



KAMEHAMEHA SCHOOLS®

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

**LATE**

TO: Honorable Sylvia Luke, Chair  
Honorable Scott Nishimoto, Vice Chair  
Honorable Aaron Ling Johanson, Vice Chair  
Members of the Committee on Finance

DATE: Monday, April 1, 2013  
TIME: 2:00 PM  
PLACE: Conference Room 308  
Hawai'i State Capitol  
415 South Beretania Street  
Honolulu, Hawai'i 96813

FROM: Kamehameha Schools

**RE: SB 1235, SD2, RELATING TO CABLE TELEVISION**

Aloha Chair Luke, Vice Chair Nishimoto, Vice Chair Johanson, and members of the Committee,

Thank you for this opportunity to testify in support of Senate Bill 1235, Senate Draft 2. SB 1235, SD2, 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.



**MĀORI**  
TELEVISION

Jim Mather  
Chief Executive, Māori Television  
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31 March 2013

**Subject: Testimony in SUPPORT of SB 1235, SD2**  
**Hearing: Monday, April 1, 2013 2:00p.m. – Room 308**  
**To: House Committee on Finance**

Dear Chair Luke, Vice Chair Nishimoto, and members of the Committee on Finance,

I am Jim Mather, CEO of Māori Television in Auckland, New Zealand, and I thank you for this opportunity to provide testimony in **SUPPORT of SB 1235, SD2**.

Māori Television is New Zealand's national indigenous broadcaster, providing a wide range of local and international programmes for audiences across the country and online. Māori language is a taonga (treasure) at the heart of Māori culture and New Zealand's unique cultural identity. Our mission is for the Māori language to be valued, embraced and spoken by as many people as possible.

As a member of the World Indigenous Television Broadcasters Network, we have identified that our mandate is very similar to that of 'Oiwi TV. However, our organisation presently receives approximately NZ\$55 million per annum from the New Zealand Government to assist us in achieving our mission. Accordingly, we have been extremely impressed with the high level of professionalism and quality of programming produced by 'Oiwi TV and Makauila in the absence of comparable levels of funding.

Our conclusion is that if 'Oiwi TV and Makauila are further supported, they will make an even greater contribution in their efforts to strengthen, revitalize and promote the Native Hawaiian language and culture. Māori Television has first-hand experience of the high level of professionalism of 'Oiwi TV and Makauila as contributors for three seasons to our collaborative television news magazine, '*Indigenous Insight*'. The stories produced are delivered with journalistic integrity, exceptional technical ability, and grounded in the language and perspective of their ancestors.

We continue to be impressed by what has been accomplished within the current modest levels of funding support, and acknowledge that internationally 'OiwiTV is held in the highest regard by all other WITBN members.

If any further information or clarification of any matter is required, please do not hesitate to make direct contact.

Yours sincerely,

**Jim Mather**  
CEO / Tāhūhū Rangapū

mā rātou mā mātou mā koutou mā tātou



April 1, 2013

**Subject: Testimony in SUPPORT of SB 1235, SD2**

Hearing: Monday, April 1, 2013 2:00p.m. – Room 308

To: House Committee on Finance

Dear Chair Luke, Vice Chair Nishimoto, and members of the Committee on Finance,

My name is Jean LaRose and I am the Chief Executive Officer of the Aboriginal Peoples Television Network (APTN) in Canada. I thank you for this opportunity to provide testimony in support of SB 1235, SD2.

APTN is the World's First National Aboriginal Broadcaster. We have been on the air since 1999 and we evolved from a northern television service launched in 1993 in northern Canada called Television Northern Canada. In Canada, there are over 52 Aboriginal languages, many of which are in danger of extinction. APTN has broadcast in 33 languages to date and is working to develop the capacity to add other languages to this current list. As such, APTN is the only broadcaster in a country of 36 million people to represent the nearly 2 million Aboriginal Peoples of Canada with programming by, about and for them.

APTN offers programming of all genres. We produce, now with over 115 Aboriginal producers across Canada providing the incredible talent, the full range of programs from drama to children programming as well as music, variety, documentaries and others. Many of these are either produced in an Aboriginal language or versioned in such and offered to our audiences across the country. APTN is the key to ensuring the promotion, protection and enhancement of our languages and cultures. There is no other broadcaster in Canada who has such a mandate or the interest to do this. Furthermore, APTN is the bridge between Aboriginal Peoples in Canada and the general Canadian public. We have heard countless times over from Canadians who have watched our programming and have learned more about who we are and what makes us unique in this land. That is a critical element to help break the stereotypes and prejudices that many Canadians still hold towards Aboriginal Peoples.

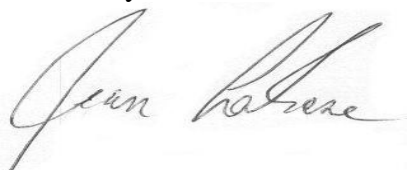
APTN is a member of the World Indigenous Television Broadcasters Network. The network shares its programming within its membership and this has given us the opportunity to see the very high level of professionalism of 'Ōiwi TV and the quality of programming produced by 'Ōiwi TV and Makauila. APTN is very proud of the relationship with 'Ōiwi TV and also

recognizes the challenges they face in receiving support to maintain the excellent work they have undertaken. Their mandate is very similar to APTN and support from the legislator or the regulator is essential to allow this mission and mandate to be fulfilled.

We strongly support 'Ōiwi TV as they appear before you seeking funding that will allow them to keep doing the excellent work they are doing now. We are very confident that they will continue to produce excellent programming that will truly reflect the Original Peoples of Hawaii and bridge the level of understanding with all the other inhabitants of your State.

Should you ever have questions about APTN and/or the very important role that 'Ōiwi TV plays in WITBN, I am available to answer these at your convenience.

Yours sincerely

A handwritten signature in black ink that reads "Jean LaRose". The signature is fluid and cursive, with the first name "Jean" being larger and more prominent than the last name "LaRose".

Jean LaRose  
CEO



Donald Campbell  
Chief Executive, MG ALBA  
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31 March 2013

**Subject: Testimony in SUPPORT of SB 1235, SD2**

Hearing: Monday, April 1, 2013 2:00p.m. – Room 308

To: House Committee on Finance

Dear Chair Luke, Vice Chair Nishimoto, and members of the Committee on Finance,

I am Donald Campbell, CEO of MG ALBA and chairman of the Joint Management Board of BBC ALBA, and I thank you for this opportunity to provide testimony in support of SB 1235, SD2.

BBC ALBA is Scotland's national Gaelic language broadcaster. There are some 60,000 people in Scotland who can speak, read and write Gaelic and a further 30,000 who have some competence in the language. BBC ALBA is an essential element in the mission to revitalise the language and provides its core audience with high quality programming in Gaelic. It provides role models for young people and inspiration for countless others who seek to embrace and pass on their language and heritage.

BBC ALBA also provides significant value to those who cannot speak Gaelic. With a diet of programming that includes a significant element of music, events, sports and subtitled documentaries BBC ALBA has been reaching well over 500,000 viewers each week over the past year. This is a staggering statistic and demonstrates beyond doubt that an indigenous language service can create significant value not only for its core linguistic audience but also for the wider society within which it exists and which it wants to enrich with its content.

#### MG ALBA

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CREIDEAS NAR COSNAICHEAN  
INVESTOR IN PEOPLE

2/2

BBC ALBA is a member of the World Indigenous Television Broadcasters Network and we have come to know and to respect the high level of professionalism of 'Ōiwi TTV and the quality of programming produced by 'Ōiwi TV and Makauila. Our own experience teaches us that some public investment into fulfilling the type of mandate we share with 'Ōiwi TV will reap significant benefits not only for the indigenous and language community but also for the wider community which will be enriched, informed and educated by what they experience.

The content produced by 'Ōiwi TV, of which we have first-hand experience as a member of the World Indigenous Television Broadcasters Network, demonstrates high production values and we continue to be impressed by what has been accomplished within the current modest levels of funding support. We confirm that internationally 'Ōiwi TV is held in the highest regard by all other WITBN members.

Our experience is that an appropriately funded television service is a major component of a language revitalisation strategy in modern society. We would be delighted to share with you our similar experiences in Scotland and remain at your disposal should you wish to discuss this or seek any further information.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Donald Campbell', written in a cursive style.

Donald Campbell  
CEO

**FINTestimony**

**LATE**

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Monday, April 01, 2013 11:14 AM  
**To:** FINTestimony  
**Cc:** Tree@hawaii.rr.com  
**Subject:** Submitted testimony for SB1235 on Apr 1, 2013 14:00PM

**SB1235**

Submitted on: 4/1/2013

Testimony for FIN on Apr 1, 2013 14:00PM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Stephen Luksic	Individual	Oppose	No

Comments: This bill is wrong, in that it attempts to take money from PUBLIC access, which serves all citizens equally, and apply the money to special interests. Those special interests mentioned in the bill can use the facilities and equipment at Public access stations. Stop trying to rip Apart Public Access, that is what Time Warner is trying to do.

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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