

## COMMITTEE ON CONSUMER PROTECTION AND COMMERCE

Representative Robert A. Herkes, Chair  
Representative Ryan I. Yamane, Vice Chair

LATE TESTIMONY

Monday, March 14, 2011 / 2:00 PM Conference Room 325

Testimony IN SUPPORT of SB583

My name is Jay April. I am President and CEO of Akaku:Maui Community Television, a member of the HCR358 Task Force and a resident of Maui County, I

This bill is intended to provide strong accountability and performance standards for Akaku, Maui County's Akaku Community Television, as well as the other community-based public access television providers serving Oahu, the Big Island and Kauai. These community-anchor organizations have been a vibrant part of our public discourse and civic engagement throughout the state for more than twenty years and this bill will ensure that they continue to be fully accountable and responsive to the needs of those respective local communities, the DCCA and the state.

The content of this bill incorporates draft rules from your 2008 HCR 358 Legislative Task Force which recommended that this reasonable method of PEG Access designation be used in lieu of a fatally flawed state procurement process initiated six years ago by the previous Administration, an ongoing RFP process that ignores the significant social capital built up over decades of service and continues to cost the PEG Access organizations and the state many thousands of dollars with no end in sight.

Recommendation 3 of the HCR 358 Task Force Report states, "*that in place of competitive procurement, the DCCA be charged with adopting Administrative Rules that guide a new process for the designation of a PEG Access organizations in a manner that is similar to the process used by DCCA for cable franchises, a process that is already well understood by the DCCA and the public, This process should provide ample opportunity for input by the public on each island within the local franchise area and allow for interested parties to intervene*"

SB583 provides for a regulatory framework superior to that of procurement which allows active participation by each local community. We would like to respectfully request that your committee approve SB583 which will allow these public media outlets to continue to expand and build upon their only mission: to provide extended media opportunity and a vibrant voice for all the people of Hawaii Nei.