

SB 1273

Testimony

Measure Title: RELATING TO ECONOMIC DEVELOPMENT.

Report Title: Economic Development; Academy for Creative Media (\$)

Description: Establishes the system-wide, statewide academy for creative media to award certificates and degrees emphasizing narrative storytelling through a unique program in indigenous filmmaking. Makes an appropriation.

Companion:

Package: None

Current Referral: TEC/HRE, WAM

Introducer(s): IGE, Baker



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
Senate Committees on
Technology and the Arts
and
Higher Education
February 5, 2013 at 2:45pm
by
James R. Gaines
Vice President for Research, University of Hawai'i

SB 1273 – RELATING TO ECONOMIC DEVELOPMENT

Chairs Wakai, Taniguchi, Vice Chairs Nishihara, Kahele, and Members of the Committees:

SB 1273 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. 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.

From: mailinglist@capitol.hawaii.gov
To: [TECTestimony](#)
Cc: ddawson@dbedt.hawaii.gov
Subject: Submitted testimony for SB1273 on Feb 5, 2013 14:45PM
Date: Monday, February 04, 2013 10:44:17 AM
Attachments: [SB1273_BED_02-05-13_TEC_HRE.pdf](#)

SB1273

Submitted on: 2/4/2013

Testimony for TEC/HRE on Feb 5, 2013 14:45PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Mary Alice Evans	DBEDT	Support	Yes

Comments:

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

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

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NEIL ABERCROMBIE
GOVERNOR

RICHARD C. LIM
DIRECTOR

MARY ALICE EVANS
DEPUTY DIRECTOR

Statement of
RICHARD C. LIM
Director
Department of Business, Economic Development, and Tourism
before the
**SENATE COMMITTEES ON TECHNOLOGY AND THE ARTS AND HIGHER
EDUCATION**

Tuesday, February 5, 2013
2:45 PM
State Capitol, Conference Room 414
in consideration of
SB1273
RELATING TO ECONOMIC DEVELOPMENT.

Chair Wakai, Chair Taniguchi, Vice Chair Nishihara, Vice Chair Kahele, Members of the Committees.

The Department of Business, Economic Development, and Tourism (DBEDT) supports SB1273 which establishes the system-wide UH Academy for Creative Media (ACM) program, which would award certificates and degrees emphasizing narrative storytelling through indigenous filmmaking, providing its passage does not adversely impact priorities in the Executive Budget.

SB1273 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.

From: mailinglist@capitol.hawaii.gov
To: [TECTestimony](#)
Cc: chris@chrisleemedia.com
Subject: Submitted testimony for SB1273 on Feb 5, 2013 14:45PM
Date: Monday, February 04, 2013 7:02:46 AM
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SB1273

Submitted on: 2/4/2013

Testimony for TEC/HRE on Feb 5, 2013 14:45PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Chris Lee	Individual	Support	No

Comments:

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THE SENATE
THE TWENTY-SEVENTH LEGISLATURE
REGULAR SESSION OF 2013

[COMMITTEE ON TECHNOLOGY AND THE ARTS](#)

Senator Glenn Wakai, Chair
Senator Clarence K. Nishihara, Vice Chair

[COMMITTEE ON HIGHER EDUCATION](#)

Senator Brian T. Taniguchi, Chair
Senator Gilbert Kahele, Vice Chair

NOTICE OF HEARING

DATE: Tuesday, February 5, 2013
TIME: 2:45 p.m.
PLACE: Conference Room 414
State Capitol
415 South Beretania Street

A G E N D A

[SB 1273](#)

[Status & Testimony](#)

RELATING TO ECONOMIC DEVELOPMENT.

Establishes the system-wide, state-wide academy for creative media to award certificates and degrees emphasizing narrative storytelling through a unique program in indigenous filmmaking. Makes an appropriation.

Testimony IN SUPPORT

Chairs Wakai and Taniguchi, Vice Chairs Nishihara and Kahele, Members of the Committee:

I write today in strong support for SB 1273 as a private citizen.

The Academy for Creative Media was formally approved by the University of Hawaii Board of Regents in December 2003 as a progressive, 21st century program that recognized both the talent of our students in developing creative media intellectual property and the promise of a new and vibrant industry for Hawaii. The Legislature and the Governor concurred with the establishment of the program by providing 14 FTE positions, almost all of which were utilized at the Manoa campus. Initial programmatic funds came from the Chancellor's office at UH Manoa as well as numerous private donors, among them several UH alumni. Today the ACM Manoa program ranks among the fastest growing majors in the history of the UH System and has more candidates for classes than can be accommodated.

Looking to the future, ACM was designed a decade ago to be more than just a "film school" at one particular campus. Taking advantage of technological shifts that made it economically feasible to embrace the fields of cinema, animation, video game design, special effects, social media, and smart phone applications meant the opportunity for a new model of education that was inclusive and collaborative. Though telling our own

stories to the broadest possible audience is an essential part of ACM's purpose, the program was founded on the belief that Hawaii's unique geographic isolation and post-plantation, tourism-based economy could finally be countered and augmented by a manufacturing industry based in ideas, created through computers and digital cameras, and exported through broadband for global distribution. It was intended as a catalyst of industry and in fact many of ACM's graduates have remained in the islands working full time with established film and television productions or starting their own digital media companies.

Most importantly, ACM was based on the idea that all students throughout the UH System should have available to them the opportunity to pursue the skill sets taught in creative media classes that are essential in the knowledge-based workforce that drives America's innovation economy. Indeed, in developing ACM ten years ago, it was already clear that many of our most promising students in the field were coming from some of our most at risk communities, driven by programs like Waianae High School's Searider Productions. Today, there are over 80 such programs throughout the DOE from elementary through high school levels and more at our private schools. Only a fraction of them will be able to attend ACM if it continues to be limited to a single campus.

Thus, when the BOR approved the founding language of ACM, the minutes from the December, 2003 meeting (posted January 15, 2004) noted:

The ACM will engage all of the campuses within the University of Hawai'i system and will work collaboratively across the system, drawing upon programs, faculty, and students system-wide.

ACM seeks to establish a globally competitive media studies program in Hawai'i, with instructional programs that span the entire academic spectrum, from certificates to associate, baccalaureate, masters, and eventually doctoral degrees. Because of the challenges associated with building a media school from the ground up in the 21st century, ACM's initial strategy is to leverage existing resources and faculty assets across the ten-campus University of Hawai'i system. By identifying and coordinating the media studies efforts of all ten campuses, ACM has the opportunity to open interdisciplinary channels of cooperation and information exchange between colleges and programs, thereby reinforcing existing strengths and creating new pathways and infrastructure for future endeavors.

The academic programs of ACM will be production-oriented programs, wherein students are systematically involved in creating original intellectual property for portfolio, research and exhibition purposes. Visualization increasingly cuts across all disciplines including society's vested interest in techno-scientific issues, storytelling and concept development. ACM seeks to foment successive generations of cultural creators and innovators who produce compelling narratives for a global audience. This request is restricted to the entity itself and not the content. All academic programs shall be subject to normal faculty and administrative reviews prior to obtaining the Board's approval of their establishment, as prescribed in policy.

ACM will be a system-wide endeavor for fostering a progressive and collaborative environment for students, faculty, campuses and departments, while effectively interfacing with global academic, technology and commercial economies. Initially, students will receive credit and degrees, where appropriate, through existing programs.

New programs will be developed and approved via established Board of Regents' procedures and processes.

Educational achievement is largely aspirational. Students need to believe in themselves and that what they are learning will make a difference in their lives. Technology – both the hardware and software that are the tools for generating creative IP and the broadband connections that move both unfinished and finished product from developer to the market – have allowed our students to work in the global entertainment economy.

Broadband connects us to the new economy in ways that ships and planes cannot. Creative intellectual property only requires that we harness the natural talent of our students; it doesn't need endless access to greater capital, the importation of raw materials and the physical shipping of finished goods, vast tracks of land or resources, physical dislocation that threatens our environment, or the relocation to the mainland in success.

An article in the Atlantic Monthly by Richard Florida cites Elizabeth Currid's book which argues that New York's cluster of fashion designers, writers, musicians, visual artists and others involved in the creative space is critical to that city's financial wellbeing. She calls it "The Warhol Economy," because the artist Andy Warhol was among the first to formalize these elements in what he called "The Factory" where artists, designers and the media gathered to collaborate.

Closer to home, economist Joe Cortright cites Portland's "Coraline Economy," named for the recent CGI animated hit made in that city, as the cushion protecting the state of Oregon from the direst effects of the Great Recession. Says he, "not timber, not computer chips, the creatives, hanging at the local coffee shops and brewpubs, huddling in the corners and madly pounding on their laptops will lead us back to prosperity."

Central to this theory is urbanist Jane Jacob's idea that the successful city is an adaptive place where new ideas and people gather in numbers and then "are tossed together in serendipitous ways," as urban planner Ethan Seltzer puts it.

This sort of open city attracts creative people, concludes author Florida, especially young people, and the more of them the better placed a city – or state -- is for the next economy. If you've heard of the TED movement, which stands for Technology, Entertainment, and Design, you can think of the goals of ACM as being very similar.

ACM was designed as a collaborative effort made possible by the generous vision of this Legislature, the University of Hawaii, alumni including Roy and Hilda Takeyama and Jay Shidler, and local companies like Servco, ABC Stores, the Ko Olina Foundation, the Campbell family and even some friends in Hollywood.

But it really works because the students understood what ACM is all about – telling our own stories and creating jobs, right here in Hawaii as part of the global economy. Now that ACM has been successfully incubated at the Manoa campus where it is over-subscribed, it's time to realize the original intent of this legislature and the BOR and develop the program at other campuses throughout the UH System where it is desired by faculty and students. SB 1273 is an important tool in the intended and necessary expansion of ACM to best serve our community and our future.

I thank you for the opportunity to testify today and urge your support for SB 1273.

Chris Lee
Founder and Director
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