in producing science documentaries. The Richardson School of Law is interested in jointly exploring issues of indigenous intellectual property rights. These are the kinds of intellectual and creative collaborations available at the Mānoa campus.

ACM has a solid and respected academic home at UH Manoa with a budget of nearly \$1 million, 10 faculty, and 2 staff positions. Thirty-two courses have been approved through the Mānoa academic review system. The accomplishments of hundreds of interested and active students have brought the program national and international recognition. These are not hallmarks of a program in search of a home. They are the outcomes of an academic and creative collaboration of students, faculty, and administration.

I have discussed Senate Bill 3168 with Chancellors Virginia Hinshaw of the University of Hawai'i at Mānoa and Gene Awakuni of the University of Hawai'i at West O'ahu. Chancellor Hinshaw expressed appreciation for the support shown for the Academy of Creative Media by Senate Bill 3168 and the intent to provide support for the program. She welcomes the financial support which as amended is consistent with Mānoa's priority for repairs and maintenance and campus refurbishment. Such support will enable Mānoa to secure enhanced facilities for ACM. The Chancellor does not support the movement of the Academy of Creative Media from the Mānoa to the West O'ahu campus. Chancellor Awakuni defers to UH Mānoa's position in this matter.

For these reasons, the University of Hawai'i, while expressing appreciation for the legislature's support, opposes the move of the Academy for Creative Media from one campus to another as proposed by Senate Bill 3168.

Thank you for the opportunity to testify.

January 30, 2008

Senator Carol Fukunaga, Chair
Committee on Economic Development and Taxation

Senator Norman Sakamoto, Chair
Committee on Education

Saturday, February 2, 2008; 9:00 AM
Conference Room 224

Re: SB 3168 – Relating to Creative Media

Chairs Fukunaga and Sakamoto, Vice Chairs Espero and Tokuda, and Committee Members:

I strongly support SB 3168 which establishes the academy for creative media program in statute under the University of Hawaii at West Oahu.

Hawaii and its people have always been uniquely positioned to benefit from creative media programs. The beauty of our Islands and people have traditionally driven these opportunities.


Technology and a global media world now offer our young people unique, creative opportunities where innovation trumps location.

While these opportunities are quickly emerging, our educational system continues to focus on “left-brain” development leaving us susceptible to the impact of routine, non-creative work being outsourced to developing countries.

Hawaii is fortunate to have experienced individuals in creative media like Chris Lee, willing to “come home” and lend knowledge and expertise to the next generation. As important is the passion and dedication he brings. Having our university system grab hold of this unique opportunity is critical. Anything this legislature can do to further this important initiative is welcomed.

Thank you for your continued wisdom and foresight.

Aloha,



Jeffrey N. Watanabe

To: Committee on Economic Development and Taxation
Senator Carol Fukunaga, Chair
February 2, 2008
State Capitol Room 229
9:00am

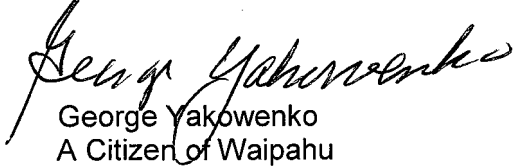
Dear Chair Fukunaga and Members of the Committee,

I am writing in strong support of SB 3168. The Academy for Creative Media should be established at the University of Hawaii West Oahu. As this area of our island was slated for growth and to be our second City it makes sense that we bring as many new and innovative programs as possible to West Oahu.

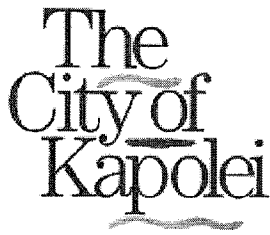
Bringing in new areas of research and endeavor will in turn encourage further growth. This will benefit the residents of West Oahu communities in a myriad of ways. It will aid in easing traffic congestion as we build more jobs and those same opportunities will allow our children the ability to stay in Hawai'i and work in a wide range of industries.

Thank you for the opportunity to submit testimony on SB 3168 and strongly encourage you to support it as well.

Respectfully,



George Yakowenko
A Citizen of Waipahu



February 2, 2008

The Honorable Carol Fukunaga, Chair
The Honorable Will Espero, Vice Chair
and Members of the Committee on Economic Development and Taxation
Hawaii State Capitol
415 South Beretania Street
Honolulu, Hawaii 96813

Dear Senator Fukunaga, Senator Espero and Committee Members:

SB 3168 – Relating to Creative Media


On behalf of Kapolei Property Development, I am pleased to support SB 3168 relating to Creative Media which establishes the Academy for Creative Media under the University of Hawaii at West Oahu.

Locating the University of Hawaii's Academy of Creative Media at the planned U.H. West Oahu campus is an ideal solution to finding a permanent home for the university's fastest growing new program. It will be a natural fit, as the Academy will also benefit from proximity to the planned Kapolei Studios, which will have motion picture and television sound stages, office, dressing room, set construction and production office space. We also understand that Kapolei Studios plans to include a student film annex for use by the university's Academy of Creative Media as well as by Waianae Seaside Productions at Waianae High School, to give their film students real-world studio production experience that can lead to jobs in the local production industry.

It is therefore clear that Academy will benefit greatly from the natural synergies that will result from being located in Kapolei.

Thank you for the opportunity to support this bill.

Sincerely,


Theresia C. McMurdo
Vice President, Public Affairs

To: Hon. Carol Fukunaga, Chair Committee on Economic Dev. And Taxation
Hon. Will Espero, Vice Chair

Hon. Norman Sakamoto, Chair Committee on Education
Hon. Jill Tokuda, Vice Chair

Re: Testimony in SUPPORT of SB 3168

Dear Sen. Fukunaga, Sen. Sakamoto and committee members:

Thank you for the opportunity to provide testimony in SUPPORT of SB 3168.

As a member of the Honolulu City Council in the 1980's and a State Senator in the 1990's I have initiated or strongly supported efforts to create a permanent campus for the UH West Oahu. The effort has been a long one, but significant strides were made during my years in the Senate, particularly enacting legislation to secure land from Campbell Estate for a permanent campus in the "Second City" of Kapolei.

I have always believed that good land use planning for the island of Oahu involved the establishment of a "second city" on the Ewa plains. I further believed that a UH West Oahu campus was a critical component to the success of a second city – a campus teeming with students was an anchor institution to attract businesses and jobs to the second city so that it was a place where people not only lived, but worked.

I also believed that having an institution of higher learning on Oahu's Leeward Coast would inspire our young students to go to college and could provide much needed outreach activity to those in need on the Leeward Coast.

A functioning, vibrant, and meaningful UH West Oahu will not arise merely because land has been secured and buildings are built. What is critical are the programs which are offered to students at this "new" campus. For UH West Oahu, an academy for creative media is a perfect fit. As noted in sec. 1 of the bill "Waianae Searider Productions has demonstrated the transformational power of multi-media literacy to engage our most at-risk students." It is my understanding that creative media programs are the "happening" thing in West Oahu high schools. Waianae H.S. is the most notable but I'm told that high schools like Campbell and Kapolei have programs as well.

Obviously, the University of Hawaii's priority mission is to provide excellent post secondary education to our young adults. But I also believe that it has another mission as well - as a member of our community, to contribute to the proper planning and growth in this State. A permanent UH West Oahu campus in Kapolei, and establishing an academy for creative media at the campus fulfills both goals.

Thank you for the opportunity to testify. I ask for your favorable consideration of this important bill.

Aloha,
RANDY IWASE

S.B. 3168, Relating to Creative Media
2008 Legislative Session

To: COMMITTEE ON ECONOMIC DEVELOPMENT AND TAXATION
Senator Carol Fukunga, Chair and Members of the Committee
COMMITTEE ON EDUCATION
Senator Norman Sakamoto, Chair and Members of the Committee

From: Marlene Uesugi
Resident of Ewa Beach



Please support S.B. 3168, to re-situate the School of Creative Media at the new University of Hawaii West Oahu campus. There are several reasons why this is a prudent move on the part of the Legislature.

One, facilities are best fit for the needs, purposes and functions of a new department at the outset. Establishing the school at a new, to-be-built site gives the school the chance to design the rooms in the optimal shape, size and arrangement, and include equipment and other instructional needs in the building plans.

Second, the new film studio will decentralize support resources for Hawaii's film industry, spreading out around the island talent and facilities that can be tapped as required.

Third, the new megamall and industrial complex in the Ewa plains are in their planning stages. Situating the School of Creative Media at the UH West Oahu will enable developers and businesses to fashion leasing arrangements that are optimizal for supporting and profiting from the film industry in Hawaii.

Fourth, new hotels. Development plans for the Leeward coast include hotels that can serve visiting film industry professionals, creating a mutually beneficial arrangement that provides jobs on the west coast. This helps the job market on the disadvantaged side of the island.

Fifth, the traffic. Bringing this sought after department to the west side will also draw the student population, instructors and workers, and with them, all the cars. Diverting drivers westward takes a chunk of cars off the eastbound freeway, alleviating townbound congestion.

This bill will improve the job market on the Leeward coast, bringing the opportunity of good paying jobs within the reach of workers at a reasonable commute, as well as alleviate some of the traffic burden. I hope the Senate will look favorably upon this bill. Thank you.

S.B. 3168, Relating to Creative Media
2008 Legislative Session

To: COMMITTEE ON ECONOMIC DEVELOPMENT AND TAXATION
Senator Carol Fukunga, Chair and Members of the Committee
COMMITTEE ON EDUCATION
Senator Norman Sakamoto, Chair and Members of the Committee

From: Sheryll Bonilla
Resident of Kapolei



Please support S.B. 3168, to re-situate the School of Creative Media at the new University of Hawaii West Oahu campus. There are several reasons why this is a prudent move on the part of the Legislature.

One, facilities are best fit for the needs, purposes and functions of a new department at the outset. Establishing the school at a new, to-be-built site gives the school the chance to design the rooms in the optimal shape, size and arrangement, and include equipment and other instructional needs in the building plans.

Second, the new film studio will decentralize support resources for Hawaii's film industry, spreading out around the island talent and facilities that can be tapped as required.

Third, the new megamall and industrial complex in the Ewa plains are in their planning stages. Situating the School of Creative Media at the UH West Oahu will enable developers and businesses to fashion leasing arrangements that are optimizal for supporting and profiting from the film industry in Hawaii.

Fourth, new hotels. Development plans for the Leeward coast include hotels that can serve visiting film industry professionals, creating a mutually beneficial arrangement that provides jobs on the west coast. This helps the job market on the disadvantaged side of the island.

Fifth, the traffic. Bringing this sought after department to the west side will also draw the student population, instructors and workers, and with them, all the cars. Diverting drivers westward takes a chunk of cars off the eastbound freeway, alleviating townbound congestion.

This bill will improve the job market on the Leeward coast, bringing the opportunity of good paying jobs within the reach of workers at a reasonable commute, as well as alleviate some of the traffic burden. I hope the Senate will look favorably upon this bill. Thank you.

February 1, 2008

Senator Carol Fukunaga, Chair
Economic Development & Taxation Committee

Senator Norman Sakamoto, Chair
Higher Education Committee

Dear Senators and Committee Members,

I am testifying in strong support of SB 3168 which would move the Academy of Creative Media from the University of Hawaii, Manoa to the University of Hawaii, West Oahu campus. Since this program is one of the newer program at UH, housing it at a new university soon to be built would enhance the UH West Oahu campus, and help create a film industry on the west side.

It is my understanding that a privately financed film studio will also be built near Campbell Industrial Park so the two certainly would compliment each other. New jobs in the region will help the traffic congestion many of us now face, and the new city will provide an area where future expansion of a film industry is possible.

Video production classes and programs at area schools such as Waianae High School, Campbell High School, and Waipahu Intermediate School can produce students who could enroll at the Academy in West Oahu. It's a perfect fit!

Thank you for the opportunity to provide support for SB 3168.



Corrine Gallardo
Waipahu Resident

Sen. Will Espero

From: Jbrhawaii1@aol.com
Sent: Saturday, February 02, 2008 8:37 AM
To: testimony
Cc: Sen. Will Espero; Sen. Carol Fukunaga
Subject: TESTIMONY IN SUPPORT OF SB 3168

Bill No: SB 2168
Bill Title: Relating to Creative Media
Report Title: Academy for Creative Media Program: Established; (\$)
Hearing Date: February2, 2008
Hearing Time: 9:00 a.m.
Hearing Location: Conference Room 224
Testimony from: Joseph Rattner

91-211 Makaina Place
Ewa Beach, Hawaii 96706
808-685-6702

COMMITTEE ON ECONOMIC DEVELOPMENT AND TAXATION

Chair: Senator Carol Fukunaga
Co-Chair: Senator Wil Espero

COMMIITTEE ON EDUCATION

Chair: Senator Norman Sakamoto
Co-Chair: Senator Les Ihara

Aloha Senator Fukunaga, Senator Sakamoto, and Committee Members,

My name is Joseph Rattner and I am an Ewa Beach resident now for 6 years. I run a Foundation in Ewa Beach called West Oahu Hope For A Cure, where our mission is to serve the HIV and Addiction population for West Oahu which began three years ago.

The Creative Media Program and UH Manoa has been a popular area of study for students being the fastest growing new program at the University of Hawaii. The program has been fully self-supporting. With many kind donations and fundraising events to cover all the expenses and overhead (including salaries) needed for the program to exist.

SB 3168 enhances that program even more, by moving it to the new West Oahu campus of the University of Hawaii. With a new private film studio building to be built next to the Advertiser in Kapolei, it will offer the program a centralized place for students to learn Creative Arts.

By providing, a real "home" for the program, only enhancement can occur. New Jobs, Higher student ratio in the program due to what it will now be able to provide are some of the reasons why I fully support this Bill.

In closing I believe the the Creative Media Arts Program will flourish. The excitement alone, that the program will be offered at the Kapolei Campus, makes for something that Teachers and Students can look forward to starting this summer.

Mahalo for this opportunity to testify in **strong** support of SB 3168.

With Respect and Aloha,

*Joseph B. Rattner, OD, CSAC
Executive Director-WOHFAC
91-211 Makaina Place
Ewa Beach, Hawaii 96706*

*Phone-808-685-6702
Cell-808-781-3663
Fax-808-685-6840
Email-jbrhawaii1@aol.com*

*West Oahu Hope For A Cure Foundation
PO Box 2487
Ewa Beach, Hawaii 96706
Phone-808-685-6702
Fax-808-685-6840
Email-WOHFAC@hotmail.com
Website-westoahuhopeforacure.org*

Who's never won? [Biggest Grammy Award surprises of all time on AOL Music.](#)