

SB 1235

Measure Title: RELATING TO CABLE TELEVISION.
Report Title: Cable Television; Franchise Fees; Allocation
Description: Requires DCCA to allocate the revenues derived from any collected franchise fees to specific entities by specified percentages.
Companion:
Package: None
Current Referral: CPN, WAM
Introducer(s): WAKAI, Kahele, Kidani, Nishihara, Solomon

<u>Sort by Date</u>		Status Text
1/24/2013	S	Introduced.
1/24/2013	S	Passed First Reading.
1/28/2013	S	Referred to CPN, WAM.
2/11/2013	S	The committee(s) on CPN added the measure to the public hearing scheduled on 02-14-13 9:00AM in conference room 229.



NEIL ABERCROMBIE
GOVERNOR

SHAN S. TSUTSUI
LT. GOVERNOR

STATE OF HAWAII
OFFICE OF THE DIRECTOR
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
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KEALI'I S. LOPEZ
DIRECTOR

JO ANN M. UCHIDA TAKEUCHI
DEPUTY DIRECTOR

TO THE SENATE COMMITTEE ON
COMMERCE AND CONSUMER PROTECTION

TWENTY-SEVENTH LEGISLATURE
Regular Session of 2013

Date: Thursday, February 14, 2013
Time: 9:00 a.m.

TESTIMONY ON S.B. 1235 - RELATING TO CABLE TELEVISION

TO THE HONORABLE ROSALYN H. BAKER, CHAIR, AND MEMBERS OF THE
COMMITTEE:

My name is Donn Yabusaki. I am the Administrator of the Cable Television Division of the Department of Commerce and Consumer Affairs ("Department"). The Department opposes this bill.

Senate Bill No. 1235 references Article XV, section 4 of the state constitution and states that if Hawaiian language is to reach an equal status with that of the English language in everyday use, the production and distribution of Hawaiian language broadcast media must be adopted. The bill creates a new section in the Cable Televisions Systems law, Chapter 440G, Hawaii Revised Statutes, to provide that revenues from cable franchise fees would be allocated with 44.44% to the department of education, 22.22% to the Hawaii public television foundation; 11.11% to Makauila; 5.56% to the department; and 16.67% to public, educational, or government access organizations.

While the department strongly supports production and distribution of Hawaiian language broadcast media, the department does not believe that the mandatory distributions established in this bill are necessary or appropriate to achieve this objective. Moreover, the bill as drafted would severely reduce the state's ability to provide for and support the State's Institutional Network (INET), the state's broadband objectives, and the ability of the Department to advocate and protect consumers'

interests in state and federal proceedings. Moreover, to extent existing public access operators serve among other things, as providers of government access for the counties and state, government programming would be severely reduced, and it would be difficult for the department to require PEG investment in improved infrastructure or expanded service in these areas.

Pursuant to cable franchise agreements with each cable operator, DCCA requires Oceanic Time Warner Cable and Hawaiian Telcom to collect cable franchise fees. These fees are used to support PEG access organizations, PBS Hawaii, educational programming by the University of Hawaii (UH) and Department of Education, and the administration of DCCA's Cable Television Division. In addition to negotiating and enforcing multiple cable franchise agreements and other related duties such as the designation of PEG access organizations for each county, the Cable Television Division's responsibilities include the strengthening and expansion of the State's Institutional Network (INET), and recently added broadband development duties pursuant to Act 199 (2010). This bill would result in the re-allocation of franchise fees away from the above named organizations and/or institutions, which would have a significant, negative impact on these vital programs.

For example, franchise fees allocated to the Cable Television Division currently fund one of the most important and most valuable State resources provided through the cable franchise agreements: the expansion of the INET. The importance of the INET to the State cannot be understated. The INET is the fiber communications network that connects all government agencies throughout the State, and is critical to the day-to-day functioning of governmental agencies and educational institutions as well as to further expanding their broadband capabilities. Without expansion of the connectivity provided by the INET, the State's efforts to modernize its computer network would be hampered.

INET funds were similarly critical to the UH's current BTOP project to connect all of the public schools and libraries throughout the State. The required matching funds for this BTOP grant came from franchise fees that were earmarked for INET and broadband related projects. In addition to this, INET funds have been used, and will be needed, to carry out DCCA's broadband activities under Act 199, the DCCA's ARRA grant, and the Governor's Hawaii Broadband Initiative (HBI). An example of these efforts would be the Department's participation in federal proceedings to ensure that Hawaii's unique broadband needs are recognized and addressed by federal funding programs.

Finally, this bill would substantially reduce the amount of funding to the Cable Television Division, which receives all of its funding from the franchise fees, to much less than half of what it currently receives. Budget cuts of this magnitude would necessitate a reduction of staff, which would significantly impact the Division's ability to carry out its core responsibilities and obligations, including its matching fund-contributions under the DCCA's ARRA grant. In addition to this, enforcement,

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GOVERNOR



KATHRYN S. MATAYOSHI
SUPERINTENDENT

STATE OF HAWAII
DEPARTMENT OF EDUCATION
P.O. BOX 2360
HONOLULU, HAWAII 96804

Date: 02/14/2013

Committee: Senate Commerce and
Consumer Protection

Department: Education

Person Testifying: Kathryn S. Matayoshi, Superintendent of Education

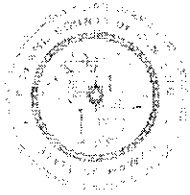
Title of Bill: SB 1235 RELATING TO CABLE TELEVISION

Purpose of Bill: Requires DCCA to allocate the revenues derived from any collected franchise fees to specific entities by specified percentages.

Department's Position:

The Department of Education (Department) appreciates the intent of SB 1235 to support technology and distance learning initiatives, and the allocation of revenues from franchise fees for education agencies in Hawaii to augment limited financial resources.

It is important to note that Hawaii public schools, like Waipahu High School, partner with Public, Education, and Government (PEG) programming on school programs, and the Department does not support taking resources away from PEGs. The Department currently benefits from cable franchise fees via membership with the Hawaii Educational Networking Consortium (HENC). The consortium includes the Hawaii Association of Independent Schools and the University of Hawaii. HENC's goal is to coordinate, facilitate, and accelerate telecommunications technology in Hawaii's Education and Research Communities.



CITY COUNCIL
CITY AND COUNTY OF HONOLULU
HONOLULU, HAWAII 96813-3065

Testimony on
Senate Bill 1235, Relating to Cable Television
before the
Committee on Commerce and Consumer Protection
The Senate, State of Hawaii
February 14, 2013

Chair Baker, Vice Chair Galuteria and members of the Senate Committee on Commerce and Consumer Protection,

The Honolulu City Council opposes Senate Bill 1235, which would amend Chapter 440G, Hawaii Revised Statutes, and reallocate the Public, Education, and Government (PEG) funds generated by the state's cable franchise agreements.

While we support the intent of this measure -- to increase the production and distribution of Hawaiian language broadcast media, the co-official language of the State of Hawaii - it should not come at the expense of the other beneficiaries of the PEG system.

Education, or the "E" in PEG, is provided for under the current system and any education-based initiatives should derive its support from the resources already allocated to education. SB 1235 would unfairly diminish resources for the "P" and "G" beneficiaries and betrays the spirit and intent of the original law.

Finally, the impact of this legislation potentially would be devastating to the Neighbor Island franchise areas due to the smaller volume of cable subscriptions and thus, less available cable franchise fee revenues for the PEG access providers.

The Council strongly recommends that prior to initiating any changes to the current PEG allocation system, a thorough and critical evaluation of the current allocations be performed to determine if each of the three beneficiary groups is receiving its fair and equivalent share of the resources.

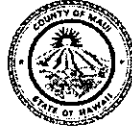
Mahalo for this opportunity to submit testimony.

Mark Segami
Media Director
Honolulu City Council
(808) 768-5080

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Gladys C. Baisa

Vice-Chair
Robert Carroll

Council Members
Elle Cochran
Donald G. Couch, Jr.
Stacy Crivello
Don S. Guzman
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Mike White



Director of Council Services
David M. Raatz, Jr., Esq.

COUNTY COUNCIL
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February 12, 2013

TO: Honorable Rosalyn H. Baker, Chair
Committee on Transportation

FROM: Elle Cochran
Council Member

DATE: 2/12/13

SUBJECT: **IN OPPOSITION OF SB 1235, RELATING TO CABLE TELEVISION**

Thank you for the opportunity to testify in *opposition* for this important measure. The purpose of this measure is to require the DCCA to allocate the revenues derived from any collected franchise fees to specific entities by specified percentages.

I strongly oppose this measure for the following reasons:

The perhaps unintended result of this well intentioned bill's passage will be to silence the voice of the community that for more than twenty years has been providing a tangible benefit to all these other voices the bill appears to want to help. Maui County's PEG station, Akaku: Maui Community Television, already allocates twenty five percent (25%) of its present funding to state education (DOE and UH). In addition, nearly twenty five percent 25% of all cable franchise fees already go to Hawaii Public Television.

This measure will cut funding for PEG stations by eighty four percent (84%) and effectively diminish the open exchange of ideas between government and its people, stifle the voices we all need to hear and damage local electronic democracy. We can do better than that and I am looking forward to continued dialogue and collaboration in order to find the resources for all so that Hawaii can become even a better place for all of us to communicate with one another.



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
Senate Committee on Commerce and Consumer Protection
February 14, 2013 at 9:00 am

By
David Lassner
Vice President for Information Technology and CIO, University of Hawai'i

SB 1235 – RELATING TO CABLE TELEVISION

Chair Baker, Vice Chair Galuteria and Members of the Committee:

The University of Hawai'i is strongly opposed to SB 1235, which would eliminate all funding for the higher education cable TV programming that serves residents on all islands of the State.

The current allocation of cable television franchise funds is the result of extended formal processes and agreements painstakingly developed over several decades. In brief, 3% of the gross revenue of the cable television franchisees is provided for Public, Educational and Government (PEG) Access funding in each county. On Oahu and in Maui County, 25% of those P, E and G funds (25% of 3%) are provided for Educational Access programming.

On Oahu that 25% allocation of the PEG resources is collaboratively and amicably managed and allocated through the Hawai'i Educational Networking Consortium (HENC), a collaboration of the Department of Education (DOE), University of Hawai'i (UH) and the Hawai'i Association of Independent Schools (HAIS), collectively representing all accredited education at the K12 and higher education levels. In Maui County, the Educational Access resources are managed collaboratively by UH Maui College and the DOE Maui District.

The resources provided through these franchise fees to support higher education programming are used to develop and regularly update college credit programming that is available to all cable TV viewers on all islands. In addition to a 24-hr higher education channel that is available on all islands, last year we worked with Oceanic to roll out a new statewide video-on-demand higher education channel.

In a typical year UH offers an average of 90 cable credit courses that are applicable to 7 fields of study to students on all islands. Course are offered in diverse fields including Arts & Sciences, Business Administration, Culinary Education, Health Sciences, Hospitality & Tourism, Legal Education, and Information & Computer Science. While many viewers watch for personal enrichment, in a typical year we enroll an average of 1300 students, statewide, which take cable courses to complete their Associate of Arts degrees or to complete general education requirements for their college degrees.

We strongly oppose this bill, which would reduce students' access to higher education opportunities on all islands.

February 14, 2013

COMMUNITY MEDIA

The Honorable Senator Rosalyn H. Baker
Hawaii State Senate
Chair, Committee on Commerce and Consumer Protection
415 S. Beretania Street, Room 230
Honolulu, HI 96813

Board of Directors
Jim Boersema
Chair

Dear Chair Baker, Vice Chair Galuteria and Members of the CPN Committee;

Jill Takasaki Canfield
Lubuw Falannuw
Rochelle Gregson
Ormond Hammond
Nelson Lau
Dee Jay Mailer
Jon E. Murakami
Diane Peters-Nguyen
Mario R. Ramil
Mike Rosenberg
Tyler M. Tokioka
John Williamson

Subject: Testimony in Strong Opposition to SB1235 Relating to Cable Television

My name is Roy Amemiya, President and CEO of 'Ōlelo Community Media, the PEG Access Provider for O'ahu. I am writing to strongly oppose SB 1235 Relating to Cable Television. This bill would drastically alter the allocation of franchise fees by eliminating roughly \$3.3 million or 2/3 of 'Ōlelo's funding, most of it designated to the DOE's IT division. It would dismantle 23 years of community building and partnering between 'Ōlelo and the public, educational, and government sectors. Without this funding, the 'Ōlelo of today would disappear.

Roy K. Amemiya, Jr.
President/CEO

Although the title of SB1235 is "Relating to Cable Television," the Bill seeks recognition of the thirtieth anniversary of the Hawaiian language revitalization movement which was started by Aha Punana Leo in 1983. It also provides funding to Makuila to continue this movement. 'Ōlelo Community Media agrees with the bill's intent of advancing Hawaiian Language perpetuation. We cablecast the first and longest running Hawaiian Language show in the world, "Manaleo" by community producer, Kalani Akana. This show ran for 15 years on 'Ōlelo from 1995 – 2009. 'Ōlelo stands in firm support of sister station 'Ōiwi TV and its non-profit partner, Makauila. Their work is critical to the perpetuation of Hawaiian Language and culture and 'Ōlelo looks forward to partnering with them to cablecast any content they wish on O'ahu's PEG channels. Such additional content distribution will certainly address our shared mission of strengthening our island voices. This Bill, although written as one whose intent is to expand the reach of Hawaiian language media, dedicates only one tenth of the funding to that stated purpose.

The irony of this bill is that a number of 'Ōlelo's producers facilitate cultural and language preservation of their homelands. At the current time we have programs delivered in more than 20 languages. These include programs in Vietnamese, Ilocano, Visayan, Tagalog, Kosraean, Tongan, Samoan, Chuukese, Marshallese, and yes, Hawaiian. For these groups, 'Ōlelo Community Television plays a very important role in communicating to their specific ethnic group.

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WHEN OUR VOICE THRIVES, SO DOES OUR COMMUNITY.

My understanding is that the reduced funding for the PEGs in SB 1235 was crafted because viewership, when compared to commercial stations, is very low. We acknowledge that a show in a foreign language, or even in Hawaiian, may not appeal to the majority of the population and this limits viewership. But that strikes at the very foundation of why PEG television needs to be supported. The beauty of our islands is in the diversity of our people and their cultures. Please do not be led down the road of commercialism, where programs of great value and importance to a community fall prey to the highly viewed Kardashians and Honeyboobos of the world.

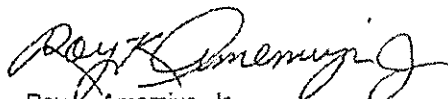
That notwithstanding, we understand that 'Ōlelo can increase its relevance to viewers by airing community events of widespread community interest that are not being covered by the broadcast stations. This began with APEC. 'Ōlelo provided 13 hours of live coverage of world leaders including heads of state from every major Pacific power including China, Australia, Brazil and the Philippines. We aired Treasury Secretary Geithner, Secretary of State Clinton, and President Obama. Meanwhile, other stations were reporting on traffic situations and flight arrival and departure times.

Such coverage has continued. In the last two months, we aired 7 hours of Senator Inouye's remembrance, the Legislature's investigation into the Stevie Wonder concert, the PLDC public hearing, presentations and subsequent HCDA selection of the affordable housing developer in Kakaako, an address at the UH by sustainable agriculture expert Dr. Vandana Shiva, and an address at the Hawaii Convention Center by Nobel Peace Prize recipient Aung San Suu Kyi. Without PEG, these presentations would have only been experienced by the persons in the meeting rooms. Instead, thousands of Hawaii residents were able to be engaged. Moreover, through streaming and archiving, Hawaii's stories are shared around the world. For example, the Aung San Suu Kyi video has received over 7,300 views since we made it available on-line a week ago.

You can help us. Throughout the U.S., the mega-communications companies such as AT&T, Comcast and our own Time Warner Cable have been pushing legislation to reduce funding to PEGs. Their motivation is profit driven. When a PEG provider is eliminated, they recapture bandwidth and channel space. Attached to my testimony is a list of PEG stations in California that have closed. Please do not let that happen in Hawaii. Please support continued funding of PEG.

We ask you to table SB 1235. Thank you for the opportunity to testify.

Aloha,


Roy K. Amemiya, Jr.
President and CEO

THIS INFORMATION WAS COMPILED FROM AVAILABLE DATA BY THE BUSKE GROUP
 CONTACT: sue@buskegroup.com or randy@buskegroup.com

ACCESS CLOSURES IN CALIFORNIA COMMUNITIES DUE TO DIVCA (as of July 13, 2010)

<u>COMMUNITY</u>	<u>TYPE OF ACCESS</u>	<u>CABLE COMPANY</u>
1. Los Angeles (12 facilities)	Public Access	Time-Warner/Charter
2. Alameda County (portions)	Public Access	Comcast
3. Albany	Public Access	Comcast
4. Ashland	Public Access	Comcast
5. Avocado Heights*	Public Access	Time-Warner
6. Baldwin Park	Public Access	Time-Warner
7. Bassett*	Public Access	Time-Warner
8. Buena Park	Public Access	Time-Warner
9. Carlsbad	Public Access	Time-Warner
10. Carson	Public Access	Time-Warner
11. Castro Valley	Public Access	Comcast
12. Cherryland	Public Access	Comcast
13. City of Industry*	Public Access	Time-Warner
14. Compton	Public Access	Time-Warner
15. Costa Mesa	Public Access	Time-Warner
16. El Cerrito	Public Access	Comcast
17. El Segundo	Public Access	Time-Warner
18. Fountain Valley	Public Access	Time-Warner
19. Fremont	Public Access	Comcast
20. Fullerton	Public Access	Time-Warner
21. Garden Grove	Public Access	Time-Warner
22. Gardena	Public Access	Time-Warner
23. Glendale	Public Access	Charter
24. Hacienda Heights*	Public Access	Time-Warner
25. Hawthorne	Public Access	Time-Warner
26. Hayward	Public Access	Comcast
27. Huntington Beach	Public Access	Time-Warner
28. Kensington	Public Access	Comcast
29. Lawndale	Public Access	Time-Warner
30. La Puente*	Public Access	Time-Warner
31. Long Beach	Public Access	Charter
32. Los Alamitos	Public Access	Time-Warner
33. Malibu	Public Access	Charter
34. Newark	Public Access	Comcast
35. North & South Whittier*	Public Access	Time-Warner
36. Ojai	Public Access	Time-Warner
37. Oxnard	Public Access	Time-Warner
38. Placentia	Public Access	Time-Warner
39. Puente Hills	Public & Educational Access	Time-Warner
40. Richmond	Public Access	Comcast
41. San Francisco**	Public Access	Comcast
42. San Leandro	Public Access	Comcast
43. San Lorenzo	Public Access	Comcast
44. San Pablo	Public Access	Comcast
45. Santa Ana	Public Access	Time-Warner
46. Stanton	Public Access	Time-Warner
47. Tustin	Public Access	Time-Warner
48. Union City	Public Access	Comcast
49. Valinda*	Public Access	Time-Warner
50. Westminster	Public Access	Time-Warner

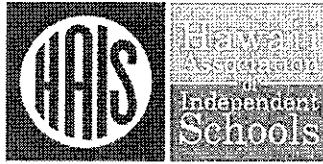
* Had been served by KCAT (Pueno Hills Community Programming Corporation), which ceased its access activities due to severe funding cuts. All other closed operations (except Access San Francisco – see below), had been managed by the cable company.

** Access San Francisco ceased its activities due to a massive funding cut, triggered by a DIVCA provision that requires Access funding to be used in accordance with the federal Cable Act. The City of San Francisco interpreted this to mean that such funds could only be used for capital costs, not operations. The City now provides a small amount of operations funding to a nonprofit group to provide severely scaled back Public Access services.

Based on available information, no Government Access operations in California have been closed to date as a result of DIVCA and the Cable Act's Access funding restrictions, since allocations from the local government general fund and/or franchise fees typically support such operations. However, since Public Access operations often do NOT receive funding allocations from the general fund and/or franchise fees, the opportunities for citizens to express themselves are seriously threatened, especially for those who live in the communities listed above.

Many other community media access operations in California have been (or soon will be) seriously affected by the provisions of DIVCA and the Cable Act's restriction of Access funding to capital costs, not operations.

THE COMMUNITY ACCESS PRESERVATION ACT (HR 3745) COULD END THE CABLE ACT'S FUNDING RESTRICTION, RESTORE PUBLIC AND EDUCATIONAL ACCESS IN THE COMMUNITIES LISTED ABOVE, AND ENABLE THE ESTABLISHMENT OF COMMUNITY MEDIA ACCESS CENTERS IN MANY OTHER CALIFORNIA LOCATIONS.



February 14, 2013
9:00 a.m.
Conference Room 229

TESTIMONY TO THE SENATE COMMITTEE
ON COMMERCE AND CONSUMER PROTECTION

RE: SB 1235 – RELATING TO CABLE TELEVISION

Chair Baker, Vice Chair Galuteria and the members of the committee,

My name is Robert Witt and I am executive director of the Hawai'i Association of Independent Schools (HAIS), which represents 99 private and independent schools in Hawai'i and educates over 33,000 students statewide.

HAIS is opposed to SB 1235 which requires the Department of Commerce and Consumer Affairs to allocate the revenues derived from any collected franchise fees to specific entities by specified percentages.

The loss or reduction of educational funding provided by the current distribution of the cable franchise fees to the University of Hawaii, the Department of Education and HAIS member institutions would result in hundreds of televised courses, both at the K-12 level and the university level, being dropped from the existing educational access channels.

Nearly every K-12 school in the state, particularly the smaller and rural schools, would be deprived of curriculum resources that are crucial to the required coursework of elementary and secondary students. In addition, thousands of students enrolled in the University of Hawaii who live on the neighbor islands and rural areas who are unable to attend classes on one of the physical UH system campuses due to the lack of transportation or a handicap would be denied access to coursework required to complete their degree programs.

The intent of the cable franchise fee is to provide funding for the non-commercial production and broadcast of video by educational institutions, government agencies and the community. The current allocation of the franchise fees for these three purposes is the appropriate use of these funds and should remain so.

Thank you for the opportunity to testify.



Hawaii Educational Networking Consortium

*East-West Center / Hawaii Association of Independent Schools
Hawaii State Department of Education / University of Hawaii*

Testimony Presented to the Senate:
Committee on Commerce and Consumer Protection

February 11, 2013 - 9:00 A.M.
Conference Room 229

Marlon Wedemeyer, Program Director for the
Hawaii Educational Networking Consortium

**In Opposition to SB 1235
Relating to Cable Television**

Chairperson Baker and Vice-Chair Galuteria and all members of the Committee: This testimony is to express the viewpoint of the Hawaii Educational Networking Consortium (HENC).

The Hawaii Educational Networking Consortium (HENC) provides oversight for the Educational Access (EA) cable television channels on Oahu. These channels provide a diversity of cable television programming ranging from credit courses for students seeking a degree; advanced placement (AP) courses for high schoolers; professional development; adult education; consumer education for seniors, as well as informational programming for the community at large. Under this measure funding for this educational programming would disappear.

Collectively the EA channels provide more than 16,000 hours of cable programming a year for accredited education. The funding source for this programming comes from a portion of the Public, Educational, and Governmental (PEG) funds as defined in the cable television franchises administered by the Department of Commerce and Consumer Affairs, Cable Television Division.

In addition to the above programming, each year a portion of our Educational Access funds are set aside to provide Hawaii's K-12 classrooms with video programming grants. Through the Hawaii Digital Media Initiative (HDMI) students are exposed to the rigors of developing digital media programming for use on the EA cable channels. This program is wildly successful with the schools. Last year the Senate of the 26th legislature of Hawaii recognized the HDMI for its 10 year effort in workforce development for the K-12 sector.

Accredited education's mission is to provide educational services to the people of Hawaii. We have demonstrated our commitment to this mission and have proven success since the beginnings of cable access in Hawaii. For the last 15 years the collaborative effort of the members of the HENC have planned, reported and provided these benefits seamlessly. Unfortunately this measure would gut this collaboration and would likely remove our 24/7 educational programming from the cable television line-up. EA would also no longer be able to provide digital media grants to Hawaii's schools.

HENC strongly opposes SB 1235 and we ask that your Committee on Commerce and Consumer Protection defer action on this measure. Thank you for the opportunity to testify on this important measure.



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Pūnana Leo o Wai'anāe

Pūnana Leo o Mānoa

Pūnana Leo o Keaua'i

Honuaikai

Hawaiian Voyaging Science

Niulohiki

Hawaiian Language Online

Pāpaho

Hawaiian Media

TESTIMONY FROM: M. 'Ekekela Aiona, Executive Director, 'Aha Pūnana Leo, Inc.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

Aloha e ka Lunaho'omalū 'o Rosalyn Baker a me ka Hope Lunaho'omalū 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa. 'O au 'o 'Ekekela Aiona, ka Luna Ho'okele o ka 'Aha Pūnana Leo. Mahalo for giving me the opportunity to testify in support of SB1235.

The 'Aha Pūnana Leo is the only statewide provider of early education through the medium of Hawaiian and is connected to a P-20 Hawaiian Medium Education system. This year marks the 30th anniversary of our organization. Our preschools serve over 250 keiki per year in our 11 sites throughout the state. There are also 20 Hawaiian Immersion and Hawaiian medium schools under the state's DOE and Charter Schools programs serving over 2,000 students per year. We have seen the number of Hawaiian language speakers grow over the past 30 years, brining our 'ōlelo from the brink of extinction. Recent studies show that there are over 26,000 Hawaiian language speakers today.

In our 30-year history, we have sought out ways to use media and technology in our efforts to revitalize and normalize the Hawaiian language. The power of the media as a strategy to revitalize native languages is well-documented in critical pieces of research. And while we have been creating media pieces to supplement our curriculum development efforts for years, in 2008, the 'Aha Pūnana Leo initiated the first Hawaiian language news initiative, on a major television affiliate in 2008 - 'Āha'i 'Ōlelo Ola. The community response and support for program was outstanding; confirming not only that the population of fluent speakers was growing, but also that a wide representation of our community wants to see and hear Hawaiian language on TV.

A Hawaiian broadcast media initiative, supported by our state, is critical to continued normalization of the 'ōlelo Hawai'i in its homeland. And this about more than just a few programs here and there. It is about a concerted media initiative, run and administered through the Hawaiian language, from a Hawaiian perspective. And as the Hawaiian language flourishes in its homeland, this will ensure that our communities of Hawaiian language learners and speakers are provided equitable production and distribution of Hawaiian language broadcast media.

These efforts also increase the broader non-Hawaiian speaking community's understanding of, and appreciation for, our 'ōlelo Hawai'i which is a critical piece in normalizing our language.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, not just the product of the work.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Keiki Kawai'ae'a, Director,
Ka Haka 'Ula o Ke'elikolani, Hawaiian Language College, UH-Hilo

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Tuesday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229

POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha nui kākou.

'O au 'o Keiki Kawai'ae'a, ka Luna Ho'okele o Makauila, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Keiki Kawai'ae'a and I am the Director of Ka Haka 'Ula o Ke'elikōlani, Hawaiian Language College at the University of Hawai'i at Hilo. This years marks 30 years of of Hawaiian language revitalization and normalization here in Hawai'i. It was just a short 30 years ago when we saw our population of native Hawaiian speakers below the age of 18 dwindle down to less that 50 individuals. However, we now are in a situation where we have reestablished a P-20 Hawaiian Medium Education system serving over 2,200 students and their families each year and recent studies tell us there are over 26,000 speakers of Hawaiian.

The Hawaiian language movement has become a national and international leader and model for indigenous language revitalization. One of the tenets of language revitalization research shows the need for language to return to the home and we now see our first Pūnana Leo preschool graduates now raising their own families speaking Hawaiian in their homes and with that a new generation of native speakers again here in Hawai'i. Language revitalization research also encourages the use of the language by local governments and mass media once early restoration stages, including the educational system, have been established.

As the parent of one of the first Pūnana Leo graduates, a teacher in the program for many years, and now as a "Tūtū" to mo'opuna who are being raised with Hawaiian as their primary language, I know first hand the power that media can play in furthering our efforts to normalize the Hawaiian language. Now, more than ever before, media is a part of our everyday lives; impacting the development of our keiki. The content and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have produced and provided in the last four years in making high quality Hawaiian language TV content have made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products available to them.

This is more than just content production however, this is about the long-term goal of creating a full-service Hawaiian Media Broadcast initiative; that employs competent, and Hawaiian-language fluent individuals in all levels of operations. This initiative is providing a place and venue for our graduates to pursue careers, using a technical skill, in the Hawaiian language. Furthermore, this is another step forward for Hawai'i as these new jobs not only provide economic stimulus but also enhance and strengthen our State's position as a world-class cultural destination with a vibrant and living culture.

We need to merely look to other indigenous media broadcasters across the world as examples of what the possibilities are for capitalizing on the power of the media to further normalize our native language, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4).

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of revitalizing 'ōlelo Hawai'i, the Hawaiian language, in Hawai'i.

TESTIMONY FROM: Amy D. Kalili, Executive Director, Makauila, Inc.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Tuesday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalua 'o Rosalyn Baker a me ka Hope Lunaho'omalua 'o Brickwood Galuteria a me nā lālā a pau o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha nui kākou.

'O au 'o Amy Kalili, ka Luna Ho'okele o Makauila, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Amy Kalili and I appreciate this opportunity to come before you all in support of SB1235. I am the Executive Director of Makauila, a non-profit organization formed in early 2010 out of a desire and need to continue producing high-quality multimedia content to serve the needs of our community, with a special emphasis towards normalizing the Hawaiian language and perspective in media. The genesis of these efforts to use the power of media to normalize our 'ōlelo Hawai'i in media is rooted in the tireless efforts of the 'Aha Pūnana Leo ('APL), the non-profit organization that has spear headed the Hawaiian language revitalization movement and is celebrating its 30th anniversary this year.

In Spring of 2008, the 'APL was approached to produce a week of 2-minute news packages for air on the morning show of Hawai'i's CBS-affiliate, KGMB. After just the second day, the station was flooded with hundreds of letters, emails and phone calls praising KGMB for taking on this program called 'Āha'i 'Ōlelo Ola. KGMB's leadership then asked 'APL if they would continue to produce this programming indefinitely. I recount this story as but one example of how important our 'ōlelo Hawai'i is to our overall community. Thanks in no small part to the efforts of organizations like the 'APL and the keiki and entire families who are part of the Pūnana Leo preschool and Department of Education's Hawaiian Immersion and Hawaiian Medium education program, there is not only a growing population of Hawaiian language speakers, but a greater awareness and appreciation for our 'ōlelo Hawai'i in the community.

The Hawaiian language movement has become a leader and model nationally and internationally for indigenous language revitalization and the number of speakers has grown to over 26,000. One of the tenets of language revitalization research shows the need for language to return to the home and we see that now with a new generation of speakers who graduated from the Pūnana Leo now raising their own families speaking Hawaiian.

Language revitalization research also encourages the use of the language by local governments and mass media once early restoration stages, including the educational system, have been established. On January 31, 2013, several of you were present as Governor Neil Abercrombie signed a Proclamation that designates February as 'ōlelo Hawai'i month and Chair Baker you are also one of the introducers of SB 469 that aims to ensure that our government honors the State Constitution and correctly uses the native language of these islands. Mahalo nui iā 'oukou for your ongoing support and commitment to the revitalization and normalization of our 'ōlelo Hawai'i!

As the former Executive Director of the 'Aha Pūnana Leo and with 20 years of personal commitment to the Hawaiian language revitalization movement, I can state with confidence that SB 1235 is a much bigger next-step for 'ōlelo Hawai'i by supporting not only the production and distribution of Hawaiian language content on television, but it will allow us to build on the efforts to date to reach our long-term goal of creating a full-service Hawaiian Media Broadcast initiative.

We can look to other indigenous media broadcasters across the world and see the real possibilities of capitalizing on the power of the media to further normalize our own native language, a language acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4).

Both personally and now as the Executive Director of Makauila, I have been fortunate to be a part of the collective leadership working to build the foundation for a Native Hawaiian Broadcast Media initiative; joining with key partners at the 'Aha Pūnana Leo, 'ŌiwiTV and independent producers like Palikū Documentary Films. We have several years of experience producing high-quality media products, taking advantage of technological advances, digital distribution, and new media. We have employed strategies to take advantage of current technology at an operational cost that is significantly lower than a traditional broadcaster. Operational efficiency is one of our core competitive advantages. This collective is providing new jobs and career pathways for 'ōlelo Hawai'i speakers and those who possess a strong cultural competency through the production, marketing and distribution of Hawaiian language and educational content on television and beyond. This is another step forward for Hawai'i as these new jobs not only provide economic stimulus but also enhance and strengthen our State's position as a world-class cultural destination with a vibrant and living culture.

Here are some highlights of our collective efforts since 2008:

- Launched 'Ōiwi TV, Oceanic Digital 326 and www.oiwi.tv. First and only all Hawaiian language and cultural television station.
- Produced 'Āha'i 'Ōlelo Ola, the first native language news program on network television (KGMB/HNN)
- Produced over 1,200 video segments totaling 165 hours of Hawaiian language content
- 8.7 million views locally on KGMB/HNN, 'Ōiwi TV and web
- Developed and operationalized the Native Hawaiian Broadcast Media Training Program, providing 12 full-time jobs to graduates and laying a foundation for the skilled labor force needed to grow this new industry
- Produced the Hawaiian language greetings at Hawai'i airports
- Produced the Hawaiian language video greeting for in-bound flights to Hawai'i
- Produced numerous other video projects for public and private organizations who value our cultural and language competency
- Acquired over \$3million in funding from Federal, State, and private grants and contracts

The purpose of H.R.S. §440G is to provide media access and resources for public, education and government uses; contributing to an informed citizenry by giving voice to those who might not otherwise have one and bringing educational opportunities into our homes. While our 'ōlelo Hawai'i has definitely made a come back from the brink of extinction over the past 30 years, there is still much to be done. We see SB1235 this as an opportunity to make use of this statutory provision to provide a foundation to give a greater voice to our 'ōlelo Hawai'i, educating our community through the Hawaiian language, and increasing the awareness for the core of our host-culture, which again has been codified and continually supported in various places in our State's legal system, from our State's constitution to ongoing legislation, even into this current legislative session.

As the former Executive Director of the 'Aha Pūnana Leo and over 20 years of personal commitment to the Hawaiian language revitalization movement, I can state with confidence that SB 1235 is a much bigger next-step for our 'ōlelo Hawai'i; supporting the production and distribution of Hawaiian language content on television and providing a foundation for a growing Hawaiian media broadcast initiative. We see SB1235 as an opportunity to work with the State agencies and organizations involved in the §440G efforts to continue the State's support of our 'ōlelo Hawai'i; by providing support for the long-term goal of an Independent Native Hawaiian Television Service.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of revitalizing 'ōlelo Hawai'i, the Hawaiian language, in Hawai'i.

TESTIMONY FROM: Haunani Seward, Director
Ke Kula Niihau O Kekaha Learning Center PCS

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Thursday, February 14, 2013

TIME: 9:00AM

LOCATION: State Capitol, Room 229

POSITION: Support

Aloha e Senate Committee Members on Commerce and Consumer Protection

My name is Haunani Seward and I serve as the Director of Ke Kula Niihau O Kekaha Learning Center, a Hawaiian language public charter school located in Kekaha on the island of Kauai. The school received its charter in 2001 with the unique mission of educating the children and families from the Niihau community while helping to strengthen and perpetuate the distinct language and culture of Niihau.

Keeping the broad mission of strengthening and perpetuating the language and culture of Niihau in mind the school's leadership in 2004 began to embrace the use of technology as a viable vehicle to strengthen and perpetuate the Niihau language.

In 2006 the school produced its first documentary on the life of Hansen's disease patient Kaluaikoolau in standard Hawaiian and olelo Niihau with English subtitles.

In 2009 an audio/visual recording studio designed by a professor from Berklee College of Music was built on the school's campus.

In 2010 KKNOK began broadcasting Ka Leo Niihau, a bilingual radio program on Kauai's community radio station. We were the first program to host a remote site within our community rather than broadcasting from the Hanalei station site. Presently the school is working on producing a live show (audio and video) as part of the radio segment that will be streamed live worldwide.

In 2010, the school became the first contributor to the PBS HIKI NO program produced in olelo Niihau. In its 3rd season, Ke Kula Niihau O Kekaha continues to contribute episodes on a quarterly basis and serves on the PBS advisory committee for HIKI NO.

Since 2011, the school began offering a semester length audio/visual production elective course for students in grades 6 – 8. Students in this elective class produce the shows for PBS.

Presently, the school is awaiting hookup to the statewide BTOP program bringing fiber optic connectivity to select schools and libraries statewide. We are anticipating streaming live educational topics to select language schools in the State on a trial basis by next school year.

The leadership of Ke Kula Niihau O Kekaha in alignment with its mission strongly supports an independent Native Hawaiian television service to foster the revitalization and perpetuation of Hawaiian language and culture. As has been demonstrated above, the use of technology is the tool that has enabled the school to strengthen and perpetuate the Niihau language and culture for this generation and the generation to come.

E kuahui like I ka hana. Let everybody pitch in and work together. Mary Kawena Pukui

Collectively, a central Native Hawaiian television entity will serve to strengthen Hawaiian language and cultural programs like ours and others throughout the State and perhaps help to serve as an archival depository for cultural films and records for perpetuity.

COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

Senator Rosalyn H. Baker, chair
Senator Brickwood Galuteria, Vice Chair

Friday, February 14, 2011, 9:00am, Room 229

Testimony **IN OPPOSITION** to SB 1235 – Relating to Cable Television Systems

Dear Senator Baker,

My name is J Robertson and I am the Managing Director of Ho'ike: Kauai Community Television – Kauai's Public, Education, and Government Access non-profit organization. I wish to provide you with testimony in opposition to Senate Bill 1235 – Relating to Cable Television Systems.

The unintended consequences would be disastrous for the island of Kauai. To deprive an entire community for the specific benefit of a singular and particular constituency is more than likely unconstitutional and at the very least flies in the face of equal treatment under the law. It is also directly opposed to the sentiments of our President when he said, "We must work for the benefit of the many and not just the few." This bill is a disservice to our nationally recognized PEG laws and application.

While it is an admirable and worthy goal to provide empowerment to the native Hawaiian culture that ability and opportunity already exists under the current law and structure of Public Access. Ho'ike is a community anchor institution and is proud to have introduced digital media technology at Ke Kula o Niihau in Kekaha, Kauai. We have provided training and equipment to Kanui Ka Pono Charter School in Anahola. And we are currently in the process of creating a program for Kawaikini Charter School. This is exactly what I see as the intent of this legislation and you must be aware that this opportunity does currently exist. But it is more important to note that this opportunity exists for all residents of our island and not a select few. So to provide for a few you will comprise the whole of society.

For several years a special program was developed with UH Hilo and Kauai Community College giving voice to Kauai and Niihau's native Hawaiian children in a very specific media arts program. This segment was a truly unique opportunity – but an opportunity that needs to be shared by all. And this wonderful benefit must continue to be provided to all of our citizens not just a selected few.

This week we received an urgent request from the Department of Land and Natural Resources asking for immediate assistance in educating the public on the Forest Statewide Initiative. Ho'ike has just begun a specialized program with Child and Family Services with training, education and mentoring for Kauai's at risk foster children. We also are mentoring and training a foreign exchange student from Russia. None of this will be possible in the structure of this bill.

The incredibly harmful ramifications of this bill will soon be apparent. Which Senator wants to have the legacy of being the leader who killed free speech for all of the people in Hawaii and especially Kauai? The technological demands for each of these entities will be severely challenged to provide the service

that is now readily available. And this limited funding when split into so many parts will make it virtually impossible for any of them (other than the DOE and Hawaii's PBS) to fulfill this dream.

Be mindful of the advantage of the shared cost and effective benefits that are present in today's system. And be sure to consider the staff and administrative issues, the cost of providing equipment, maintaining that equipment and continually upgrading the inventory to keep abreast of the technological changes. Then you'll be required to purchase and operate broadcast equipment in order for anyone to see and experience the message. Should this legislation pass the rightful owners of the Public Rights of Way will be deprived of the intended benefits from Franchise Fees. Under this plan the people of Kauai, our local government institutions and our partnerships and efforts with schools both public and private will have their funds reduced to \$65,000 per year. While Hawaii's Public Broadcast System, a nationally funded enterprise and our Department of Education, a state funded enterprise will share in millions while the whole of Kauai County and Niihau will be entitled to \$65,000 per year. In other words, we will have lost everything developed over the past twenty years.

If your intention is to stop public voice and expression, existing wonderful partnerships and programs, and extensive coverage of local government issues and actions this is the bill for you. SB 1235 will effectively end the twenty years of Ho'ike: Kauai Community Television's operations. There is now way a PEG operation could exist under the proposed structure. I urge you to not pass SB 1235.

Sincerely,

J S Robertson

J S Robertson, Managing Director
Ho'ike: Kauai Community Television

Aloha Madam Chair,

Commerce and Consumer Protection

Honorable Rosalyn H. Baker,

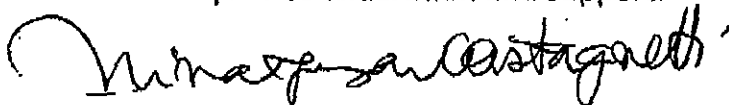
I Oppose Senate Bill 1235 because it is devised to the greater Hawaii multicultural community of Japanese, Okinawan, Chinese, Filipino, Korean, Vietnamese, Samoan...and so on who via Olelo have the tremendous opportunity to enhance these naturalized citizens into the American mainstream through the Olelo Funding.

To set aside a portion (11.11%) funding for makauila is not productive or fair to the other minorities.

The Hawaiian language immersion in the Kamehameha School vast campuses on Oahu and Maui, can be expanded through financial grants from Kamehameha school and Senator Roselyn Baker can protect other minorities mentioned above without (money grab) from Olelo Community Television that has served more than just Hawaiian community.

I oppose this bill in order to protect Olelo funding so that ONE group of people should never have TV access at the expense of the pluralism of the community.

Thanks for your consideration and support.



Nina Nguyen Castagnetti

Producer VNTV (Viet-Nam Today Vision)

COMMUNITY ALLIANCE ON PRISONS

76 North King Street, Honolulu, HI 96817

Phones/E-Mail: (808) 533-3454, (808) 927-1214 / kat.caphi@gmail.com



COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

Senator Roz Baker, Chair

Senator Brickwood Galuteria, Vice Chair

Thursday, February 14, 2013

9:00 a.m.

Room 229

STRONG OPPOSITION TO SB 1235 - CABLE TELEVISION

Aloha Chair Baker, Vice Chair Rhoads and Members of the Committee!

My name is Kat Brady and I am the Coordinator of Community Alliance on Prisons, a community initiative promoting smart justice policies for more than a decade. This testimony is respectfully offered on behalf of the 5,800 Hawai'i individuals living behind bars, always mindful that approximately 1,500 individuals are serving their sentences abroad, thousands of miles away from their loved ones, their homes and, for the disproportionate number of incarcerated Native Hawaiians, far from their ancestral lands.

SB 1235 requires DCCA to allocate the revenues derived from any collected franchise fees to specific entities by specified percentages.

As Coordinator of Community Alliance on Prisons, I have been a producer of a monthly show called Hawai'i Injustice on 'Olelo's channel 54 since 2007.

Community Alliance on Prisons is in strong opposition to this measure that we see is somewhat deceitful as it starts off celebrating the 30th anniversary of Aha Punana Leo, of which we should all be proud.

But further reading reveals its true intent, which is to gut PEG (Public, Education, Government) funding that keeps direct democracy alive.

'Olelo has a strong presence in the Hawaiian community and in some communities, it is the only way that they receive information about issues affecting their lives and culture. To use the Hawaiian community as a way to destroy public access television is unconscionable to us.

Here's what the bill really does:

- DOE's IT department is the big winner with 44.44% of the fees assigned there
- PBS Hawai'i comes out a little better than they get now. They currently receive 20%; this bill gives them a bump to 22.22%
- DCCA receives far less going from 20% down to 5.56%.
- 'Olelo Community Media takes the biggest hit going from 60% down to 16.67%

What the extreme loss of funding to 'Ōlelo and community media means is that funding would be reduced by two-thirds. For 'Ōlelo, everything as we know it would have to drastically shift from community-based services, to just maintain playback and minimal service. For neighbor island community media, access would basically go away.

We were excited when we heard at the start of session that both chambers were focusing on transparency and accountability. This bill is certainly going in the opposite of that direction. It seems that every year the community has to fight for the right to have public access to the airwaves. As

Noam Chomsky has said:

"Where there is even a pretense of democracy, communications are at its heart."

At a conference in 1998 Greg Ruggiero of Z magazine said:

"Given the present state of our society, however, it's no surprise that we find communications not at the heart of a vibrant democracy, but rather in the grip of an oppressive and contradictory system of mass control. Nowhere is this more evident than in the community struggle for access to the airwaves, and the corporate/government campaign to crush it. Nowhere have U.S. citizens lost greater control of its public sphere than in the government's management of the airwaves."

This bill drives a stake into the heart of community media and direct democracy. It defies transparency and offers no accountability.

We respectfully ask the committee to hold this measure and any more like it!

Mahalo for the opportunity to testify.



LIFE OF THE LAND

76 North King Street, Suite 203

Honolulu, Hawai`i 96817

Phone: 533-3454 henry.lifeoftheland@gmail.com

COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

Senator Rosalyn H. Baker, Chair

Senator Brickwood Galuteria, Vice Chair

DATE: Thursday, February 14, 2013

TIME: 9:00 am

PLACE: Conference Room 229

SB 1235 RELATING TO CABLE TELEVISION

PLEASE HOLD

Aloha Chair baker, Vice chair Galuteria and Members of the Committee

SB 1235 opens by stating in English that: "if the Hawaiian language is to reach an equal status with that of the English language in everyday use, the production and distribution of Hawaiian language broadcast media must be adopted."

But that isn't what the bill does

The combined accounts of 'Ōlelo and Makauila go from 60% to 28% of the PEG funding.	Sector	Current	Proposed
	'Ōlelo	60%	16.67%
	DCCA	20%	5.56%
	PBS Hawai'i	20%	22.22%
	Makauila (Oiwī TV's partner)	0%	11.11%
	DOE's IT Department	0%	44.44%

This is yet another attack on public media.

Please hold this bill

Mahalo

Henry Curtis

Executive Director

Committee on Commerce and Consumer Protection

Senator Rosalyn H. Baker, Chair
Senator Brian T. Taniguchi, Vice Chair
Thursday, February 14, 2013 9:00 am Room 229

Testimony Strongly Against SB1235- Relating to Cable Television,

My name is Mark Tracy, and I reside in Maui County. In an age when independent public media outlets are ever more difficult to come by, it should be the mandate of the people's representatives to covet, protect and enhance these valuable community assets. When one examines the quantity and quality of work produced by Akaku on a very modest budget and it's significant role in empowering the community's voice through access to media, it is simply wrong to cut existing public funding support when more appropriate action would deem finding ways to increase that very funding. Akaku delivers tremendous bang for the buck.

While the other programs purported to receive funding at the cost of reducing established funding for Akaku are worthy of public support, it seems inappropriate to consider that finding that funding requires gutting the budget of a long established non-profit community organization with a proven track record of delivering valuable services to a deserving and appreciative community. Funding for these other entities can be viewed as a separate funding challenge, not one that requires the virtual destruction of an important institution on Maui.

I humbly ask that your committee oppose any legislation that would harm Akaku's ability to continue to function as Maui's community television. I do not know how I could replace Amy Goodman's Democracy Now for true investigative journalism if not for it being aired on Akaku.

Thank you for the opportunity to testify before you today.

Mark Tracy
CEO
Valley Isle Marine Center
(808) 244-2000 Voice
(808) 244-3168 Fax
www.valleyislemarinecenter.com

13 February 2013

The Honorable Rosalyn H. Baker
Chair, Committee on Commerce & Consumer Protection
Hawai'i State Senate

Patagaw Talimalaw
Secretary General
World Indigenous Television Broadcasters Network
E-mail: ptalimalaw@witbn.org

WITBN
WORLD INDIGENOUS TELEVISION
BROADCASTERS NETWORK

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WWW.WITBN.ORG

SB 1235 Hearing Date: February 14, 9:00 a.m., Room 229
Testimony in support of SB 1235.

Dear Chair,

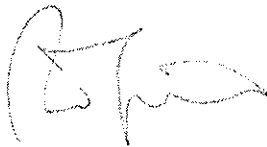
Greetings from the World Indigenous Television Broadcasters Network, WITBN. My name is Patagaw Talimalaw, Secretary General of the Network. On behalf of WITBN, I am submitting testimony in support of SB 1235 and its efforts to allocate funding to support the revitalization of the Hawaiian language through television.

At WITBN, we devote ourselves, through the work of our members whose mandate are to preserve and promote the Indigenous languages and cultures, to provide a platform for all the Indigenous voices around the world, and offer to the world access and opportunity to understand the reality of the Indigenous communities worldwide.

A dedicated member of WITBN, 'Ōiwi TV has been our long-time partner and supporter in achieving our aims to preserve and promote the Indigenous languages and cultures, through providing quality news and program content of the Indigenous Hawaiians. Through the work and commitment of 'Ōiwi TV and Makauila, the voices, languages, and the culture of the Native Hawaiian is vitalized and visible to audience nationally and internationally.

We furthermore support SB 1235 as it will fill the need for a dedicated Indigenous controlled and operated station. I support the understanding that every Indigenous People should have its own dedicated television channel, independent, and free from any forms of state control. We support SB 1235 with a belief that it will help the Indigenous issues be declared and addressed by its own voices, through its own broadcaster, and in its own perspective.

With full support for SB 1235,



Patagaw Talimalaw
Secretary General
World Indigenous Television Broadcasters Network

The Honorable Rosalyn H. Baker
Chair, Committee on Commerce & Consumer Protection
Hawai'i State Senate

Jim Mather
Chief Executive, Māori Television
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13 February 2013

SB 1235 Hearing Date: February 14, 9:00 a.m., Room 229

Testimony in support of SB 1235.

Kia ora, greetings, Honorable Rosalyn H. Baker,

I am Jim Mather, the Chief Executive of Māori Television, and I am submitting testimony in support of SB 1235 and its efforts to receive funding to support the revitalisation of the Hawaiian language through television.

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 vision is for the Māori language to be valued, embraced and spoken by as many people as possible.

Maori Television was founded in 2004 with two key long-term objectives:

1. To significantly contribute towards the revitalisation of the Māori language;
2. To be an independent Māori television service that is relevant, effective and widely accessible.

The New Zealand Government has comprehensively recognized the critical role that television and associated digital media resources have in successful indigenous language and cultural revitalization strategies. Accordingly, NZ\$ 53 million has been invested annually by our Government since 2004 to support our activities. The return on that investment was recognized in an Impact Survey by The Ministry of Māori Development which identified '*a consistent relationship between greater viewing of Māori Television and increasing language usage, greater language learning, and proficiency increases and maintenance*'. (*Impact of Māori Television on the Māori Language Survey, 2011*).

Our experience has been that it is imperative for indigenous people to have the opportunity to tell our own stories, in our unique way, from our perspective, through the medium of an independent television / media organisation. As a foundation member of the World Indigenous Television Broadcasters Network (WITBN), we have also found this to be the position of all other member organisations.

Our leadership role within the WITBN alliance has also given us the opportunity to visit the premises of 'OiwīTV and observe first-hand their high levels of professionalism and the quality of the programming content being produced by both Makauila & 'OiwīTV. We continue to be impressed by what has been accomplished within the current modest levels of funding support, and acknowledge that internationally 'OiwīTV is held in the highest regard by all other WITBN members. However, we also recognize that a far greater contribution can be made to the revitalisation of the Hawaiian language through television if appropriately funded and supported.

In conclusion, it is without reservation that this testimonial letter is provided in support of 'OiwīTV and SB 1235.

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

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Jim Mather', written over a large, stylized, looped signature line.

Jim Mather
CEO / Tāhūhū Rangapū

This is consistent with other survey results.⁵ Māori language abilities are also valued, with 69% of respondents indicating it was important for them to learn the Māori language, and 33% were undertaking some type of initiative to improve their Māori language skills.

VIEWERSHIP OF MĀORI TELEVISION

The Māori Television Service began broadcasting in 2004, and a second 'Te Reo' channel commenced in 2008. The Impact Survey found that Māori are highly aware of the first channel with 91% viewing Māori Television within the last twelve months, and 63% viewing the service within the seven days prior to the survey taking place. Of those viewing Māori Television within the seven day period, the survey showed that 55% were viewing on a daily basis. Extrapolating this result out to the entire Māori population suggests that over 151,000 Māori aged 15 and over view the channel on a daily basis.⁶ In addition, of those respondents who consider Māori Television one of their main television stations, 36% also viewed the second Te Reo channel within the seven days prior to the survey.

RIPANGA 1: TE HUNGA MĀTAKI I A WHAKAATA MĀORI
TABLE 1: VIEWERSHIP OF MĀORI TELEVISION

Māori Mātaki Māori Television Viewers	Māori Mātaki i roto i te tekau mā rua marama ka hori ake Māori television viewed within the last twelve months	Māori Mātaki i roto i te whitu rangi o mua tonu i te meatanga o te rangahau Māori television viewed within the last seven days
Whakaata Māori i mātakihia ai i roto i te tekau mā rua marama ka hori ake Māori television viewed within the last twelve months	91%	397,000
Whakaata Māori i mātakihia ai i roto i te whitu rangi ka hori ake Māori television viewed within the last seven days	63%	275,000

Note: Percentages have been derived from different source tables. I ahu mai ngā ōrau nā ngā raraunga hūhua

MĀORI LANGUAGE USAGE

The Impact Survey shows a relationship between viewing the service and Māori language usage. Those people who are using the Māori language more than they did twelve months earlier have consistently higher rates of Māori Television viewership than others. Of those who reported that they have increased their usage of Māori language, 75% had watched Māori Television within the seven days prior to the survey, which was 18 percentage points higher than those who had recorded unchanged Māori language usage. In addition, 38% of those with increased usage indicated they had specifically watched the Te Reo channel in the last seven days.

He rite tonu tēnei kitenga ki ngā hua o ētahi atu rangahau.⁵ He taonga kāmechamecha te āhei ki te kōrero me te 69% o ngā tāngata i kī mai ai he mea nui ki a rātou te ako i te reo, ā, e 33% o rātou e whai atu ana i tētahi huarahi hei whakapakari i ngā pūkenga reo Māori.

TE HUNGA MĀTAKI I A WHAKAATA MĀORI

I timata Te Ratonga Whakaata Māori i tōna whakapāho i te tau 2004, ā, ko 'Te Reo' te teihana tuarua, i timata ai i te tau 2008. I kitea e Te Rangahau Papātanga e tino mōhio ana te Māori ki te teihana tuatahi rā me tōna 91% i mātaki atu i roto i te tekau mā rua marama ka hori ake, ā, ko tōna 63% i mātaki atu i te whitu rangi o mua tonu i te meatanga o te rangahau. O ērā i te mātaki atu i a Whakaata Māori i roto i te whitu rangi rā, e 55% i te mātaki atu i ia rā, i ia rā. Ina meatia tēnei kitenga ki te iwi Māori whānui ka tohua e neke atu ana i te 151,000 o te iwi Māori 15 tau neke atu te pakeke ka mātaki atu i te teihana i ia rā, i ia rā.⁶ Āpiti atu ki tēnei, o ērā tāngata i mea mai ai ko Whakaata Māori tētahi o ō rātou teihana matua, e 36% i mātaki atu hoki i te teihana Te Reo i roto i te whitu rangi o mua tonu i te rangahau.

TE WHAKAMAHI I TE REO MĀORI

Ka whakaatu Te Rangahau Papātanga i tētahi hononga i waenga i te mahi mātaki atu i te ratonga me te kōrerotia o te reo Māori. Ko ērā tāngata kua piki ake ā rātou kōrero i te reo i āianei i ō tā rātou o tērā tau ngā tāngata kaha ki te mātaki atu i a Whakaata Māori. O ērā tāngata e mea mai ai kua pika ake tā rātou kōrero i te reo Māori, e 75% o rātou i mātaki atu i a Whakaata Māori i roto i te whitu rangi i mua tonu i te rangahau ina hoki he 18 ōrau ake tēnei i te ōrau o te hunga kāre i piki ake te kōrero i te reo Māori. Āpiti atu ki tēnei, e 38% o ērā i piki ake ai te kōrero i te reo Māori i mea mai ai, i āta mātaki atu i te teihana Te Reo i roto i te whitu rangi ka hori ake.

⁵ Refer to the Health of the Māori Language in 2001 Survey, and Census data.
⁶ This excludes Māori children and non-Māori viewers.
⁷ The 'extrapolated count' is an estimate (not an actual count) of those who viewed Māori Television based on Statistics New Zealand's population estimate of 436,200 Māori aged 15 years or older in 2010.

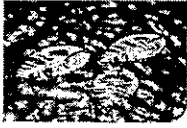
⁵ Tirohia ngā raraunga o te Health of the Māori Language in 2001 Survey me te Kautetanga.
⁶ Neke ake, iho rānei te matapae i te 69,800. Noho ki waho ko ngā tamariki Māori me ērā chara i te Māori.
⁷ He whiringa noa te kaute whānui (chara i te kaute tūturu) o ērā i mātakitaki Whakaata Māori e ai ki te matapae o Tatauranga Aotearoa i te tau 2010, e 436,200 ngā Māori 15 tau te pakeke neke atu rānei.



Te Puni Kōkiri
REALISING MĀORI POTENTIAL

Te Tautoko a Whakaata Māori mō te Reo Māori

Impact of Māori Television on the Māori Language



The Impact Survey was commissioned by Te Puni Kōkiri, in conjunction with the Māori Television Service, Te Māngai Pāho and Te Taura Whiri i te Reo Māori. The survey was administered by a research consultancy. It involved 1,503 Māori people¹ aged 15 years and over being surveyed through telephone interviews, and has a sampling error of plus or minus 3%, with 95% confidence.² The survey was designed to complement existing research knowledge on the Māori language obtained through broader national surveys on the language.

Nā Te Puni Kōkiri, Te Kōwhiri Whakaata Māori, Te Māngai Pāho me Te Taura Whiri i te Reo Māori te Rangahau Papātanga i whakaiti. Nā tētahi ropu rangahau i whakahaere, 1,503 ngā pāngata Māori¹ neke atu i te 15 tau te pakeke i uru, i uiuia māi mā te waea, ā, ka piki ake pea i te 3% heke iho rānei te taha hapa, ā, e 95% ko mea māi he tika tēnei rangahau.² I whakaritea te rangahau hei whakaiti³ i ngā mahi rangahau mō te reo Māori kua oti kē te mahi.

Various Māori language services are funded or provided by the Government to assist the revitalisation of the Māori language.

In 2010, an Impact Survey was conducted of some of these services to measure their contribution towards greater Māori language use, changes in Māori language learning, and Māori language proficiency gains.¹ This factsheet focuses on the contributing impact of the Māori Television Service. The other factsheets are:

- the contributing impact of iwi radio stations (funded by the Government through Te Māngai Pāho);
- the contributing impact of the Mā te Reo and Kōrero Māori websites (administered by The Māori Language Commission / Te Taura Whiri i te Reo Māori).

This factsheet provides a summary of key findings. More detailed information is available in the Report on the Impact of Māori Language Services.

GENERAL INFORMATION

Overall, the Impact Survey records similar information on Māori language skills and usage as other surveys. In the Impact Survey, 23% of respondents indicated moderate to advanced levels of Māori language proficiency;⁴ that is an ability to at least understand and participate in conversations on familiar topics in the language, through to complete confidence using the Māori language in any situation.

¹ The survey also collected limited information on other Māori language services, such as Māori language programming on mainstream television but this was not a primary focus. Further information of additional elements of the survey can be found in the full report, Impact Survey of Māori Language Services on the health of the Māori language 2011.

² The survey only surveyed Māori as the goals of the Māori Language Strategy in relation to language skills and language use are targeted at Māori.

³ 3% is the sampling error for the total survey group. The sampling error rose to 3.4% at the 95% confidence interval for those who had watched Māori Television in the past seven days. For further information on the sampling method refer to the 2010 Māori Language Impact Survey Methodology report.

⁴ Proficiency was self-defined in this survey, against five levels. For details refer to the 2010 Māori Language Impact Survey Methodology report.

Ka whakaratohia e te Kāwanatanga, ka āwhina ā-tahuatia rānei ētahi ratonga reo hei āwhina i te whakarauratanga o te reo Māori.

I te tau 2010, i whakaritea he Rangahau Papātanga o ētahi o ēnei Ratonga hei ine i te hua o ā rātau mahi kia nui atu te kōrerotia i te reo Māori, kia rerekē te āhua o te ako i te reo Māori, kia pakari haere te matatau o te tangata ki te reo Māori.¹ Ka arotahi atu tēnei puka tikanga ki te papātanga Whakaata Māori. Kei ētahi atu puka tikanga he kōrero mō:

- te papātanga o ngā reo irirangi ā-iwi (e tautoko ā-tahuatia ana e te Kāwanatanga mā Te Māngai Pāho);
- te papātanga o ngā paetukutuku o Mā te Reo me Kōrero Māori (i whakahaeretia e Te Taura Whiri i te Reo Māori).

Ko tā tēnei puka tikanga he whakarāpopoto i ngā kitenga matua. Kei te Pūrongo mō te Papātanga o ngā Ratonga Reo Māori ngā kōrero whānui.

MŌHIŌHIŌ WHĀNUI

He āhua ōrite te mōhiōhiō pūkenga reo, whakamahi reo kua kohia i tēnei Rangahau Papātanga ki ō ērā rangahau kua oti kē te mahi. E 23% o ngā tāngata i whakaatu mai i tō rātau āhua mōhiō, matatau rānei ki te reo;⁴ arā, te mārama ki te reo me te kōrerorero mō ngā kaupapa māmā piki ake ki te hunga ka kōrero i te reo Māori ahakoa te horopaki.

¹ I kohia hoki ētahi atu pitopito mōhiōhiō i ētahi atu Ratonga Reo Māori pērā me ngā hōtaka reo Māori o ngā teihana auraki engari ehara ko tēnei i te arotahi matua. Kei te pūrongo matua, Impact Survey of Māori Language Services on the health of the Māori language 2011 ētahi atu mōhiōhiō.

² I aro atu anake te rangahau ki te tangata Māori i runga anō i ngā whāinga o Te Rautaki Reo Māori mō ngā pūkenga reo me te whakamahi reo Māori a te Māori tonu.

³ Ko te 3% te taha hapa o te rōpū katoa i uia ai. I piki ake te taha hapa ki te 3.4% te taha hapa mō te hunga māia i whakarongo rā ki ngā reo irirangi ā-iwi i roto i te tekau mā rua marama. Kei te Pūrongo 2010 Māori Language Impact Survey Methodology ngā kōrero mō te taha rautaki.

⁴ E rima ngā taumata reo i meatia ai i tēnei rangahau. Kei te 2010 Māori Language Impact Survey Methodology report ngā kōrero.



RIPANGA 2: TE WHAKAMAHI I TE REO MĀORI

TABLE 2: MĀORI LANGUAGE USE

Te Whakamaahi i te Reo Māori Māori Language Use	Te Whakamaahi i te Reo Māori Māori Language Use	Te Whakamaahi i te Reo Māori Māori Language Use
Whakaata Māori i mātākihia ai i roto i te tekau mā rua marama ka hori ake <i>Māori television viewed within the last twelve months</i>	90%	96%
Whakaata Māori i mātākihia ai i roto i te whitu rangi ka hori ake <i>Māori television viewed within the last seven days</i>	57%	75%

Note: Percentages have been derived from different source tables. I ahu mai ngā ōrau nā ngā raraunga huhua

☒ MĀORI LANGUAGE LEARNING

The Impact Survey shows a positive relationship between viewing Māori Television and learning the Māori language, with 78% of Māori language learners having watched the service within seven days prior to the survey. This is a higher rate than those who are not learning the language. The survey shows that for 10% of regular Māori Television and/or Te Reo channel viewers, language learning was the first explanation given for watching those stations.⁸ The availability of the service also made 66% of respondents want to improve their Māori language skills. These results show that Māori Television is both a mechanism and motivator for language learning. The survey also identifies a gender difference in Māori language learning rates, with 59% of learners being female and 41% being male.

RIPANGA 3: AKO I TE REO MĀORI

TABLE 3: MĀORI LANGUAGE LEARNING

Te Whakamaahi i te Reo Māori Māori Language Learning	Te Whakamaahi i te Reo Māori Māori Language Learning	Te Whakamaahi i te Reo Māori Māori Language Learning
Whakaata Māori i mātākihia ai i roto i te tekau mā rua marama ka hori ake <i>Māori Television watched within the last twelve months</i>	88%	96%
Whakaata Māori i mātākihia ai i roto i te whitu rangi ka hori ake <i>Māori Television watched within the last seven days</i>	56%	78%

Note: Percentages have been derived from different source tables. I ahu mai ngā ōrau nā ngā raraunga huhua

☒ MĀORI LANGUAGE PROFICIENCY

The Impact Survey shows that there is a relationship between Māori Television viewership and improvements in proficiency, and the maintenance of high proficiency.⁹ Of those who have increased their

☒ AKO I TE REO MĀORI

E whakaaturia ana e Te Rangahau Papātanga he tino painga tō te hononga o te mahi mātaki i a Whakaata Māori me te ako i te reo Māori, e 78% o ngā tāngata e ako ana i te reo i mātaki atu i te ratonga i roto i te whitu rangi i mua i te rangahau. Nui atu te kaute nei i ō te kaute mō ērā tāngata kāhore i te ako i te reo. Kitea hoki mō te 10% o te hunga mātaki Whakaata Māori, te teihana Te Reo hoki rānei, i mea mai, ko te ako i te reo te take i te mātaki atu i ērā teihana.⁸ Nā te whai wāhi atu ki te ratonga ka whakatenatena atu i te 66% o ngā tāngata ki te whakapakari i ō rātou pūkenga reo. Whakaaturia mai e ēnei hua ko Whakaata Māori tētahi huarahi, tētahi kaiwhakahihiko mō te ako reo. E tautuhi ana hoki te rangahau e tokomaha ake ngā wāhine i ngā tāne e ako ana i te reo, e 59% he wahine, e 41% he tāne.

☒ MATATAU KI TE REO

Tohua mai ana e te Rangahau Papātanga he hononga pai tō te mahi mātaki i a Whakaata Māori me te pakari haere o te reo, ā, pakari ake, pakari ake.⁹ O ērā tāngata kua whakapakari i ō rātou pūkenga reo i

⁸ This survey result is based on a subset of respondents who identified the Māori Television channel and/or the Te Reo channel as one of their most watched channels.

⁹ Proficiency was self-defined in this survey, against five levels. For details refer to the 2010 Māori Language Impact Survey Methodology report.

⁸ Nā te rangahau anō i whakarite ngā taumata matatau e rima. Tirohia te 2010 Māori Language Impact Survey Methodology report.

⁹ Ko te hunga tino matatau ko ērā tāngata i mea mai ai ka taea e rātou te reo Māori te kōrero i te nuinga o te wā i ngā wā/wāhi katoa rānei. Ko ērā e ako tonu e mea mai ai ka mōhio rātou ki ētahi kupu noa iho.





language skills in the previous twelve months, 76% had watched Māori Television in the seven day period before the survey, which is 20 percentage points higher than respondents whose proficiency had remained the same. Overall 66% of those with increased Māori language skills attributed some of their gain to the provision of the Māori Television.

Further, 98% of those with very high proficiency¹⁰ had viewed the service in the last twelve months, compared with 86% of those with very low proficiency. And 89% of those with very high proficiency viewed Māori Television on a weekly basis. This group were also twice as likely as those with very low proficiency to view the service on a daily basis, (84% did this compared to 40% of those with very low proficiency), which again reinforces their Māori language skills.

RIPANGA 4: MATATAU KI TE REO MĀORI

TABLE 4: MĀORI LANGUAGE PROFICIENCY

Pātau Māori Language Proficiency	Respondents who have an increase in proficiency in the last 12 months	Respondents who have increased their proficiency in the last 7 months
Whakaata Māori i mātakihia ai i roto i te tekau mā rua marama ka hori ake <i>Māori Television viewed within the last twelve months</i>	88%	96%
Whakaata Māori i mātakihia ai i roto i te whitu rangi ka hori ake <i>Māori Television viewed within the last seven days</i>	56%	76%

Note: Percentages have been derived from different source tables. I ahu mai ngā ōrau nā ngā raraunga huhua

SUMMARY

Language revitalisation occurs due to a range of factors and cannot be attributable to a single causal factor. However the Impact Survey results show a consistent relationship between greater viewing of Māori Television and increasing language usage, greater language learning, and proficiency increases and maintenance. Collectively these outcomes point towards Māori Television having a marked positive contributing impact on Māori language revitalisation. This occurs by motivating and prompting people to use their Māori language skills, while at the same time providing opportunities for individuals to enhance their existing skills.

¹⁰ High proficiency means those respondents who indicated they are completely confident using the Māori language in most/all situations. Very low proficiency means those respondents who indicated they only know a few Māori words.

te tau ka hori ake, e 76% i mātaki atu i a Whakaata Māori i roto i te whitu rangi i mua tonu i te rangahau, ina hoki e 20 ōrau ake tēnei kaute i te kaute mō ērā tāngata kāre i piki ake ō rātou matatau. O te katoa e 66% o ērā i pakari ake ai ō rātou pūkenga reo i mea mai, nā te whakarato mai i a Whakaata Māori i paku āwhina i a rātou.

Whaihoki, e 98% o te hunga matatau¹⁰ i mātaki atu i te ratonga i te tekau mā rua marama ka hori ake, whakatauritea ana tēnei ki te 86% o te hunga e ako tonu ana. Ā, e 89% o ngā mea matatau i mātaki atu i a Whakaata Māori i ia wiki. Ko tēnei hunga hoki ka pōruku te mātaki atu i ō te hunga e ako tonu ana (e 84% o te hunga matatau, e 40% o te hunga e ako tonu ana) nei rā te whakaū ake i ō rātou pūkenga reo.

HE KUPU WHAKAKAPI

He whānui ngā take hei whakarauora reo, ā, e kore e taea e tētahi anake o aua take te reo te whakarauora ake. Heoi anō, e whakaatu ana i ngā hua o te Rangahau Papātanga he hononga tō te mahi mātaki i a Whakaata Māori ki te piki ake o te kaha kōrerotia i te reo, te kaha ako i te reo me te aha anō ka matatau haere te tangata. Hui katoa, ko ēnei hua ka tohu atu ki te pai o Whakaata Māori hei huarahi kia whakarauora ake i te reo Māori. I pēneitia nā te whakahihiko, nā te whakatenatena hoki i te tangata ki te whakamahi i ōna pūkenga reo me te ritenga mai kia whai wāhi atu te tangata ki te whakapakari i aua pūkenga reo ōna.

¹⁰ Ko te hunga tino matatau ko ērā tāngata i mea mai ai ka taea e rātou te reo Māori te kōrero i te nuinga o te wā i ngā wā/wāhi katoa rānei. Ko ērā e ako tonu e mea mai ai ka mōhio rātou ki ētahi kupu noa iho.

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July/Hōngongoi 2011



Aboriginal Peoples
Television Network

World's First National Aboriginal Broadcasting

The Honorable Rosalyn H. Baker
Chair, Committee on Commerce & Consumer Protection
Hawai'i State Senate

Jean LaRose
Chief Executive Officer
Aboriginal Peoples Television Network
339 Portage Ave
Winnipeg, MB R3B 2C3
E-mail: jlarose@aptn.ca

SB 1235 Hearing Date: February 14, 9:00 a.m., Room 229

Testimony in support of SB 1235.

Greetings:

I am Jean LaRose, the Chief Executive Officer of Aboriginal Peoples Television Network (APTN) and I am submitting testimony in support of SB 1235 and its efforts to allocate funding to support the revitalization of the Hawaiian language through television.

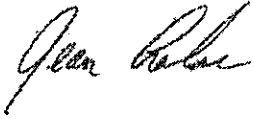
I am supporting SB 1235 because, as a First Nations citizen from the Abenaki First Nation of Odanak in Canada, as well as Chief Executive Officer of APTN, I understand first-hand the need for a dedicated, independent, indigenous controlled and operated station. APTN strives to be domestically and internationally recognized as the leading source for distinctively Aboriginal audio-visual content produced by, for and about Aboriginal Peoples. We constantly ensure this because APTN is committed to enabling Aboriginal Peoples to share their stories and convey them to a domestic and international audience. APTN also plays a key role in helping non-Aboriginal Canadians understand, appreciate and foster improving relations with the First Nations, Inuit and Métis Peoples in Canada.

I furthermore support SB 1235 in relation to the pure content and high quality work that has (since 2009) and continues to be produced through Makauila and 'ŌiwiTV. The APTN Programming department develops as well as commissions and acquires distinctive Aboriginal content which reflects our pride and heritage. We are also aimed at both Aboriginal and non-Aboriginal audiences with programming to interest all viewers: children's animation, youth, cultural and traditional programming, music, drama, news and current affairs, as well as live coverage of special events and interactive programming. Through my relations with Makauila and 'ŌiwiTV, I have seen their passion to develop and share the traditions and language of the Native Hawaiian Community. Makauila and 'ŌiwiTV has also excelled in representing the Native Hawaiian Community to those local and international. Their work is vital in promoting

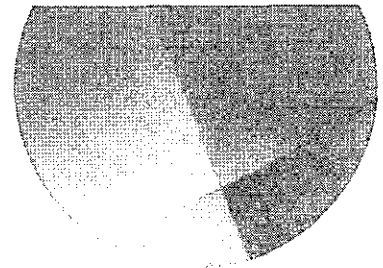
greater understanding of the Native Hawaiian Community by non-native Hawaiians and I suggest that this would be a key reason to support this bill.

I respectfully submit the preceding to you in the hope that this bill will be enacted and all Hawaiians will be proud of this achievement.

With full support for SB 1235,



Jean LaRose
CEO - APTN



The Honorable Rosalyn H. Baker
Chair, Committee on Commerce & Consumer Protection
Hawai'i State Senate

Nils Johan Heatta
Director
NRK Sápmi
Postal: Mari Boine Geaidnu 12, N-9730 Kárášjohka
E-mail: nils.johan.heatta@nrk.no

SB 1235 Hearing Date: February 14, 9:00 a.m., Room 229

Testimony in support of SB 1235.

Greetings:

I am Nils Johan Heatta, the Director of NRK Sápmi and I am submitting testimony in support of SB 1235 and its efforts to allocate funding to support the revitalization of the Hawaiian language through television.

NRK Sápmi is the Sámi division of the Norwegian Broadcasting Corporation (NRK) that produces radio, television and Internet news and other programs for the Sámi people in our Sámi languages. The aim is to activate an inherent wish among the Sámi people to live and act in Sámi ways, and to generate greater knowledge amongst the populations of Norway about matters Sámi and Sámi people, our culture and society. NRK Sápmi's radio, TV and Internet services are vital for their informative output in the Indigenous language and for the preservation and development of Sámi.

I furthermore support SB 1235 as it will fill the need for a dedicated Indigenous controlled and operated station. I support the understanding that it is important for the Indigenous Peoples to tell our own stories, in our way, from our perspective on an independent station. Through the four years of experience and relationships I have had with 'Ōiwi TV and Makauila, not only have I seen their commitment to the Native Hawaiian people and community, but I have also seen their ability to develop and produce high quality and passionate work.

With full support for SB 1235,

Nils Johan Heatta
Director, NRK Sápmi



13 February 2013

The Honorable Rosalyn H. Baker
Chair, Committee on Commerce & Consumer Protection
Hawaii State Senate

SB 1235 Hearing Date: February 14, 9:00 a.m., Room 229

Testimony in support of SB 1235

Greetings.

I am Donald Campbell, the Chief Executive of MG ALBA - Scotland's Gaelic digital service, and I am submitting testimony in support of SB 1235 and its efforts to allocate funding to support the revitalization of the Hawaiian language through television.

BBC ALBA was launched in September 2008 in a historic collaboration between MG ALBA and the BBC – the realization of a long-held ambition of the Gaelic community. The tri-media Gaelic service consists of a dedicated digital TV channel broadcasting Gaelic programs daily including news, Scottish sport, music, factual, children's and entertainment programs. MG ALBA is responsible for ensuring that a diverse range of high quality programs in Gaelic is made available to the people in Scotland.

I have been in relation to Makauila and ŌiwiTV for four years so far, and have seen the high quality of programming being produced by them for the Native Hawaiian community. Aside from that, they have proven that they have the ability to fill the need for language and culture revitalization through television and media.

Furthermore, I know the value of having a dedicated indigenous controlled and operated station. I also understand the significance of having indigenous people telling their own stories, through their perspectives. I have full faith that this bill will ensure more opportunities for that to occur for the Native Hawaiian communities.

In full support of SB 1235.

Donald Campbell
Chief Executive

E-mail: domhnall.caimbeul@mgalba.com

MG ALBA

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CREIDÈAS NAR COSNAICHEAN
INVESTOR IN PEOPLE

February 13, 2013

To: The Honorable Rosalyn H. Baker, Chair
Members of the Senate Committee on Commerce &
Consumer Protection

From: Marirai C. Maui Tauotaha
mauinko@gmail.com

Re: **SB1235 – STRONG SUPPORT**

Hearing on Thursday, February 14, State Capitol, Conf. Rm. 229, 9:00am

Aloha Chair Baker, and Members of the Committee:

I am writing in strong support of SB1235 which proposes to allocate funds from cable television franchise fees to provide for the resurgence of the indigenous language of this land--'Ōlelo Hawai'i—via television and forward thinking media. This is an important measure not just for me personally, not just for the State of Hawai'i, but I believe for the betterment of our entire planet.

"He ali'i ka 'āina, he kauā ke kanaka." The land is chief, the people its mere servants. This is my favorite 'ōlelo no'eau. I learned this Hawaiian proverb as an employee of the 'Aha Pūnana Leo by virtue of their media internship program in partnership with 'Ōiwi TV. For me this 'ōlelo no'eau encompasses the primary value of Hawaiian culture: aloha 'āina, love of the land. Hawaiians—along with many other indigenous cultures--were the true originators of sustainability; a term that is used quite often worldwide and economically viable today, especially in our island home that is dependent on so many outside resources. Hawaiians did not live "on" the land, they lived "with" the land. They realized their ultimate survival was solely dependent upon the natural environment surrounding them. Much of our modern day society has forgotten this very basic fact and we are starting to pay for it through the degradation of our relationships with each other and our own personal health as individual human beings. I shudder to think of the costs our children and grandchildren will have to pay if we do not wise up. We are here for such a short time in this life, what kind of world will we leave our future generations?

'Ōlelo Hawai'i and a Hawaiian perspective hold many of the answers for us to return to true sustainability, this ancient yet simple wisdom. We need a venue to be able learn and practice all we can about this wisdom. We need more 'Ōlelo Hawai'i in Hawai'i.

There is no entity in existence that is as qualified to carry out this task as Makauila. The beneficiaries of Makauila have the highest competence of the Hawaiian language in terms of media, a very high standard of production value in every single piece of their media, the forward thinking vision to anticipate and prepare for the ever changing media consumption environment, and already have established relationships with other organizations not only here in Hawai'i but worldwide that will aid in forwarding the Hawaiian language, perspective and ultimately the wisdom that our planet so desperately needs.

I currently serve as an editor at 'Ōiwi TV. After spending seven years as a television editor in Los Angeles, the television and film capital of the world, I learned so many things about media that I am now able to bring back home and share with my co-workers. In return they and the media I work on are teaching me every day about 'Ōlelo Hawai'i and how to view the world from a Hawaiian perspective. Because of this Hawaiian perspective we incorporate Hawaiian values in everything that we do, a far cry from the work I did in Los Angeles. The best part of my job is that I am part of a family that genuinely helps people because we genuinely care about people, it's in our perspective, it's in our 'ōlelo. I feel very proud and grateful for this work I am able to be a part of on a daily basis. Without this job I would be forced to move back to Los Angeles and be away from my family and my island home, and certainly not being of service to my community the way I am able to here as a Makauila beneficiary. Please join me in supporting SB1235 so that we may kick our work into high gear and have an even greater positive impact on our community and our planet.

Na'u me ke ha'aha'a,
Na Maui

The Honorable Rosalyn H. Baker
Chair, Committee on Commerce & Consumer Protection
Hawaii State Senate

Matt Yamashita
Quazifilms Media, Molokai
PO Box 1304
Kaunakakai, HI 96748
E-Mail: molokaimatt@hotmail.com

SB 1235 Hearing Date: February 14, 9:00 a.m., Room 229

Testimony in support of SB 1235.

Aloha Chair Baker and Vice Chair Galuteria:

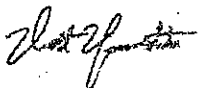
My name is Matt Yamashita. I am a 35-year old business owner and filmmaker from the Island of Molokai. Mahalo for the opportunity to submit testimony in SUPPORT of SB 1235 and its efforts to allocate funding to support the revitalization of the Hawaiian language through television.

From 2001-2006, I served as the Director of Akakū Maui Community TV's Molokai Media Center. During that time I built the Molokai program up from 1 part time employee to 4 fulltime employees, serving multiple community partnerships, and reaching hundreds of Molokai youth through Media training programs. I am very familiar with the purpose and intent of the PEGs and the justification of public franchise fee funding. The proposed allocation in SB1235 for Hawaiian language television by Makauila is a similarly worthy use of these funds.

While the PEGs provide a valuable service, their model is the old paradigm of television and video distribution. As viewer habits evolve through technology, content producers and distributors must look for new ways to reach their audience. Makauila's partnership with `Ōiwi TV is a prime example of this type of innovation using technology. The model employed by `Ōiwi TV allows for the efficient operation of a digital television station at a fraction of the cost of a traditional broadcaster.

Furthermore, it is my opinion that this Hawaiian television initiative must be wholly independent of the PEGs as it serves a different purpose, revitalization of Hawaiian language and culture via media, and needs to be managed by organizations that are grounded in the Hawaiian perspective. Makauila's and `Ōiwi TV have this foundation and also the experience and track record of success.

Mahalo for the opportunity share my mana`o in SUPPORT of SB 1235.



Matt Yamashita

The Honorable Rosalyn H. Baker
Chair, Committee on Commerce & Consumer Protection
Hawai'i State Senate

Kenneth Chong

Title: Freelance Videographer

Address: 98-2013A Kaahumanu Street, Aiea, HI 96701

Phone: (808) 372-4848

SB 1235 Hearing Date: February 14, 9:00am, Room 229

Testimony in support of SB 1235

Aloha,

My name is Kenneth Chong, I am submitting testimony in support of SB 1235 and its efforts to provide funding to support the revitalization of the Hawaiian language through television.

As a former News Cameraman with KITV for 11 years and a Freelance Videographer, it's my job to create professional images for broadcast television. From a professional standpoint I can say that the Native Hawaiian Broadcast Media collective's stories and products are visually and narratively stunning. These stories exceed the quality of most local news and productions. They are compelling and draw audiences, young and old, leaving them desiring more. Oiwitv serves the community by providing entertaining and educational programming. They have brought oral history, tradition, and knowledge into the High Definition Era.

Oiwitv and its collective have also captured attention on the global stage. On a trip to the 2012 World Indigenous Broadcasters Conference in Norway, Oiwitv received numerous honors, including producing the World Indigenous Television Broadcasters Network 5-minute show piece seen worldwide. CEO's from around the world, such as Maori TV, NRK, and BBC Alba, constantly praised Oiwitv for its quality programming. They were also amazed that Oiwitv is producing at such a high level at a fraction of the budget of many other organizations and projects.

In conclusion, I hope that you join me in supporting SB1235 and pass this vital piece of legislation.

me ka mahalo,

Kenneth Chong

TESTIMONY FROM: BRYSON HOE

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Tuesday, February 14, 2013

TIME: 9:00 a.m.

LOCATION: State Capitol, Room 229

POSITION: SUPPORT

Aloha Chair Baker, Vice Chair Galuteria and Committee Members,

My name is Bryson Hoe, a Native Hawaiian community member.

I am submitting testimony in support of SB 1235 and its efforts to receive funding to support the revitalization of the Hawaiian language through television.

For the previous 3 years, I have had the amazing opportunity to work alongside a small but growing number of professionals who are well-versed in our 'ōlelo makuahine as well as broadcast media. It is the Hawaiian language that binds us as a people, preserves our culture, and shapes our perspective. Makauila Inc. is the vehicle by which the Hawaiian language will continue to be normalized in the greater community and perpetuated for future generations.

Attending university in Washington State, I came to value our unique island culture found nowhere else in the world. I originally intended to pursue a career in public health or education in order to serve my community. However, I quickly realized media's capacity to highlight pressing topics to effect positive systemic change for our collective community. Instead of reaching only a dozen individuals, broadcast media has the ability to reach thousands across the world.

We are part of a global movement to give parity to our native voice and perspective alongside mainstream media. The passage of this bill will allow Makauila Inc. to further its mission of providing high quality, cultural content to meet a rising demand. It will also allow for a highly-skilled workforce who pursue knowledge of Hawaiian language and culture as an asset.

In conclusion, I support SB 1235.

Me ka mahalo,

Bryson Hoe

Lā Ho'olohe Pila (Hearing Date/Time): Thursday, February 14, 2013 9:00am
Lumi hālāwai (Meeting Room) Conference Room 229
Kōmike (Committee) Senate Commerce and Consumer Protection

Pila (Bill) SB1235: RELATING TO CABLE TELEVISION.
Kumu (Purpose): Requires DCCA to allocate the revenues derived from any collected franchise fees to specific entities by specified percentages.

Mana'o (Position): KĀKO'O (SUPPORT)

Aloha e ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Kenekoa 'o Commerce and Consumer Protection

Aloha Chair Baker and Vice-Chair Galuteria and members of the Senate Committee on Commerce and Consumer Protection,

'O au 'o Nāmaka Rawlins e **kāko'o** ana i kēia pila.

My name is Nāmaka Rawlins. Mahalo for giving me the opportunity to testify in support of this bill allocating resources to support Hawaiian language media content development and distribution through a strong Hawaiian media broadcast initiative.

I have been involved in the Hawaiian language revitalization movement for 30 years, first as a non-traditional student learning Hawaiian then as a volunteer at the Pūnana Leo o Hilo preschool for 5 years before leading the 'Aha Pūnana Leo as its Executive Director for nearly 20 years. Today I serve as the Director of Strategic Partnerships and Collaborations for the organization. The 'Aha Punana Leo operates 11 Punana Leo Family-Based sites on five islands, Hawai'i, Maui, Moloka'i, O'ahu and Kaua'i. The program is conducted solely in Hawaiian, from administration through to direct services that then prepare our keiki and 'ohana to pursue life-long learning grounded in the Hawaiian language. Our preschools serve over 250 keiki per year in our 11 sites throughout the state. There are also 20 Hawaiian Immersion and Hawaiian medium schools under the state's DOE and Charter Schools programs serving over 2,000 students per year. We have seen the number of Hawaiian language speakers grow over the past 30 years, bringing our 'ōlelo back from the brink of extinction. Recent studies show that there are over 26,000 Hawaiian language speakers today.

Over the years, I have served on local and national education boards and commissions, including Chair of the Native Hawaiian Educational Council and board member of the National Indian Education Association (NIEA). During my tenure with the National Indian Education Association – the only American Indian, Alaska Native and Native Hawaiian national educational organization – we advocated in Congress for support of language and culture-based education. The Hawaiian language movement continues to be a leader and model nationally and internationally for indigenous language revitalization.

One of the tenets of language revitalization research shows the need for language to return to the home and we now see a new generation raising their own families speaking Hawaiian again. Language revitalization research also encourages the use of the language by local governments and mass media once early restoration stages, including the educational system, have been established.

As the former Executive Director of the 'Aha Pūnana Leo, and my 30 years of personal commitment to, and involvement in, the Hawaiian language revitalization movement, I see the expansion of Hawai'i's communication systems to include dedicated resources for production and distribution of Hawaiian

language content on television allowing us to build on the efforts to date to reach a long-term goal of creating a full-service Hawaiian Media Broadcast initiative as the next-step for 'ōlelo Hawai'i.

SB1235 would provide access to Hawaiian broadcast media a much-needed and desired service to our community. As the Hawaiian language flourishes in its homeland, this will ensure that our communities of Hawaiian language learners and speakers are provided equitable production and distribution of Hawaiian language broadcast media.

These efforts also increase the broader non-Hawaiian speaking community's understanding of, and appreciation for, our 'ōlelo Hawai'i that is a critical piece in normalizing our language.

SB 1235 will provide state support not only for more quality Hawaiian media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, not just the product of the work.

This bill will help Hawai'i continue to be a leader and model for supporting native language revitalization efforts, incorporating one of the tenets of language revitalization strategies into our efforts here in Hawai'i; the presence and use of Hawaiian language in a concerted, well-focused media initiative, run by entities that have experience in producing high-quality Hawaiian language and culture content from a Hawaiian perspective.

This bill will move us closer to the equitable distribution of state resources for the perpetuation of Hawaiian language and culture as mandated in the constitution of our state. Ua mau ke ea o ka 'āina i ka pono.

Mahalo again for this opportunity to support this important measure. "E Ola Ka 'Ōlelo Hawai'i!"

TESTIMONY FRPM: LOWEN KAINOA RUDOLFO

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Tuesday, February 14, 2013

TIME: 9:00a.m.

LOCATION: State Capitol, Room 229

POSITION: SUPPORT

Aloha Chair Baker, Vice Chair Galuteria and Committee Members,

My name is Lowen Kainoa Rudolfo, a Native Hawaiian community member.

I support SB 1235 and its efforts to receive funding to support the revitalization of the Hawaiian language and culture through television media.

It is through mass media like television in which people are exposed to different languages, cultures, and places. Embedded in the Hawaiian language is a culture that brings sustainability, resilience, and aloha. It is in the language that provides identity to its people, perseveres culture, and shapes individual's perspectives.

It is through broadcast media that thousands of Hawaii residents and millions of people around the world will be able to experience Hawaiian culture. The extensive reach of media will normalize and revitalize Hawaiian language. The passage of this bill will allow Makauila Inc. to further its mission of providing high quality, unique cultural content.

In conclusion, I support SB 1235.

Lowen Kainoa Rudolfo

The Honorable Rosalyn H. Baker
Chair, Committee on Commerce & Consumer Protection
Hawai'i State Senate

Jasmindi-Jamaica Enos

Title: Native Hawaiian community member

SB 1235 Hearing Date: February 14, 9:00am, Room 229

Testimony in support of SB 1235

Aloha,

My name is J.J. Enos, a resident of the island of O'ahu, and I am submitting my testimony in support of Senate Bill 1235.

I believe that language is the basis of every cultural aspect we know. I find a lot of pride in the fact that our Hawaiian language has been revitalized to a healthy and progressive state after decades of traumatic near-extinct experiences. I personally view language as *the link* to all cultural interests, near and far, far and wide. I believe the story of our language continues to define us as a people, connect us to generations past and forth, and secure our place as a people among a world of nations. 'Ōlelo Hawai'i is the pride of our people. Saying "Ae!" to this bill means that my family, my friends, my community, and all of the world can see and participate in the continued perpetuation of our language and culture.

Me ka mahalo,

J.J. Enos

The Honorable Rosalyn H. Baker
Chair, Committee on Commerce & Consumer Protection
Hawai'i State Senate

Jean Eleanor Ku'ulei Bezilla
Native Hawaiian
222 Pua Avenue
Hilo, HI 96720
jbezilla@hawaii.edu

SB 1235 Hearing Date: February 14, 9:00am, Room 229

Aloha,

My name is Jean Eleanor Ku'ulei Bezilla, a Native Hawaiian from the town of Hilo on the island of Hawai'i. I am submitting testimony in support of SB 1235 and its efforts to receive funding to support the revitalization of the Hawaiian language through television.

First, I support SB 1235 with the understanding that one of the new designees for allocation of funds would be Makauila, Inc., a non-profit educational organization with the purpose of revitalizing Hawaiian language and culture via media. As a Native Hawaiian, I have seen the passion, dedication and commitment that Makauila has continuously provided for the Native Hawaiian community.

I had the opportunity to be educated by multiple Hawaiian entities to the point that I was sure of my identity and dedication to my Hawaiian community (locally, and throughout the state). Such entities include: Ke Kula Kaiapuni o Keaukaha Hawaiian Immersion School, Ke 'Ana La'ahana Public Charter School, Nāwahīkalanī'ōpu'u, Kamehameha Schools- Hawai'i Campus, UH Hilo- Ka Haka 'Ula o Ke'elikōlani College of Hawaiian Language, and now UH Mānoa Indigenous Politics Graduate Program.

Throughout my life, my family, especially my grandmother, continuously reminded me of the blessings and opportunities that my generation has in relation to the perpetuation of the Hawaiian language and culture- through our Hawaiian perspectives. My grandmother did not grow up with the advantage of learning our 'ōlelo until her later years. She showed me the value of learning and perpetuating the language and culture. SB 1235 ensures that we, the people of Hawai'i, did not give up on ensuring the availability of our language and culture for our future generations.

I am in support of SB 1235 because it will exceed the vision my grandmother (as I'm sure the rest of her generation) had for our 'ōlelo and mo'omeheu. I further support SB 1235 as it fulfills the statement in Article XV, Section 4 of our State Constitution, that "English and Hawaiian shall be the official languages of Hawai'i." It will also allow opportunities for indigenous people to tell their stories through their perspectives and with their independent control over production and management.

I finally support SB 1235, as it will provide more opportunities for us to use digital distribution through television and the Internet to allow for Hawaiian language content to be delivered to and consumed by its audience through a modern and forward-thinking strategy.

me ka 'oia'i'o,

Ku'ulei Bezilla

The Honorable Rosalyn H. Baker
Chair, Committee on Commerce & Consumer Protection
Hawai'i State Senate

Kamakanioka'āina Paikai
Photographer, Makaula
ainapaikai@gmail.com

SB 1235 Hearing Date: February 14, 9:00am, Room 229

Testimony in support of SB 1235

Aloha,

My name is Kamakanioka'āina Paikai, a Native Hawaiian filmmaker with an interest in telling the stories of the Hawaiian people, from the Hawaiian perspective. I am submitting testimony in support of SB 1235 and its efforts to receive funding to support the revitalization of the Hawaiian language through television.

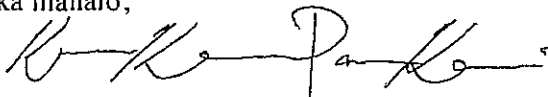
I am a Native Hawaiian filmmaker that became interested in media solely because there are no films being made in the Hawaiian language. Contrary to the large amount of television and film production that exists in Hawai'i, programs made in 'ōlelo Hawai'i are nearly absent in today's mainstream media.

Conversely, the Hawaiian language is more popular than it has ever been, 30 years since it was recognized as an official language by the State of Hawai'i. 'Ōlelo Hawai'i's reintroduction into primary and secondary education has provided an outlet for children to learn and practice the mother tongue of this land in a school setting.

Unfortunately, outside of schooling facilities, the saturation of the English language is a reality and the opportunity for anyone to hear Hawaiian being spoken in Hawai'i is extremely rare. A potential safe haven for students of the Hawaiian language, no matter the age or race, is having a media outlet that perpetuates the language, culture, and perspective, which in turn provides a sense of normalcy that is supposedly reflected in it's official language status.

In conclusion, I support SB 1235, in hopes that 'ōlelo Hawai'i lives.

me ka mahalo,



Kamakanioka'āina Paikai

Aloha kakou,

I am retired US Air Force and a Vietnam veteran. Having been away from the islands for many years, I never had the opportunity to absorb the language and learn the culture until these past few years. I am part-Hawaiian and a student of 'olelo Hawai'i. I watch 'Oiwī TV regularly and find this station to be indispensable in improving language skills, learning local issues relative to the kanaka maoli, and appreciating the deep significance of malama 'aina! I urge full support of SB 1235 to further strengthen the opportunity for all Hawaiians, kama'aina and malihini, to truly understand and appreciate the bases of Hawai'i nei.

Me ke aloha nui,
Melvin Hayashi

SB1235

Submitted By	Organization	Testifier Position	Present at Hearing
Dean Hamer	Qwaves IIC	Support	No
Cheryl Corbiell	Individual	Support	No
Desiree Thompson	Individual	Support	No
Carol Hinton	Individual	Support	No
Jill Segawa	Individual	Support	No
Janeel Hew	Individual	Support	No
Charlene Griffin	Individual	Support	No
Annemarie Aweau	Individual	Support	No
Corey	Individual	Support	No
Troy Abraham	Individual	Support	No
Kaulana Dameg	Individual	Support	No
Hiapo K. Perreira	Individual	Support	No
Robert Freitas Jr.	Individual	Support	No
Davi-Ann L. Mendiola	Individual	Support	No
U'ilani Ramos	Individual	Support	No
Lezley P. Faleafine	Individual	Support	No
Paul Lyons	Individual	Support	No
Ivy McIntosh	Individual	Support	No
Blossom Pualani Lincoln Maielua	Individual	Support	No
David Keali'iokalani Maielua	Individual	Support	No
Ahu'ulaakeawe Kekamaleionukuhiwa Maielua	Individual	Support	No
Kumano Kahukukuhikuhilani Maielua	Individual	Support	No
Ku'uipo	Individual	Support	No
Kara Ueki	Individual	Support	No
Benton Pang	Individual	Support	No
Lee Ann Punua	Individual	Support	No
Anuenue Punua	Hui Aloha Aina Momona 501 C3	Support	No
Ku'ulani Keohokalole	Individual	Support	No
Malcolm Mackey	Individual	Support	No
Elaine Callinan	Individual	Support	No
Lorrie Chong	Individual	Support	No
Keri Zacher	Individual	Support	No
Bridget Vellucci	Individual	Support	No
Nicole Mehanaokala Hind	Individual	Support	Yes
Makena Fernandez	Individual	Support	No
Keani Rawlins-Fernandez	Individual	Support	No

Keoni Lee	Oiwi Television Network	Support	Yes
Kaipo Dye	Makauila	Support	No
Selena Dye	Makauila	Support	No
James McPherson	Individual	Support	No
Leialii Manoi-Cuban	Individual	Support	No
Lotus Wailana Wong	Individual	Support	No
Emiko Okawa	Individual	Support	No
Eva Eli	Individual	Support	No
Margaret Maaka	Individual	Support	No
Laiana Wong	Individual	Support	No
Patricia Afoa-Wong	Individual	Support	No
Keola Nakanishi	Individual	Support	No
Mae Jeremiah-Wong	Individual	Support	No
Kalapana	Individual	Support	No
Daryn T.K. Wong	Individual	Support	No
Susan James Warner	Individual	Support	No
John Heizer Bergau	Individual	Support	No
Briann Starkey	Individual	Support	No
Christine Johnson	Individual	Support	No
GB Hajim	Individual	Support	No
Kanohowailuku Helm	Individual	Support	No
Tammy Hailiopua Baker	Individual	Support	No
Britni Kualii	Individual	Support	No
Ikaika-Lebraun Enos	Individual	Support	No
Catherine Davenport	Individual	Support	No
Sharmaine	Individual	Support	No
Nersa Miller	Individual	Support	No
Kapana Thronas-Kahoonei	Individual	Support	No
Shanye Valeho-Novikoff	Individual	Support	No

TESTIMONY FROM: 'Iwalani Kūali'i-Kaho'ohanohano , Graduate of the Hawaiian language broadcast media training program under Makauila , Makauila employee.

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Thursday, February 14, 2013

TIME: 9:00 a.m.

LOCATION: State Capitol, Room 229

POSITION: SUPPORT

E ka Lunaho'omalua 'o Rosalyn Baker a me ka Hope Lunaho'omalua 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o 'Iwalani , he hu'ea'o o ka polokalamu 'āha'ilono 'ōlelo Hawai'i ma lalo ho'i o Makauila , e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

Wahi a nā kūpuna, "O ke kahua ma mua, ma hope ke kūkulu." 'O kēia Po'alu, ka lā 'umikumamālua o Pepe'uāli ho'i o kēia makahiki 2013, 'o ia ka piha makahiki kanakolu o ko kākou ke'ena 'ōlelo Hawai'i, 'o ka 'Aha Pūnana Leo. Ma muli ho'i o ko lākou pa'u ikaika 'ana ma hope o ko kākou mau kūpuna, ua pa'a ke kahua o kā kākou 'ōlelo Hawai'i, kahi a kākou e kūkulu mau aku ai.

'Oiai he haumāna puka au mai ka papahana kula kaiapuni 'ōlelo Hawai'i, 'ike au, inā 'a'ole no lākou kēia kuleana o ka ho'ōla 'ōlelo Hawai'i i kēlā wā i ka makahiki 1983, 'a'ole a kākou 'ōlelo Hawai'i i kēia lā. Eia ho'i, Inā 'a'ole no kākou kēia kuleana o ka ho'ōla hou 'ana aku i kā kākou 'ōlelo Hawai'i i kēia lā, e nalo hou ana kā kākou 'ōlelo Hawai'i i waena o kā kākou mau keiki i ka wā e hiki mai ana. 'O ka mea e ko'iko'i ai ko kākou 'imi ikaika 'ana i ka mea e pono ai kā kākou 'ōlelo Hawai'i, 'o ia ka maopopo le'a 'ana: aia nō i loko o ka 'ōlelo nā 'ōkuhi o ke ola ma ke 'ano he Hawai'i a pehea lā e ola like ai kākou ma ke 'ano he ho'okahi me ka honua a puni o kākou. 'O ke ao pāpaho ka mea e pono ai kā kākou 'ōlelo Hawai'i 'oiai he ala ikaika ia e ho'olo ai kā kākou 'ōlelo Makuahine i waena o kākou Hawai'i a Hawai'i 'ole kekahi mai kēia mua aku.

Ma ke 'ano he hu'ea'o ma lalo o Makauila, 'ike au i ka 'oia'i'o o kēia ma o ka'u hana i kēlā lā, kēia lā a me ke 'ano e pā ai ka lehulehu 'ōlelo Hawai'i a 'ōlelo Hawai'i 'ole, ma Hawai'i a puni ka honua ho'i kekahi. No kekahi, 'o ka maka mua o ko lākou 'ike 'ana i kā mākou hana, ua pū'iwa 'oiai he nani loa ka 'ōlelo Hawai'i ke lohe aku. Pēlā nō 'oiai 'a'ole i lohe mua/pinepine 'ia. No ka po'e 'ōlelo Hawai'i, 'ike lākou he pōmaika'i ka hiki ke palapala i ko kākou nohona Hawai'i o kēia wā me ka hiki ke ho'opili aku i ka 'ike o ke au i hala ma o kā kākou 'ōlelo Makuahine. No ka po'e no waho e ho'ohana ana i kā lākou 'ōlelo 'ōiwi ma ke ao pāpaho, ua 'ike 'ia nā 'ao'ao 'elua. Ua nani kā mākou hana, 'oiai ua 'ike mua'ia nō ka waiwai o ke ao pāpaho ma ka ho'ohana kūmau 'ia o ka 'ōlelo 'ōiwi e ka nui po'e.

No laila, mai ke kanakolu makahiki aku nei a hiki i kēia, ua 'ike 'ia nō ka hiki ke ho'ohana 'ia ka 'ōlelo Hawai'i ma nā lumi papa, a 'a'ole i hiki ke ho'okō 'ia kēia me ka 'ole o ke alu like 'ana o ka lehulehu. No nā makahiki he kanakolu e hiki mai ana, 'ike wau i ke kō o ke ki'i nui o ka ho'ohana kūmau 'ia o kā kākou 'ōlelo Makuahine i waena o ka lehulehu ma ke 'ano he 'ōlelo kūhelu o Hawai'i nei. Eia na'e, 'a'ole hiki ke holomua hou aku me kēia me ka 'ole o ka lohe kūmau 'ia o ka 'ōlelo Hawai'i ma kona 'ano kūpono, a 'o ke ao pāpaho kahi kūpono e holomua ai kā kākou 'ōlelo Makuahine ma o kēia au hou. Eia ho'i, ua pono iā kākou ke kāko'o mai ke kaiāulu, keu ho'i ka moku'āina.

Me ia mau mana'o, he noi ha'aha'a kēia iā 'oe e kāko'o mai i ke aukahi ho'ōla 'ōlelo Hawai'i ma kēia au hou o ke ao pāpaho. E ola mau ka 'ōlelo Hawai'i.

My name is 'Iwalani and I am a Graduate of the Hawaiian language broadcast media training program at Makauila . I am humbly asking your continuous support toward our 'ōlelo Hawai'i as an official language of the state by supporting SB 1235.

A Hawaiian proverb, "'O ke kahua ma mua, ma hope ke kūkulu," states that: "Before any house can be built, there must first be a solid foundation." This Tuesday, February 12, 2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai'i, thanks to the efforts made by the 'Aha Pūnana Leo. Their steadfastness after our kupuna has set a solid foundation for our language that we continue to build from today.

As a product of the Hawaiian language immersion program, I understand that if it were not for these leaders taking it upon themselves to revitalize our language in 1983, our language would've died. Therefore, if we don't take it upon ourselves to do the same today, we'll be faced with a lost language followed by a lost culture and identity for our future generations. It is in our language that we find the answers on how to live as a Hawaiian and how then to live in the world around us. Media is the catalyst that will help normalize our Mother tongue among Hawaiians and non-Hawaiians alike.

My experience working as an intern for Makauila has allowed me to witness first hand how Hawaiian language broadcast media affects Hawaiians and non-Hawaiians alike on a local, national and international level. For those seeing our work for the first time, they are astonished at the use of a native language, and to them, it sounds beautiful. This romanticized idea of the Hawaiian language is the outcome of unfamiliarity. In turn, for those who speak the language, they see it as an opportunity to document our modern lifestyles that are easily bridged to our past due to the use of 'ōlelo Hawai'i. Finally, for those who use broadcast media in their native tongues, they see the beauty, the opportunity and the importance of native language broadcast media networks in normalizing any language in the broader community. And that is our bigger picture.

For thirty years, 'ōlelo Hawai'i proved to be sufficient in the classrooms, which is a blessing that couldn't have happened without the community working together. As for the next thirty years, I can see our bigger picture starting to reveal the normalization of our 'ōlelo Hawai'i, which is designated by our State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). However, in order to get there, we need 'ōlelo Hawai'i with proper cultural understanding to be heard more, and broadcast media is the venue by which 'ōlelo Hawai'i can be dispersed in this 21st century. Moreover, we need the support from our community, especially the support of the Senate Committee on Commerce and Consumer Protection.

In conclusion, I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i. "E Ola ka 'Ōlelo Hawai'i!"

Na'u me ka ha'aha'a,



na 'Iwalani Kūā'i-i-Kaho'ohāhāno

TESTIMONY FROM: Dr. Noelani Arista, Assistant Professor, University of Hawai'i at Mānoa
Department of History

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Thursday, February 14, 2013

TIME: 9:00 a.m.

LOCATION: State Capitol, Room 229

POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Dr. Noelani Arista, he Kumu a Polopeka Mo'olelo Hawai'i a Amelika ma ke Kula Nui 'o Hawai'i ma Mānoa, e waiho ana i ka'u noi ha'aha'a i mua o nei komike i ka mana'o e mau ana i ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, 'Oiai he 'ōlelo kūhelu ho'i ko makou 'ōlelo makuahine o kēia 'āina. E kako'o a kupa'a nui au ma hope o kēia pila S.B. 1235. No ka mea, he mea nui nō ho'i ka haku 'ana, ka 'ike pū 'ana a me ka ho'ona'au'ao 'ana o ka lāhui ma 'ō ka mo'olelo Hawai'i. 'Oiai he kumu a'o i ka mo'olelo Hawai'i mai loko mai o ka palapala kahiko, ua 'ike maoli au me ku'u wahi keiki nō ho'i ka waiwai o na mo'olelo i ha'i 'ia a mālama 'ia nō ho'i ma ke kiwi a me ka DVD. E 'olu'olu e 'ae mai i ka ho'omau 'ana i ka mo'olelo Hawai'i ma 'ō ka 'ōlelo o ko mākou kūpuna. Ola ka lāhui a me ka 'āina i ka 'ōlelo.

My name is Dr. Noelani Arista and I am a Professor of Hawaiian and American History at the University of Hawai'i, Mānoa. I humbly place before your Committee this consideration, to continue this State's support of the Hawaiian language, since our mother tongue is an official language of this 'āina. I support and stand firm behind this Bill, S.B. 1235. Because crafting, seeing together and educating Hawaiians by way of Hawaiian stories and history is an important endeavor. Although I teach Hawaiian History through older Hawaiian language documents, I truly see, in my own children the benefits of stories told and preserved on television and DVD. Please kindly give support to continue Hawaiian History through the language of our kupuna. The people and the land live through language.

2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai'i. Our 'ōlelo Hawai'i is one, designated by our State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4) helps to define what makes our 'āina unique.

I add my kāko'o, support, to SB1235 which will help reach the goal of E Ola ka 'Ōlelo Hawai'i – a living Hawaiian language – by using the power of the media to normalize our language even further.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, something our 'ōlelo Hawai'i needs and deserves, like other native languages around the world.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i. "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Brock Huddleston, Department of History, UHM
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Tuesday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

Aloha e ka Lunaho‘omalau ‘o Rosalyn Baker a me ka Hope Lunaho‘omalau ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa.

‘O Brock Huddleston ko‘u inoa, a he haumāna wau i ke Kulanui o Hawai‘i ma Mānoa. Mahalo for giving me the opportunity to testify in support of SB1235.

“The best way to learn a language is to be exposed to it.”

This is something that I’ve been told ever since high school when I first began trying to learn a second language. I first began with Spanish in high school, and then began with Hawaiian when I began college. I’ve had a wide variety of teachers—for both Spanish and Hawaiian—who have brought different backgrounds, philosophies, and teaching strategies to the table. But what has been consistent and unchanging in each of my teachers (despite the language they teach!) is the importance and the necessity of being immersed in language and culture.

Unfortunately, where I grew up, knowing Spanish wasn’t something that was valued. There were hardly any resources available to me, and as a result, my only exposure to the language was a once-daily news broadcast, or a bunch of poorly produced Spanish soap operas. Needless to say, I lost interest in developing my language skills pretty quickly.

Living in *Hawai‘i nei* has been a very different experience. When I first moved here and began to learn Hawaiian, I wanted to prove to myself that I was capable of actually learning a second language. But I quickly saw that Hawaiian is more than just a language. Hawaiian language provides a completely unique approach to seeing and thinking about the world with *pono*. Hawaiian language is a bridge that connects Hawaiians to their *kūpuna*. Hawaiian language is a source of pride, and identity, and cultural strength. For the first time in my life, I’ve seen the power behind a language and culture that’s valued by the people.

This is why, although I am not Hawaiian by blood, my children will grow up in a house that speaks Hawaiian. My children will grow up learning the importance and the value of Hawaiian language and the beauty of Hawaiian culture.

Although we’re celebrating 30 years of the revitalization and normalization of Hawaiian in Hawai‘i, we’re not “out of the clear” yet; the number of first-language speakers is still an alarmingly small number, as is the number of Hawaiians who are able to use their own language. As we look towards the future, we must ensure that this is remedied. As we look forward, we must ensure that today’s children are given every opportunity possible to learn and experience Hawaiian, so that they might be able to pass it on to the children of tomorrow.

Today, you *personally* have the chance to make this a reality. Recent statistics have shown that the average child will spend at least 28 hours **each week** in front of a television, and that 71% of all children over the age of 8 have a television in their own bedroom. (University of Michigan, <http://www.med.umich.edu/yourchild/topics/tv.htm>)

This doesn't take any other form of media into account—certainly, that number would be much larger if we considered exposure to the Internet, text messaging, and the radio. Our *keiki* are constantly bombarded by messages, images, and language presented by the media.

This is why I'm asking you to support and pass this bill. Whether it's a good or bad statistic, there's no denying that each subsequent generation spends considerably more time in front of the TV. And whether it's good or bad, our *keiki* are taking in 28 hours of whatever information the media presents to them every week. Imagine if all 28 of those hours—heck, even if only 14 of those!—were spent taking in Hawaiian language. That's more opportunity than ever before to strengthen and encourage our own *'ōlelo* and the *'ōlelo* of future generations through today's media. By providing more opportunities for Hawaiian to be taken in by an audience, we provide and encourage children and their families another chance to immerse themselves in Hawaiian language.

So much work has already been done, but there's so much more to do. If so many of my teachers have emphasized the importance of immersion, it must be important. I ask that you embrace their words of wisdom and pass this bill so that we can bring more Hawaiian language than ever before into our *keiki*'s homes. We have more technology available to us than ever before, and I hope that you're as excited as I am to see the unique and innovative ways we can utilize that technology in order to expose our *keiki* to the language of their *kūpuna*.

We need to merely look to other indigenous media broadcasters across the world as examples of what the possibilities are for capitalizing on the power of the media to further normalize our native language. I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of revitalizing *'ōlelo Hawai'i*, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4).

Mahalo for the opportunity to support this important measure. "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Justyn Ah Chong, Native Hawaiian Filmmaker, 'Ōiwi TV.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Tuesday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Justyn Paul Ka'olonānalapa'a Ah Chong, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Justyn Paul Ka'olonānalapa'a Ah Chong, and I am submitting testimony in support of SB 1235 and its efforts to allocate funding to support the revitalization and proliferation of the Hawaiian language through television and broadcast media.

As evidence of the near extinction of the Hawaiian language in this nation's not so distant history, I grew up without anyone in my family being able to 'ōlelo Hawai'i, to speak the mother tongue of this land. Not my parents, nor my grandparents, nor any of my immediate aunties and uncles could speak to me and teach me in or about the Hawaiian language. It wasn't until I was accepted into Kamehameha Schools in 7th grade that I took my first 'ōlelo Hawai'i class and began to have access to this genealogical knowledge. I studied Hawaiian language at Kamehameha every year until I graduated. However, my primary interest, I discovered, was in the realm of film production and cinematic story telling, and I always imagined how great it would be to create movies and television shows highlighting our Hawaiian stories utilizing our Hawaiian language. At the time, such a thing did not exist. So, in pursuing my thirst for cinematic knowledge and experience, I left Hawaii to attend the University of Southern California's School of Cinematic Arts, arguably the most prestigious film school in the nation.

While living in California, I began to realize a few of things. One being that the longer I lived in California, the rustier my ability to speak Hawaiian became and the more of what I had learned in high school I quickly forgot. It was difficult to find anyone to converse with and there was no source by which I could build upon my knowledge. The other thing I came to realize is that as saturated as the film industry in Los Angeles was, I was not ready to make that my permanent home.

Fortunately by the time I was ready to graduate from USC, an internship opportunity in the Native Hawaiian Broadcast Media Training Program arose through the Pūnana Leo and then transferred to Makauila, which allowed me to move back home to work in the field I went to college for. Whereas so many of my film colleagues in LA found themselves after graduation either without a job, working in an unrelated field, or if in the industry, working menial paper-pushing, coffee-filling positions, I found myself with a camera in my hand, actively engaging within the Hawaiian community, learning from different people within the community, and most importantly using and strengthening my Hawaiian language.

I am blessed and proud to say I am part of a movement that is utilizing the latest technologies to bring 'ōlelo Hawai'i into the home via multiple platforms of broadcast media. Because this service exists, my parents and grandparents, who grew up not speaking or hearing very much 'ōlelo at all can now simply turn on their tv or go on the internet and instantly be immersed in the language. This indeed is a testament to all those who have fought and worked hard through the decades to revitalize the Hawaiian language and continue to forward the vision of normalizing 'ōlelo Hawai'i in Hawai'i.

Saying yes to SB 1235 is making the statement that we, as kanaka maoli, the indigenous breath and voice of this land, have endured the imperialistic onslaught to bring our language to extinction, we have sustained a foundation for the process of restoration, we have built upon the foundations to forward a movement of revitalization, and now we are ready to shift from the efforts of revitalization to a reality of proliferation.

I humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i.

E Ola mau ka 'Ōlelo Hawai'i!

Me ka mahalo,

Justyn Ah Chong

TESTIMONY FROM: Kili Namau‘u, Kahu, Pūnana Leo o Maui
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Kili Namau‘u, Kahu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Kili Namau‘u, and I am the Site Coordinator at Pūnana Leo o Maui. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Kaimana Cabebe, Limahana, ‘Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Kaimana Cabebe, limahana, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Kaimana Cabebe, and I am an employee of the ‘Aha Pūnana Leo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Tina-Marie Abalos, Tūtūwahine, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Tina-Marie Abalos, tūtūwahine, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Tina-Marie Abalos and I am a grandmother at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Glenn Abalos, Tūtūkāne, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Glenn Abalos, tūtūkāne, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Glenn Abalos and I am a grandfather at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Kaleimaile Robia, Kumu Alaka'i, Pūnana Leo o Maui
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

E ka Lunaho'omalū 'o Rosalyn Baker a me ka Hope Lunaho'omalū 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Kaleimaile Robia, kumu alaka'i, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Kaleimaile Robia and I am the lead teacher at Pūnana Leo o Maui. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Akelina Tibayan, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalu ‘o Rosalyn Baker a me ka Hope Lunaho‘omalu ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Akelina Tibayan, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Akelina Tibayan and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: U‘i Kuhaulua, Kahu, ‘Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o U‘i Kuhaulua, Kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is U‘i Kuhaulua, and I am a teacher at the Pūnana Leo o Kaua‘i. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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TESTIMONY FROM: Naupaka Joaquin, Kumu Alaka'i, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

E ka Lunaho'omalū 'o Rosalyn Baker a me ka Hope Lunaho'omalū 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Naupaka Joaquin, kumu alaka'i, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Naupaka Joaquin and I am the lead teacher at Pūnana Leo o Hilo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Kamaluokalani Amadova Kumu, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Kamaluokalani Amadova, Kumu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Kamaluokalani Amadova, and I am a teacher at the Pūnana Leo o Kaua'i. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Kolomona Kalua, Kumu Alaka'i, Pūnana Leo o Moloka'i.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Kolomona Kalua, kumu alaka'i, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Kolomona Kalua and I am the lead teacher at Pūnana Leo o Moloka'i. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Pūnohu Meade, Kumu, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Pūnohu Meade, Kumu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Punohu Meade, and I am a teacher at the Pūnana Leo o Kaua'i. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Oia ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Kanana Kuhaulua, Kumu, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Kanana Kuhaulua, Kumu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Kanana Kuhaulua, and I am a teacher at the Pūnana Leo o Kaua'i. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Ikaika Kūali'i, Anakala, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Ikaika Kūali'i, makua, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Ikaika Kūali'i, and I am a parent at the 'Aha Pūnana Leo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Karl Medeiros, Makua, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lāla o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Karl Medeiros, makua, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Karl Medeiros and I am a parent at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i..” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Lance Kunihiro, Anakala, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalua 'o Rosalyn Baker a me ka Hope Lunaho'omalua 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Lance Kunihiro, anakala, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kākō'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kākō'o i kēia pila S.B. 1235.

My name is Lance Kunihiro, and I am an uncle at the 'Aha Pūnana Leo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Kawaiola Johnson, Kahu, Pūnana Leo o Kona.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Kawaiola Johnson, kahu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Kawaiola Johnson and I am the site coordinator at Pūnana Leo o Kona. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: John Ahuna, Anakala, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o John Ahuna, anakala, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kākō'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kākō'o i kēia pila S.B. 1235.

My name is John Ahuna, and I am an uncle at the 'Aha Pūnana Leo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Kolokea Sherwood, Kumu, Pūnana Leo 'o S.M. Kamakau.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

E ka Lunaho'omalua 'o Rosalyn Baker a me ka Hope Lunaho'omalua 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Kolokea Sherwood, kumu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Kolokea Sherwood and I am a teacher at Pūnana Leo 'o S.M. Kamakau. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

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TESTIMONY FROM: Shyai Castillo, Kahu, Pūnana Leo o Honolulu.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Shyai Castillo, kahu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Shyai Castillo and I am the site coordinator at Pūnana Leo o Honolulu. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Laua'e Ka'awaloa, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

E ka Lunaho'omalū 'o Rosalyn Baker a me ka Hope Lunaho'omalū 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Laua'e Ka'awaloa, kumu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Laua'e Ka'awaloa and I am a teacher at Pūnana Leo o Hilo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Keone Kalawe, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Keone Kalawe, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Keone Kalawe and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Ben Catcho, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Ben Catcho, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Ben Catcho and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Kaulu Tolentino, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Kaulu Tolentino, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Kaulu Tolentino and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Ka'ehukai Napoleon, Kumu, Pūnana Leo o Moloka'i.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

E ka Lunaho'omalū 'o Rosalyn Baker a me ka Hope Lunaho'omalū 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Ka'ehukai Napoleon, kumu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Ka'ehukai Napoleon and I am a teacher at Pūnana Leo o Moloka'i. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Ku'uiipo Freitas, Kumu, Pūnana Leo o Kona.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

E ka Lunaho'omalū 'o Rosalyn Baker a me ka Hope Lunaho'omalū 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Ku'uiipo Freitas, kumu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Ku'uiipo Freitas and I am a teacher at Pūnana Leo o Kona. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Kawaimaka Enos, Kumu, Pūnana Leo 'o S.M. Kamakau.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

E ka Lunaho'omalū 'o Rosalyn Baker a me ka Hope Lunaho'omalū 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Kawaimaka Enos, kumu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Kawaimaka Enos and I am a teacher at Pūnana Leo 'o S.M. Kamakau. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Joseph Kanuha, Kumu, Pūnana Leo o Honolulu.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Joseph Kanuha, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Joseph Kanuha and I am a teacher at Pūnana Leo o Honolulu. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i..” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Waiolu Peterson, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Waiolu Peterson, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Waiolu Peterson and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Waialoha Ka‘auwai, Kahu, ‘Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Waialoha Ka‘auwai, Kahu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Waialoha Ka‘auwai, and I am the site coordinator at the Pūnana Leo o Kaua‘i. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Pualani Cantan, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalu ‘o Rosalyn Baker a me ka Hope Lunaho‘omalu ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Pualani Cantan, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Pualani Cantan and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

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TESTIMONY FROM: Kāhealani Tanimoto, Kumu Alaka'i, Pūnana Leo o Kona.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Kāhealani Tanimoto, kumu alaka'i, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Kāhealani Tanimoto and I am the lead teacher at Pūnana Leo o Kona. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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TESTIMONY FROM: Gary Kaho‘ohanohao, Makua, ‘Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Gary Kaho‘ohanohano, makua, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Gary Kaho‘ohanohano, and I am a parent at the ‘Aha Pūnana Leo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “..official languages of Hawai‘i..” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: James Kūali'i, Makua, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o James Kūali'i, makua, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is James Kūali'i, and I am a parent at the 'Aha Pūnana Leo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Kamaka Kamaka'ala, Kumu, Pūnana Leo 'o S.M. Kamakau.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

E ka Lunaho'omalū 'o Rosalyn Baker a me ka Hope Lunaho'omalū 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Kamaka Kamaka'ala, kumu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Kamaka Kamaka'ala and I am a teacher at Pūnana Leo 'o S.M. Kamakau. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Noel Kunihiro, Anakala, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Noel Kunihiro, anakala, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kākō'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kākō'o i kēia pila S.B. 1235.

My name is Noel Kunihiro, and I am a uncle at the 'Aha Pūnana Leo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: James Gonzales, Anakala, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o James Gonzales, anakala, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is James Gonzales, and I am a uncle at the 'Aha Pūnana Leo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Kainani Medeiros, Kāko‘o Ho‘olauka‘i ‘Ōnaehana, ‘Aha Pūnana Leo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Kainani Medeiros, kāko‘o ho‘olauka‘i ‘Ōnaehana, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Kainani Medeiros and I am the programs system coordinator assistant at ‘Aha Pūnana Leo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Rowland Melim, Anakala, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Rowland Melim, anakala, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Rowland Melim, and I am a uncle at the 'Aha Pūnana Leo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Alan Cortez, Anakala, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalua 'o Rosalyn Baker a me ka Hope Lunaho'omalua 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Alan Cortez, anakala, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Alan Cortez, and I am a uncle at the 'Aha Pūnana Leo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Kāhea Kaleohano, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalu ‘o Rosalyn Baker a me ka Hope Lunaho‘omalu ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Kāhea Kaleohano, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Kāhea Kaleohano and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Sonia Veriato, Anakala, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalū 'o Rosalyn Baker a me ka Hope Lunaho'omalū 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Sonia Veriato, anakala, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Sonia Veriato, and I am an aunt at the 'Aha Pūnana Leo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Maleka Tolentino, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Maleka Tolentino, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Maleka Tolentino and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: James Ishi, Anakala, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalua 'o Rosalyn Baker a me ka Hope Lunaho'omalua 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o James Ishi, anakala, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kākō'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kākō'o i kēia pila S.B. 1235.

My name is James Ishi, and I am an uncle at the 'Aha Pūnana Leo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Malu Debus, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Malu Debus, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Malu Debus and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o James Ishi, anakala, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kākō'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kākō'o i kēia pila S.B. 1235.

My name is James Ishi, and I am an uncle at the 'Aha Pūnana Leo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Maluhia O'Donnell, Kahu, Pūnana Leo o Waimea.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Maluhia O'Donnell, kahu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Maluhia O'Donnell and I am the site coordinator at Pūnana Leo o Waimea. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Janice Kūali'i, Kupuna, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Janice Kūali'i, kupuna, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Janice Kūali'i, and I am a Kupuna at the 'Aha Pūnana Leo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Kealoha Reff, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Kealoha Reff, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Kealoha Reff and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Mahina Flores, Kumu, Pūnana Leo o Mānoa
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalū 'o Rosalyn Baker a me ka Hope Lunaho'omalū 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Mahina Flores, Kumu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Mahina Flores, and I am the teacher at Pūnana Leo o Mānoa. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Kūlia Young, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Kūlia Young, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Kūlia Young and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Andrew Kūali'i, Kupuna, 'Aha Pūnana Leo
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalū 'o Rosalyn Baker a me ka Hope Lunaho'omalū 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Andrew Kūali'i, kupuna, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Andrew Kūali'i, and I am a Kupuna at the 'Aha Pūnana Leo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Emmalani Makepa-Foley, Kumu, Pūnana Leo o Honolulu.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omaluku ‘o Rosalyn Baker a me ka Hope Lunaho‘omaluku ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Emmalani Makepa-Foley, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Emmalani Makepa-Foley and I am a teacher at Pūnana Leo o Honolulu. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Leimomi Anderson, Kumu, Pūnana Leo o Mānoa
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omalau ‘o Rosalyn Baker a me ka Hope Lunaho‘omalau ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Leimomi Anderson, Kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Leimomi Anderson, and I am the teacher at Pūnana Leo o Mānoa. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Pualani Kaho‘ohanohano, Ho‘olauka‘i ‘Ōnaehana, ‘Aha Pūnana Leo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Pualani Kaho‘ohanohano, ho‘olauka‘i ‘ōnaehana, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Pualani Kaho‘ohanohano and I am the programs system coordinator at ‘Aha Pūnana Leo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Kyla Manzano, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Kyla Manzano, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Kyla Manzano and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Oralani Koa, Kumu, Pūnana Leo o Mānoa
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omaluku ‘o Rosalyn Baker a me ka Hope Lunaho‘omaluku ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Oralani Koa, Kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Oralani Koa, and I am the teacher at Pūnana Leo o Mānoa. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Ewa Kuamo‘o, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lūnaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Ewa Kuamo‘o, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Ewa Kuamo‘o and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: U'ilani Lindsey, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o U'ilani Lindsey, kumu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is U'ilani Lindsey and I am a teacher at Pūnana Leo o Hilo. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Hokulani Reyes, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Hokulani Reyes, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Hokulani Reyes and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Kēhau Wehrsig, Kumu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omaluku ‘o Rosalyn Baker a me ka Hope Lunaho‘omaluku ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Kēhau Wehrsig, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Kēhau Wehrsig and I am a teacher at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Alohalani Ho, Kahu, Pūnana Leo o Mānoa
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omaluku ‘o Rosalyn Baker a me ka Hope Lunaho‘omaluku ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Alohalani Ho, Kahu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Alohalani Ho, and I am the Site Coordinator at Pūnana Leo o Mānoa. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Alohalani Ho, Kahu, Pūnana Leo o Mānoa
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omaluku ‘o Rosalyn Baker a me ka Hope Lunaho‘omaluku ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Alohalani Ho, Kahu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Alohalani Ho, and I am the Site Coordinator at Pūnana Leo o Mānoa. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Ka'uhane Lee, Kahu, Pūnana Leo 'o S.M. Kamakau.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

E ka Lunaho'omalū 'o Rosalyn Baker a me ka Hope Lunaho'omalū 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Ka'uhane Lee, kahu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Ka'uhane Lee and I am the site coordinator at Pūnana Leo 'o S.M. Kamakau. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Auhea Ha‘o, Kumu, Pūnana Leo o Waimea.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Auhea Ha‘o, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Auhea Ha‘o and I am a teacher at Pūnana Leo o Waimea. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Jarin Luke, Kumu, Pūnana Leo o Mānoa
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Jarin Luke, Kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Jarin Luke, and I am the teacher at Pūnana Leo o Mānoa. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Kanoe McGuinness, Kumu Alaka'i, Pūnana Leo 'o S.M. Kamakau.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

E ka Lunaho'omalua 'o Rosalyn Baker a me ka Hope Lunaho'omalua 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Kanoe McGuinness, kumu alaka'i, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Kanoe McGuinness and I am the lead teacher at Pūnana Leo 'o S.M. Kamakau. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Malanae Kanae-Mokihau, Kumu, Pūnana Leo o Mānoa
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omaluku ‘o Rosalyn Baker a me ka Hope Lunaho‘omaluku ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Malanae Kanae-Mokihau, Kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Malanae Kanae-Mokihau, and I am the teacher at Pūnana Leo o Mānoa. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Nāwahine Aiona, Kumu, Pūnana Leo o Wai‘anae
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Nāwahine Aiona, Kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Nāwahine Aiona, and I am a Lead Teacher at Pūnana Leo o Wai‘anae. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Talia Bailey, Kāko‘o Ke‘ena, ‘Aha Pūnana Leo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Talia Bailey, kāko‘o ke‘ena, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Talia Bailey and I am the office clerk at ‘Aha Pūnana Leo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Leo Nāho‘oikaika, Kumu Alaka‘i, Pūnana Leo o Wai‘anae
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Leo Nāho‘oikaika, Kumu Alaka‘i, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Leo Nāho‘oikaika, and I am a Lead Teacher at Pūnana Leo o Wai‘anae. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Jennifer Shirai, Kumu, Pūnana Leo o Honolulu.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalu ‘o Rosalyn Baker a me ka Hope Lunaho‘omalu ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Jennifer Shirai, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Jennifer Shirai and I am a teacher at Pūnana Leo o Honolulu. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Lenneth Pavao, Kahu, Pūnana Leo o Hilo.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

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‘O au ‘o Lenneth Pavao, kahu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Lenneth Pavao and I am the site coordinator at Pūnana Leo o Hilo. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Nanea Sai-Alvarez, Kumu, Pūnana Leo o Ko‘olau Poko
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

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‘O au ‘o Nanea Sai-Alvarez, Kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Nanea Sai-Alvarez, and I am a Teacher at Pūnana Leo o Ko‘olau Poko. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Kaleihīnano Kalani‘ōpio, Kumu, Pūnana Leo o Waimea.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko‘o (SUPPORT)

E ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Kaleihīnano Kalani‘ōpio, kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Kaleihīnano Kalani‘ōpio and I am a teacher at Pūnana Leo o Waimea. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Kalau Enos, Kumu, Pūnana Leo 'o S.M. Kamakau.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: Kāko'o (SUPPORT)

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'O au 'o Kalau Enos, kumu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Kalau Enos and I am a teacher at Pūnana Leo 'o S.M. Kamakau. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Tiana Pinho, Kumu, Pūnana Leo o Ko‘olau Poko
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

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‘O au ‘o Tiana Pinho, Kumu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Tiana Pinho, and I am a Teacher at Pūnana Leo o Ko‘olau Poko. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

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TESTIMONY FROM: Ka'ipo Martinez-Soares, Kumu Alaka'i, Pūnana Leo o Ko'olau Loa
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Ka'ipo Martinez-Soares, Kumu Alaka'i, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Ka'ipo Martinez-Soares, and I am Lead Teacher at Pūnana Leo o Ko'olau Loa. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Kala'e Johnson, Kumu, Pūnana Leo o Ko'olau Loa
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalua 'o Rosalyn Baker a me ka Hope Lunaho'omalua 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Kala'e Johnson, Kumu, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Kala'e Johnson, and I am a Teacher at Pūnana Leo o Ko'olau Loa. The 'Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our 'ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4). "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Kamakana M. Aquino
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Tuesday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Kamakana, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Kamakana. 2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai'i. Our 'ōlelo Hawai'i is one, designated by our State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4) helps to define what makes our 'āina unique.

I add my kāko'o, support, to SB1235 which will help reach the goal of E Ola ka 'Ōlelo Hawai'i – a living Hawaiian language – by using the power of the media to normalize our language even further.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, something our 'ōlelo Hawai'i needs and deserves, like other native languages around the world.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i. "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Alohalani Ho, Kahu, Pūnana Leo o Mānoa
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omalau ‘o Rosalyn Baker a me ka Hope Lunaho‘omalau ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Alohalani Ho, Kahu, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Alohalani Ho, and I am the Site Coordinator at Pūnana Leo o Mānoa. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Ikaika Lum, Student, University of Hawai'i at Mānoa
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Ikaika Lum, he kāko'o, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Ikaika Lum and I am a student at the University of Hawai'i at Mānoa. 2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai'i. Our 'ōlelo Hawai'i is one, designated by our State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4) helps to define what makes our 'āina unique.

I add my kāko'o, support, to SB1235 which will help reach the goal of E Ola ka 'Ōlelo Hawai'i – a living Hawaiian language – by using the power of the media to normalize our language even further.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, something our 'ōlelo Hawai'i needs and deserves, like other native languages around the world.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i. "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Kauha'a Ramos
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Kauha'a Ramos, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Kauha'a Ramos. 2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai'i. Our 'ōlelo Hawai'i is one, designated by our State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4) helps to define what makes our 'āina unique.

I add my kāko'o, support, to SB1235 which will help reach the goal of E Ola ka 'Ōlelo Hawai'i – a living Hawaiian language – by using the power of the media to normalize our language even further.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, something our 'ōlelo Hawai'i needs and deserves, like other native languages around the world.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i. "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Jennifer Noelani Goodyear-Kaopua, Makua (parent), Pūnana Leo o Mānoa.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omaluku ‘o Rosalyn Baker a me ka Hope Lunaho‘omaluku ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Jennifer Noelani Goodyear-Ka‘ōpua, he makuahine, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Jennifer Noelani Goodyear-Ka‘ōpua, and my two daughters have attended Pūnana Leo. I am also a professor of Indigenous politics. Both my daughters, as well as my parents, my husband and I, watch ‘Ōiwi TV programming. I use their reporting in my UH courses as well. They provide coverage that the mainstream news and commercial media do not. They provide coverage and programming that English-language public television and radio do not. Hawaiian language media are essential for the health of our whole community, Hawaiian and non-Hawaiian alike.

The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

These efforts also increase the broader non-Hawaiian speaking community’s understanding of, and appreciation for, our ‘ōlelo Hawai‘i which is a critical piece in normalizing our language.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, not just the product of the work.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Hinaleimoana Wong-Kalu, Kumu Hula/Cultural Director
Halau Lokahi Public Charter School

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Tuesday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229

POSITION: SUPPORT / KAKO'O!

Aloha e ka Lunaho'omalua 'o Rosalyn Baker a me ka Hope Lunaho'omalua 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa.

'O au no 'o Hinaleimoana Wong-Kalu a he Kumu Hula no au i ke Kula Hoamana o Halau Lokahi. Mahalo for giving me the opportunity to testify in support of SB1235.

This year we celebrate 30 years of Hawaiian language revitalization and normalization in its homeland. We see a new generation of keiki being raised speaking their language; have a P-20 Hawaiian language educational system; and for those in the community, it has become a little less novel to here Hawaiian being used in various venues.

One of the tenets of language revitalization research shows the need for language to return to the home and we now see our first Pūnana Leo preschool graduates raising their own families speaking Hawaiian at home and with that a new generation of native speakers here in Hawai'i. Language revitalization research also encourages the use of the language by local governments and mass media once early restoration stages, including the educational system, have been established.

Our keiki our constantly inundated with media and technology and having high-quality Hawaiian language and culture programming to engage them through this powerful medium is critical to furthering our efforts to normalize the Hawaiian language. The content and services that organizations like Makauila and 'ŌiwiTV have produced and provided in the last four years in making high quality Hawaiian language TV content have made a huge impact on ensuring that our 'ohana, keiki and staff have Hawaiian language and culture media products available to them.

Looking to other indigenous media broadcasters around the world as models of the possibilities, the goal is to have an Independent Native Hawaiian Television service; that employs competent, and Hawaiian-language fluent individuals in all levels of operations. An initiative like this, building on the efforts of Makauila and 'ŌiwiTV in the recent past, would continue to provide a place and venue for our graduates to pursue careers, using a technical skill, in the Hawaiian language. Furthermore, this is another step forward for Hawai'i as these new jobs not only provide economic stimulus but also enhance and strengthen our State's position as a world-class cultural destination with a vibrant and living culture.

We need to merely look to other indigenous media broadcasters across the world as examples of what the possibilities are for capitalizing on the power of the media to further normalize our native language,

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of revitalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4).

Mahalo for the opportunity to support this important measure. "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: C. Keo'ahunui Warrington, Operations Supervisor, HMSA Employee
Federal Credit Union

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Thursday, February 14, 2013

TIME: 9:00 a.m.

LOCATION: State Capitol, Room 229

POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o C.Keo'ahunui Warrington, Operations Supervisor, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is C. Keo'ahunui Warrington and I am a Operations Supervisor at HMSA EFCU. 2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai'i. Our 'ōlelo Hawai'i is one, designated by our State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4) helps to define what makes our 'āina unique.

I add my kāko'o, support, to SB1235 which will help reach the goal of E Ola ka 'Ōlelo Hawai'i – a living Hawaiian language – by using the power of the media to normalize our language even further.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, something our 'ōlelo Hawai'i needs and deserves, like other native languages around the world.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i. "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Regina K. Hilo, Native Hawaiian Archaeologist.
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omalau ‘o Rosalyn Baker a me ka Hope Lunaho‘omalau ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Regina K. Hilo, he kanaka hulikoehana au, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Regina K. Hilo and I am a Native Hawaiian archaeologist. 2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai‘i. Our ‘ōlelo Hawai‘i is designated by our State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4) helps to define what makes our ‘āina unique.

I add my kāko‘o, support, to SB1235 which will help reach the goal of E Ola ka ‘Ōlelo Hawai‘i – a living Hawaiian language – by using the power of the media to normalize our language even further.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, something our ‘ōlelo Hawai‘i needs and deserves, like other native languages around the world.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i. “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Kīhei Nahale-a, Program Director, Papahana Kuaola

S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Tuesday, February 14, 2013
9:00 a.m.

LOCATION: State Capitol, Room 229

POSITION: SUPPORT

E ka Lunaho‘omalu ‘o Rosalyn Baker a me ka Hope Lunaho‘omalu ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Kīhei Nahale-a , Kuhikuhi Papahana o Papahana Kuaola, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Kīhei Nahale-a and I am a program director at Papahana Kuaola. 2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai‘i. Our ‘ōlelo Hawai‘i is one, designated by our State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4) helps to define what makes our ‘āina unique.

I add my kāko‘o, support, to SB1235 which will help reach the goal of E Ola ka ‘Ōlelo Hawai‘i -- a living Hawaiian language – by using the power of the media to normalize our language even further.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, something our ‘ōlelo Hawai‘i needs and deserves, like other native languages around the world.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i.

“E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Kihapaiokalani Krug
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Tuesday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

Aloha e ka Lunaho‘omalu ‘o Rosalyn Baker a me ka Hope Lunaho‘omalu ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa.

This year we celebrate 30 years of Hawaiian language revitalization and normalization in its homeland. We see a new generation of keiki being raised speaking their language; have a P-20 Hawaiian language educational system; and for those in the community, it has become a little less novel to here Hawaiian being used in various venues.

One of the tenets of language revitalization research shows the need for language to return to the home and we now see our first Pūnana Leo preschool graduates raising their own families speaking Hawaiian at home and with that a new generation of native speakers here in Hawai‘i. Language revitalization research also encourages the use of the language by local governments and mass media once early restoration stages, including the educational system, have been established.

Our keiki our constantly inundated with media and technology and having high-quality Hawaiian language and culture programming to engage them through this powerful medium is critical to furthering our efforts to normalize the Hawaiian language. The content and services that organizations like Makauila and ‘ŌiwiTV have produced and provided in the last four years in making high quality Hawaiian language TV content have made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products available to them.

Looking to other indigenous media broadcasters around the world as models of the possibilities, the goal is to have an Independent Native Hawaiian Television service; that employs competent, and Hawaiian-language fluent individuals in all levels of operations. An initiative like this, building on the efforts of Makauila and ‘ŌiwiTV in the recent past, would continue to provide a place and venue for our graduates to pursue careers, using a technical skill, in the Hawaiian language. Furthermore, this is another step forward for Hawai‘i as these new jobs not only provide economic stimulus but also enhance and strengthen our State’s position as a world-class cultural destination with a vibrant and living culture.

We need to merely look to other indigenous media broadcasters across the world as examples of what the possibilities are for capitalizing on the power of the media to further normalize our native language, I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of revitalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4).

Mahalo for the opportunity to support this important measure. “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Kalehua Krug
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Tuesday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

Aloha e ka Lunaho‘omalu ‘o Rosalyn Baker a me ka Hope Lunaho‘omalu ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa.

This year we celebrate 30 years of Hawaiian language revitalization and normalization in its homeland. We see a new generation of keiki being raised speaking their language; have a P-20 Hawaiian language educational system; and for those in the community, it has become a little less novel to here Hawaiian being used in various venues.

One of the tenets of language revitalization research shows the need for language to return to the home and we now see our first Pūnana Leo preschool graduates raising their own families speaking Hawaiian at home and with that a new generation of native speakers here in Hawai‘i. Language revitalization research also encourages the use of the language by local governments and mass media once early restoration stages, including the educational system, have been established.

Our keiki our constantly inundated with media and technology and having high-quality Hawaiian language and culture programming to engage them through this powerful medium is critical to furthering our efforts to normalize the Hawaiian language. The content and services that organizations like Makauila and ‘ŌiwiTV have produced and provided in the last four years in making high quality Hawaiian language TV content have made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products available to them.

Looking to other indigenous media broadcasters around the world as models of the possibilities, the goal is to have an Independent Native Hawaiian Television service; that employs competent, and Hawaiian-language fluent individuals in all levels of operations. An initiative like this, building on the efforts of Makauila and ‘ŌiwiTV in the recent past, would continue to provide a place and venue for our graduates to pursue careers, using a technical skill, in the Hawaiian language. Furthermore, this is another step forward for Hawai‘i as these new jobs not only provide economic stimulus but also enhance and strengthen our State’s position as a world-class cultural destination with a vibrant and living culture.

We need to merely look to other indigenous media broadcasters across the world as examples of what the possibilities are for capitalizing on the power of the media to further normalize our native language, I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of revitalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4).

Mahalo for the opportunity to support this important measure. “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Lilikalā Kame‘eleihiwa, Professor
Kamakāūokalani Center for Hawaiian Studies, UHM

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Tuesday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229

POSITION: SUPPORT

Aloha e ka Lunaho‘omalau ‘o Rosalyn Baker a me ka Hope Lunaho‘omalau ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa.

‘O au ‘o Lilikalā Kame‘eleihiwa, he Polopeka ma Kamakakūokalani ma ke Kulanui o Hawai‘i ma Mānoa. Mahalo for giving me the opportunity to testify **in support of SB1235**.

My name is Lilikalā Kame‘eleihiwa and I am a professor at the Kamakakūokalani Center for Hawaiian Studies at UH Mānoa. I am also a grandmother of children in the Hawaiian Immersion Schools of Ke Kula Kaiapuni o Ānuenuue in Pālolo and Ke Kula Kaiapuni o Pū‘ōhala in Kāne‘ohe. Today there are now 500,000 Native Hawaiians in the world but only 3% of us are fluent in the language of our ancestors.

As scholars we have seen the effect of Maori language television on the increase of fluency of Maori Language speakers, from 5% to 35% in a 15 year period. We hope that you will make the same miracle possible for the increase in fluency in Hawaiian Language speakers.

This year we celebrate 30 years of work in Hawaiian language revitalization and normalization in our homeland. We see a new generation of keiki being raised speaking their language; have a P-20 Hawaiian language educational system; and for those in the community, it has become a little less novel to here Hawaiian being used in various venues.

However, we need to increase the venues where our keiki can hear Hawaiian Language, and television is one of their favorite mediums. Having high-quality Hawaiian language and culture TV programming is critical to furthering our efforts to normalize the Hawaiian language. The content and services that organizations like Makauila and ‘Ōiwi TV have produced and provided in the last four years is wonderful, but it currently is not enough. They need more financial support to increase the impact of high quality Hawaiian language TV. Imagine every Hawaiian household being able to learn to speak Hawaiian through their TV! Imagine all the people of Hawai‘i having the opportunity to watch Hawaiian TV and learn to speak the language as well!

Looking to other indigenous media broadcasters around the world as models of the possibilities, the goal is to have an Independent Native Hawaiian Television service; that employs competent, and Hawaiian-language fluent individuals in all levels of operations. An initiative like this, building on the efforts of Makauila and ‘Ōiwi TV would continue to provide a place and venue for our graduates to pursue careers, using a technical skill, in the Hawaiian language.

Therefore, I strongly support this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235, allocating funds generated from H.R.S. §440G to serve the public need of revitalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4).

Mahalo for the opportunity to support this important measure. “E Ola ka ‘Ōlelo Hawai‘i!”

Testimony in SUPPORT of SB 1235, Relating to Cable Television
Before the Senate Committee on Commerce and Consumer Protection

Submitted by Ka'iulani Murphy
Instructor, Honolulu Community College

Hearing on Thursday, February 14, 2013 at 9:00 am
State Capitol, Room 229

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Ka'iulani Murphy, he kumu ma Honolulu Community College, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Ka'iulani Murphy and I am an Instructor at Honolulu Community College. 2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai'i. 'Ōlelo Hawai'i is designated by our State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4) and our 'ōlelo helps to define what makes our 'āina unique.

I add my kāko'o, support, to SB1235 which will help reach the goal of E Ola ka 'Ōlelo Hawai'i – a living Hawaiian language – by using the power of the media to normalize our language even further.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, something our 'ōlelo Hawai'i needs and deserves, like other native languages around the world.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i. "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Mr. George Bezilla, Supporter of Hawaiian Language
Keaukaha, Hilo, Hawai'i

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229

POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou. 'O au 'o George Bezilla, ka makuakane o 'eha mau kanaka makua 'ōlelo Hawai'i, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is George Bezilla and I am a father and all of my four adult children are fluent Hawaiian language speakers. 2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai'i. The Hawaiian language are one of the languages, designated by our State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4) helps to define what makes our 'āina unique.

I add my kāko'o, support, to SB1235 which will help reach the goal of E Ola ka 'Ōlelo Hawai'i – a living Hawaiian language – by using the power of the media to normalize our language even further.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, something our 'ōlelo Hawai'i needs and deserves, like other native languages around the world.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i. "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Michael E. Malulani K. Odegaard, Founder
Hawai'i Bilingual / Hawai'i 'Ōlelo Pālua

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Tuesday, February 14, 2013

TIME: 9:00 a.m.

LOCATION: State Capitol, Room 229

POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā a pau o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa: Aloha mai kākou!

'O au 'o Michael E. Malulani K. Odegaard, no Hawai'i 'Ōlelo Pālua, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Michael E. Malulani K. Odegaard at Hawai'i Bilingual. 2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai'i. Our 'ōlelo Hawai'i is designated by our State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4) and helps to define what makes our 'āina unique.

I add my kāko'o and support to SB1235 which is an important measure to help reach the goal of E Ola ka 'Ōlelo Hawai'i – a living Hawaiian language – by using the power of the media to normalize our language. At the 2010 election polls, nearly 19,000 Hawai'i voters requested increased availability of Hawaiian language public services. Though the Hawai'i 2050 Sustainability Plan final report omits the UH Mānoa Business Student Cohort resolution that English-Hawaiian official bilingualism be established as an essential component of Sustainability in Hawai'i, the State has made great progress in reaching this important reconciliatory goal, thanks, in part, to the compassionate and visionary leadership of our public representatives.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, something our 'ōlelo Hawai'i needs and deserves, like other native languages around the world.

I am writing in enthusiastic support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i. "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Rowland J. Rapoza
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Rowland J. Rapoza e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Rowland J. Rapoza. The ‘Aha Pūnana Leo is celebrating 30 years of language normalization this year. Through the efforts of our ‘ohana Pūnana Leo, we have seen our Hawaiian language come back from the brink of extinction and there is a whole new generation of keiki speaking Hawaiian and actually some of our own Pūnana Leo graduates are now raising their own families in Hawaiian.

Having reestablished a P-20 Hawaiian medium education system, it is now critical for our keiki and all Hawaiian language speakers to see Hawaiian being used all around them and there is no doubt that our keiki are being raised in a time where the power of the media is prevalent more than ever.

The work, content, and services that organizations like ‘Aha Pūnana Leo, Makauila and ‘ŌiwiTV have done in the last four years to make high quality Hawaiian language TV content has made a huge impact on ensuring that our ‘ohana, keiki and staff have Hawaiian language and culture media products to supplement language learning.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, as we work towards normalizing our language.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i, a language that is acknowledged in the State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4). “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Kaho‘okahi Kanuha , Kanaka , Aloha‘āina .

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Tuesday, February 14, 2013

TIME: 9:00 a.m.

LOCATION: State Capitol, Room 229

POSITION: SUPPORT

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Kaho‘okahi Kanuha , kanaka aloha‘āina , e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Kaho‘okahi Kanuha and I am a kanaka aloha‘āina . 2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai‘i. Our ‘ōlelo Hawai‘i is one, designated by our State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4) helps to define what makes our ‘āina unique.

I add my kāko‘o, support, to SB1235 which will help reach the goal of E Ola ka ‘Ōlelo Hawai‘i – a living Hawaiian language – by using the power of the media to normalize our language even further.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, something our ‘ōlelo Hawai‘i needs and deserves, like other native languages around the world.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i. “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Ākeamakamae Kiyuna
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Tuesday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho‘omaluku ‘o Rosalyn Baker a me ka Hope Lunaho‘omaluku ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

‘O au ‘o Ākeamakamae Kiyuna, e waiho ana i ka‘u noi i mua o ‘oukou e mau mai ko Hawai‘i moku‘āina kāko‘o i ka ‘ōlelo Hawai‘i, he ‘ōlelo kūhelu ho‘i o kēia ‘āina, ma ke kāko‘o i kēia pila S.B. 1235.

My name is Ākeamakamae Kiyuna. 2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai‘i. Our ‘ōlelo Hawai‘i is one, designated by our State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4) helps to define what makes our ‘āina unique.

I add my kāko‘o, support, to SB1235 which will help reach the goal of E Ola ka ‘Ōlelo Hawai‘i – a living Hawaiian language – by using the power of the media to normalize our language even further.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, something our ‘ōlelo Hawai‘i needs and deserves, like other native languages around the world.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i. “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Mahinapoepoe Paishon-Duarte, Head of School, Honolulu-based Hawaiian Charter School

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Tuesday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229

POSITION: SUPPORT

Aloha e ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lāla o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa.

'O au 'o Mahinapoepoe Paishon-Duarte, ke Po'o Kumu ma Hālau Kū Māna. Mahalo for giving me the opportunity to testify in support of SB1235.

My name is Mahinapoepoe Paishon-Duarte and I am the Principal of a local Hawaiian-focused charter school.

This year we celebrate 30 years of Hawaiian language revitalization and normalization in its homeland. We see a new generation of keiki being raised speaking their language. There are Pūnana Leo preschools throughout the state, Hawaiian Immersion, Hawaiian medium and Hawaiian-focused schools under the state's DOE and Charter Schools programs all seeking to further the use and normalization of our Hawaiian language and culture here in Hawai'i. We have seen the number of Hawaiian language speakers grow over the past 30 years, brining our 'ōlelo from the brink of extinction. Recent studies show that there are over 26,000 Hawaiian language speakers today; and for those in the community at large, it has become a little less novel to hear Hawaiian being spoken again.

The goal and success of our Hawaiian-focused charter schools is tied to a thriving language and culture that define the perspective that grounds our keiki and 'ohana. Having our Hawaiian language and culture being used and normalized via powerful venues like broadcast television has had a critical positive impact on what we are trying to accomplish. Our youth are constantly inundated with media and technology and having high-quality Hawaiian language and culture programming to engage them through this powerful medium is critical to furthering our efforts. The content and services that organizations like 'Aha Pūnana Leo, Makauila and 'ŌiwiTV have provided in the last four years is extremely beneficial to our educational efforts and our community overall.

There are other indigenous media broadcasters around the world the provide models of the possibilities; the goal being to have an Independent Native Hawaiian Television service; that employs competent, and Hawaiian-language fluent individuals in all levels of operations. An initiative like this, building on the efforts of Makauila and 'ŌiwiTV in the recent past, would continue to provide a place and venue for our graduates to pursue careers, using a technical skill, from a strong foundation in our Hawaiian language and culture.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of revitalizing 'ōlelo Hawai'i, a language that is acknowledged in the State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4).

Mahalo for the opportunity to support this important measure. "E Ola ka 'Ōlelo Hawai'i!"

TESTIMONY FROM: Lilia Merrin, Kamakaūokalani Center for Hawaiian Studies, UHM
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Tuesday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

Aloha e ka Lunaho‘omalū ‘o Rosalyn Baker a me ka Hope Lunaho‘omalū ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa.

‘O au ‘o Lilia Merrin, he haumana o Kamakakūokalani ma ke Kulanui o Hawai‘i ma Mānoa. Mahalo for giving me the opportunity to testify in support of SB1235.

Since the Hawaiian Renaissance of the 1970’s and 1980’s the Hawaiian language is predominately growing and revitalizing. I’m only 23 years old, but throughout my time I am a witness as well as experience this growing popularity of the Hawaiian Language. To me it has become more common than rare to hear. Often I see more and more of the younger kids at home on Kaua‘i speaking the native language and many of my generation as well as my parent’s generation learning or wanting to learn. However, I feel in order to learn a language you must be immersed or surrounded by it. One of the biggest outlets of mass communication is TV. This can also be used as a learning tool. The Hawaiian Language should be just as equal to the English Language in Hawai‘i. This is a great opportunity to do so. Technology and media is constantly growing and I hope the Hawaiian Language will too be partaken in it. I love ‘ŌiwiTV ever since it came about and I only hope that more high quality Hawaiian language TV content be made. In continuing and expanding Hawaiian Language TV it proceeds to impact the revitalizing of ‘Ōlelo Hawai‘i and ensuring that the future have Hawaiian language cultural media products available to all.

Mahalo for the opportunity to support this important measure. “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Patricia K. Brandt, Chair, Papa Ku Mana, the Governing Board of Halau Ku Mana, a Public Charter School

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Thursday, February 14, 2013

TIME: 9:00 a.m.

LOCATION: State Capitol, Room 229

POSITION: SUPPORT

E ka Lunaho‘omalua ‘o Rosalyn Baker a me ka Hope Lunaho‘omalua ‘o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka ‘Aha Kenekoa, aloha mai kākou.

My name is Patricia K. Brandt and I am the Board Chair of a Hawaiian focused public charter school. 2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai‘i. Our ‘ōlelo Hawai‘i is one, designated by our State’s Constitution as one of the “...official languages of Hawai‘i...” (Article XV, Section 4) helps to define what makes our ‘āina unique.

I add my kāko‘o, support, to SB1235 which will help reach the goal of E Ola ka ‘Ōlelo Hawai‘i – a living Hawaiian language – by using the power of the media to normalize our language even further.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, something our ‘ōlelo Hawai‘i needs and deserves, like other native languages around the world.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing ‘ōlelo Hawai‘i. “E Ola ka ‘Ōlelo Hawai‘i!”

TESTIMONY FROM: Eomailani Kukahiko
ON: S.B. 1235, Relating to Cable Television
BEFORE THE: Senate Committee on Commerce and Consumer Protection
HEARING DATE: Thursday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229
POSITION: SUPPORT

E ka Lunaho'omalua 'o Rosalyn Baker a me ka Hope Lunaho'omalua 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Eōmailani Kukahiko, he wahi kumu au ma ke kulanui ma Mānoa, a no'u ke kuleana ho'omākaukau kumu na nā kula kaiapuni.

Aloha my name is Eōmailani Kukahiko and I am a teacher educator for both English language and Hawaiian Language Immersion teachers at the University of Hawai'i at Mānoa. Hawaiian language advocates established immersion schools because they knew that language, as a window to culture, is key to understanding self and that living language is key to a people's understanding of who they are. For Hawaiians, that understanding invokes ways of living and knowing which are simple yet profound -- the reciprocal relationship and interdependence of all living things; awe and appreciation for the great inheritance, Hawai'i; mo'okū'auhau -- understanding their place among the unbroken line of ancestors and future generations with whom they form an inextricable link.

For me this link to the Hawaiian language continues in my 'ohana. I am proud to say that I am a parent of a Hawaiian speaking child. My husband and I have chosen to raise our hiapo exclusively through the Hawaiian language. So for us, his schooling is just a small part of his Hawaiian language education. Like other parents that choose this same path, it has been difficult to find educational resources especially media that he is able to engage through our mother tongue, and as a result, the majority of our media experiences as an 'ohana are through the English language. For my son, his language of leisure and play often times has defaulted to English through idolization of western super heroes and other cartoons created for an English-speaking mainstream.

I know that increased funding and support of Hawaiian language programming will ease the language isolation that we feel as an 'ohana. I also know that these kinds of programs and media efforts have been paramount normalizing and mainstreaming our language. SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, a strategy that thriving native languages across the globe are implementing to ensure that native language is the medium of the operation, not just the product of the work.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i, ma hea hou a'e e ola ai ka 'ōlelo makuahine a kākou? Where else will our mother tongue thrive if not in Hawai'i?

TESTIMONY FROM: Kaleinani Tim Sing, Junior Specialist
Ho'okulāiwi Center for Native Hawaiian and Indigenous Education, UHM

ON: S.B. 1235, Relating to Cable Television

BEFORE THE: Senate Committee on Commerce and Consumer Protection

HEARING DATE: Tuesday, February 14, 2013
TIME: 9:00 a.m.
LOCATION: State Capitol, Room 229

POSITION: SUPPORT

E ka Lunaho'omalu 'o Rosalyn Baker a me ka Hope Lunaho'omalu 'o Brickwood Galuteria a me nā lālā o ke Kōmike Commerce and Consumer Protection o ka 'Aha Kenekoa, aloha mai kākou.

'O au 'o Kaleinani Tim Sing, e waiho ana i ka'u noi i mua o 'oukou e mau mai ko Hawai'i moku'āina kāko'o i ka 'ōlelo Hawai'i, he 'ōlelo kūhelu ho'i o kēia 'āina, ma ke kāko'o i kēia pila S.B. 1235.

My name is Kaleinani Tim Sing and I am a Junior Specialist at Ho'okulāiwi Center for Native Hawaiian and Indigenous Education at the University of Hawai'i Mānoa.

This year, 2013 marks 30 years of Hawaiian language revitalization and normalization here in Hawai'i. Our 'ōlelo Hawai'i is one, designated by our State's Constitution as one of the "...official languages of Hawai'i..." (Article XV, Section 4) helps to define what makes our 'āina unique.

I add my kāko'o, support, to SB1235 which will help reach the goal of E Ola ka 'Ōlelo Hawai'i – a living Hawaiian language – by using the power of the media to normalize our language even further.

SB 1235 will provide state support not only for more quality media content but for a budding Independent Native Hawaiian Television service, something our 'ōlelo Hawai'i needs and deserves, like other native languages around the world.

I am writing in support of this bill and humbly request that the Senate Committee on Commerce and Consumer Protection support SB 1235 allocating funds generated from H.R.S. §440G to serve the public need of normalizing 'ōlelo Hawai'i. "E Ola ka 'Ōlelo Hawai'i!"

The Honorable Rosalyn H. Baker
Senate District 6
Hawaii State Capitol
Room 230
T/808.586.6070

Testimony **STRONGLY AGAINST SB1235** – Relating to Cable Television

Dear Senator Baker,

As you know, I am the founder and director of the Maui Film Festival, one of the Major Festivals in the state of Hawaii as defined by the Hawaii Tourism Authority.

I have spent more than 40 years working to provide enlightening content to the people of every community my family and I have lived in, including Maui County, which we have called home for nearly 35 years.

In a world whose flow of news and information is dominated by a handful of major multi-national corporations, to those who do not know it well, the importance of AKAKU Community Television to the Maui community may simply seem as inconsequential as a firefly in night.

To be clear, it would matter a lot.

They might ask what would it matter if it's lights were meaningfully dimmed or went out altogether as a result of the passage of SB1235?

Again, a lot. And here's why.

For twenty plus years AKAKU has been the criss crossing conduit tying together the people of Maui with each other, our county government and the hopes, dreams and passions of a never-endingly eclectic view of both island life and unique points of view on both local, statewide, national and global issues of the day and of our time.

Many of us would be lost without it. Just ask around.

I urge you, regardless of the best intentions of those who drafted SB11235, to please re-consider its passage, vote against it and find another way to solve the challenges it seeks to address in ways,

Ways that won't have the simultaneous, and assumedly unintended, consequence of striking a potentially mortal blow to AKAKU Community Television.

That's no way to treat one of Maui's genuine living treasures.

Thank you for your time and consideration of these thoughts and comments.

Sincerely,
Barry Rivers

COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

Senator Rosalyn H. Baker, Chair

Senator Brian T. Taniguchi, Vice Chair

Thursday, February 14, 2013, 9:00 AM Room 229

Testimony **STRONGLY AGAINST SB1235** – Relating to Cable Television

Aloha Senator Baker,

My name is Anthony Kaauamo Pacheco, I am the Director of Lanai's Media Center for Akaku: Maui Community Television. Though I support Makauila and Oihi TV, I do not support their funding through reallocating PEG funding from Akaku.

Lanai is a notoriously underserved community. Akaku and my personal company are the only media presence on the island. Losing our funding will mean losing an entire island's voice.

Through Akaku, I am able to supplement public school curriculum and the community's current events and issues are video documented and shared with the rest of Maui County.

The voices of Lanai are typically shadowed and gagged... so though possibly, glaringly, futile I thank you for the opportunity to testify.

--

Anthony Kaauamo Pacheco

Testimony STRONGLY AGAINST SB1235 – Relating to Cable Television

My name is Jay Maxwell and I am a resident of Maui County. I love Akaku TV on Maui county and feel that it is an amazing local resource to our community. By passing this bill will you end up stifling the voices of many Maui County residents who have no other completely free and uncensored outlet for their opinions and voices. We can do better than that and I am looking forward to continued dialogue and collaboration in order to find the resources for all so that Hawaii can become even a better place for all of us to communicate with one another.

Thank you for the opportunity to testify before you today.

Jay Maxwell
539 Kupulau Dr
Kihei, HI 97653

808-442-2133

Aloha Kakou

Every session it seems that another hare-brained scheme is hatched to destroy what are not only highly effective community-run PEG-access systems but also programs that are being used as models for other programs in other states.

SB1235 is only the latest attempt and just like all its previous incarnations your committee should discard it and move on to measures that effectively confront major problems that need fixing now.

I look forward to hearing that SB1235 goes no further in this session.

Mahalo, malama pono and malima aina

MJ Duberstein
34 Iliwai Loop
Kihei 96753

Akaku Treasurer

Chair, Democratic Party of Hawaii Eleventh District (South Maui)

COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

Senator Rosalyn H. Baker, Chair

Senator Brian T. Taniguchi, Vice Chair

Thursday, February 14, 2013, 9:00 AM Room 229

Testimony **AGAINST SB1235** – Relating to Cable Television

My name is C.T. Ryder, and I am a resident of Maui County. The perhaps unintended result of this well intentioned bill's passage will be to silence the voice of the state of Hawaii's PEG TV stations community that for more than twenty years has been providing tangible benefit to all these other voices the bill appears to want to help. This bill will diminish the open exchange of ideas between government and its people, stifle the voices we all need to hear, and damage local electronic democracy. We can do better than that and I am looking forward to continued dialogue and collaboration in order to find the resources for all so that Hawaii can become an even better place for all of us to communicate with one another.

Thank you for the opportunity to testify before you today.

Aloha,

C.T. Ryder

Committee on Commerce and Consumer Protection

Senator Rosalyn H. Baker, Chair

Senator Brian T. Taniguchi, Vice Chair

Thursday, February 14, 2013, 9:00am Rm 229

Testimony STRONGLY AGAINST SB1235 - Relating to Cable Television

The perhaps unintended result of this well intentioned bill's passage will be to silence the voice of the community that for more than 20 years has provided tangible benefit to all these voices the bill appears to want to help. It will diminish the open exchange of ideas between government and it's people, stifle the voices we all need to hear, and damage local electronic democracy.

We can do better than that. I am looking forward to continued dialogue and collaboration in order to find the resources for all, so that Hawaii can become a better place for all of us to communicate with one another.

Aloha,

Theresa Roberts
Resident of Kula, Maui

COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

Senator Rosalyn H. Baker, Chair

Senator Brian T. Taniguchi, Vice Chair

Thursday, February 14, 2013, 9:00 AM Room 229

Testimony **STRONGLY AGAINST SB1235** – Relating to Cable Television

My name is Louis DiLiberto, and I am a resident of Maui County. The perhaps unintended result of this well intentioned bill's passage will be to silence the voice of the community that for more than twenty years has been provides tangible benefit to all these other voices the bill appears to want to help. It will diminish the open exchange of ideas between government and it's people, stifle the voices we all need to hear and damage local electronic democracy. We can do better than that and I am looking forward to continued dialogue and collaboration in order to find the resources for all so that Hawaii can become even a better place for all of us to communicate with one another.

Thank you for the opportunity to testify before you today.

Louis Diliberto
574 Papau Hikina Place
Kihei, HI. 96753
808-874-8340
808-283-7303
lou@maui.net

Testimony **STRONGLY AGAINST SB1235** – Relating to Cable Television

My name is Alberto Rojas Jr, and I am a resident of Maui County. Although this bill seems well intentioned, I feel the bill's passage will ultimately silence the voice of the PEG community that for more than twenty years, has been providing tangible benefit to all these other voices the bill appears to want to help. It will diminish the open exchange of ideas between government and it's people, stifle the voices we all need to hear and damage local electronic democracy. We can do better than that and I am looking forward to continued dialogue and collaboration in order to find the resources for all so that Hawaii can become even a better place for all of us to communicate with one another.

Thank you for the opportunity to testify before you today,
and for your time and consideration,
alberto rojas Jr...
blueflame3@rocketmal.com

The Honorable Rosalyn H. Baker
Senate District 6
Hawaii State Capitol
Room 230
T/808.586.6070

Testimony **STRONGLY AGAINST SB1235** – Relating to Cable Television

Dear Senator Baker,

I respectfully urge you to please reconsider passage of SB11235 and to vote against it and find another way to solve the challenges it seeks to address in ways that won't have the simultaneous, and assumedly unintended, consequence of striking a potentially mortal blow to AKAKU Community Television.

if successful, would cut funding from Akaku and all sister PEG stations by 84% making it impossible for us to continue as your only free speech, non corporate communications network in Hawaii. The bill will divert 44% franchise fees to the DOE's IT department, 22% to Hawaii Public Television and and 11% to Makauila, a two year old non-profit that supports Hawaiian Language immersion efforts. None of these diverted funds would benefit Maui County and would kill off public, education and government access as we know it. Akaku already allocates 25% of its present funding to state education (DOE and UH) and nearly 25% of all collected cable franchise fees already go to support Hawaii Public Television. Now the sponsors of this bill want to take the rest. We agree that Makauila and Ōiwi TV are worthy pursuits and we agree that the State should do what it can to fund their efforts, however, we do not believe that this should come at the expense of Akaku and PEG funding.

Sincerely,

Tom Blackburn-Rodriguez
85 Manino Circle, #202
Kihei, HI 96753
(808) 283-4570
tominmaui@me.com

COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

Senator Rosalyn H. Baker, Chair

Senator Brian T. Taniguchi, Vice Chair

Thursday, February 14, 2013, 9:00 AM Room 229

Testimony **STRONGLY AGAINST SB1235** – Relating to Cable Television

My name is Tina Lia, and I am a resident of Maui County. The perhaps unintended result of this well intentioned bill's passage will be to silence the voice of the community that for more than twenty years has been provides tangible benefit to all these other voices the bill appears to want to help. It will diminish the open exchange of ideas between government and it's people, stifle the voices we all need to hear and damage local electronic democracy. We can do better than that and I am looking forward to continued dialogue and collaboration in order to find the resources for all so that Hawaii can become even a better place for all of us to communicate with one another.

Thank you for the opportunity to testify before you today.

Aloha,

Tina Lia

tinalia@tinalia.com

I am writing in strong opposition to Senate Bill1235 because I find it fractional in nature to our Maui community. I believe PEG Franchise fees purpose is to serve ALL members of Maui County who own "Public" Rights of Way that franchise fees are meant to mitigate on behalf of all Maui.

Akaku is open to serve the needs of Maui citizens, including the parties mentioned in this Bill. Akaku is also available to partner with those same parties to address their needs, like it does with all Maui County.

I ask your support in cutting down this Bill.

Mahalo,

Kat Tracy

Paia, Hawaii

Kattrackshawaii@aol.com

Sent from my iPad

Aloha. I would like to state my direct opposition to robbing Peter to Pay Paul: the idea of robbing funds from an organization like Akakū to buy technology for Hawaiian Immersion programs is ridiculous. Akakū does so much for the Community; Hawaiian speakers as well as others, and to take funds from already strained budgets to try and help Immersion schools is foolish.

I am 100 % in support of Hawaiian Language Schools, but this bill seems determined to limit non-profits that already go a long way to help the Hawaiian causes. Cut back on Technology and teaching of that technology to give out technology? Seriously?

Why not raise the amount of money the cable franchise pays to the PEG access stations, and use a portion of that?

Noel Ching-Johnson
109 Waimele Place
Kula, Maui

SB1235

Submitted By	Organization	Testifier Position	Present at Hearing
Ciro Kamai	Individual	Oppose	No
Tiffany Liga	Individual	Oppose	No
Choon James	Country Talk Story	Oppose	No
Michael Salling	Individual	Oppose	No
Sharon Willeford	Individual	Oppose	No
Mitsuko Hayakawa	Individual	Oppose	No
Councilmember Don Couch	Individual	Oppose	No
Kawika Liu	Individual	Oppose	No
Stephen Luksic	Individual	Oppose	No
Claudia Rice	Individual	Oppose	No
Nancy Aleck	Individual	Oppose	No
Brilana Silva	Individual	Oppose	No
Margaret Zerbe	Individual	Oppose	No
Carl York	Individual	Oppose	No
steve scott	Individual	Oppose	No
Alan Lennard	Individual	Oppose	No
B.A. McClintock	Individual	Oppose	No