



SB1235 SD1
RELATING TO CABLE TELEVISION
Senate Committee on Ways and Means

February 22, 2013

9:00 am

Conference Room 211

The Office of Hawaiian Affairs (OHA) **SUPPORTS** SB1235 SD1, which would require the Department of Commerce and Consumer Affairs (DCCA) to work with stakeholders in assessing the best method to ensure dedicated funding for a Hawaiian television channel and submit its findings and recommendations to the Legislature. These actions may open the door for allocation of cable franchise fees to support ‘ōlelo Hawai‘i revitalization efforts.

While once spoken throughout Hawai‘i by Native Hawaiians and foreigners alike, ‘ōlelo Hawai‘i was considered to be nearly extinct by the 1980s, when fewer than 50 fluent speakers under the age of 18 were left. However, great strides have been made to bring about a renaissance of the Hawaiian language through programs such as ‘Aha Pūnana Leo’s Hawaiian language immersion schools, the Department of Education’s Hawaiian language immersion program, and the Hawaiian language programs of the University of Hawai‘i system. Although there is much momentum in the revitalization of the Hawaiian language, for ‘Ōlelo Hawai‘i to thrive rather than simply survive, more people need to speak the language.

Research indicates that the use of language in major domains of society—government, education, work and media—increases the prospects for intergenerational continuity and language maintenance. Accordingly, the use of ‘ōlelo Hawai‘i within local governance and mass media plays an important role in assisting the State to fulfill its commitment to revitalization of our native language. The most pronounced example of this commitment can be found in the Hawai‘i Constitution, which recognizes ‘ōlelo Hawai‘i as one of the two official languages of the State. Moreover, the state has consistently expressed its support through legislation and administrative policies and programs.

SB1235 SD1 provides an opportunity for the State to further its commitment by requiring the DCCA to work with various stakeholders to identify the best method to ensure dedicated funding for the development of a Hawaiian television channel. The Director of the DCCA is specifically required to consider allocating funds from cable television franchise fees for production of high-quality multimedia content that serves the needs of the Native Hawaiian community. This would be consistent with the purpose of HRS Chapter 440G, which is to provide access to the media for public, education, and government uses; to contribute to an informed citizenry by giving voice who might not otherwise have one.

Mahalo nui for the opportunity to testify.

LATE



KAMEHAMEHA SCHOOLS®

The Senate
Twenty-Seventh Legislature, 2013
State of Hawai'i

TO: Honorable David Ige, Chair
Honorable Michelle Kidani, Vice Chair
Members of the Committee on Ways and Means

DATE: Friday, February 22, 2013
TIME: 9:00 AM
PLACE: Conference Room 211
Hawai'i State Capitol
415 South Beretania Street
Honolulu, Hawai'i 96813

FROM: Kamehameha Schools

RE: SB 1235, SD1, RELATING TO CABLE TELEVISION

Chair Ige, Vice Chair Kidani and members of the Committee,

Thank you for this opportunity to testify in support of Senate Bill 1235, Senate Draft 1. SB 1235, SD1, requires the director of commerce and consumer affairs to work with various interested stakeholders and assess the best method to ensure dedicated funding for the development of a Hawaiian television channel and report to the legislature. The bill also appropriates funds to 'Oiwi TV for the production and distribution of Hawaiian language content on cable television.

Founded in 1887, Kamehameha Schools is a statewide educational system supported by a trust endowed by Princess Bernice Pauahi Bishop, whose mission is to improve the capability and well-being of Native Hawaiian children through education.

Thank you for the opportunity to testify.



COMMITTEE ON WAYS AND MEANS

Senator David Y. Ige, Chair

Senator Michelle N. Kidani, Vice Chair

Friday, February 22, 2013, 9:00 AM

TESTIMONY STRONGLY AGAINST SB1235

As a resident of Hawai'i Island, I strongly oppose this measure. By cutting the funding of Nā Leo 'O Hawai'i Community Television, "The Voices of Hawai'i" will be dismantled. This is not in the public interest. I ask the committee to oppose any legislation that would harm Hawai'i and neighbor island community access centers' ability to function and provide local programming to their respective communities.

Thank you.

Donna Dunham
74-5565 Luhia Street, #C1-A
Kailua-Kona, HI 96740



From: mailinglist@capitol.hawaii.gov
To: [WAM Testimony](#)
Cc: hkperreira@gmail.com
Subject: *Submitted testimony for SB1235 on Feb 22, 2013 09:00AM*
Date: Thursday, February 21, 2013 4:39:13 PM

SB1235

Submitted on: 2/21/2013

Testimony for WAM on Feb 22, 2013 09:00AM in Conference Room 211

Submitted By	Organization	Testifier Position	Present at Hearing
Hiapo K. Perreira	Individual	Support	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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From: mailinglist@capitol.hawaii.gov
To: [WAM Testimony](#)
Cc: michaelnavatta@gmail.com
Subject: *Submitted testimony for SB1235 on Feb 22, 2013 09:00AM*
Date: Friday, February 22, 2013 7:30:24 AM

SB1235

Submitted on: 2/22/2013

Testimony for WAM on Feb 22, 2013 09:00AM in Conference Room 211

Submitted By	Organization	Testifier Position	Present at Hearing
Michael Navatta	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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