



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

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Statement of
RICHARD C. LIM
Director
Department of Business, Economic Development, and Tourism
before the
SENATE COMMITTEES ON WAYS AND MEANS

Thursday, February 21, 2013
9:00 AM
State Capitol, Conference Room 211
in consideration of

SB1273, SD 1
RELATING TO ECONOMIC DEVELOPMENT.

Chair Ige, Vice Chair Kidani, and Members of the Committees.

The Department of Business, Economic Development, and Tourism (DBEDT) supports SB1273, SD1, which establishes the system-wide University of Hawaii Academy for Creative Media (ACM) program, which would award certificates and degrees emphasizing narrative storytelling through indigenous filmmaking.

SB1273, SD1 seeks to codify the successful UH ACM Manoa program which has been teaching the art of digital media and filmmaking for the past decade. Prior to its establishment, students sought film or digital media education outside the State, often furthering their careers on the U.S. mainland and abroad, rather than here at home. Today, UH ACM students work has been exhibited at major film festivals and they have launched numerous entrepreneurial companies.

With the stellar talents developed in DOE digital media programs and community efforts such as PBS' Hawaii's Hiki No program, a system-wide UH ACM curriculum is an important component of the State's film and digital media education development. By extending the program to UH Community College campuses statewide, Hawaii will accelerate the growth of our indigenous film and creative media industries which are key components in the pipeline of the State's creative media ecosystem. Thank you for the opportunity to testify on this measure.



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
Senate Committee on Ways and Means
February 21, 2013 at 9:00am

by
James R. Gaines
Vice President for Research, University of Hawai'i

SB 1273 SD1 – RELATING TO ECONOMIC DEVELOPMENT

Chair Ige, Vice Chair Kidani, and Members of the Committee:

SB 1273 SD1 establishes the system-wide, statewide academy for creative media to award certificates and degrees emphasizing narrative storytelling through a unique program in indigenous filmmaking.

The University supports the intent of SB 1273 SD1. Extending the educational opportunities statewide can be a powerful incentive for workforce development especially with a focus on West O'ahu. We respectfully request an opportunity, in the future, to revise the duties and responsibilities of the creative director to eliminate potential conflicts with the existing ACM programs at the various campuses in the UH System.

Thank you for the opportunity to testify on this matter.