



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

NEIL ABERCROMBIE
GOVERNOR

RICHARD C. LIM
DIRECTOR

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DEPUTY DIRECTOR

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Statement of
RICHARD C. LIM
Director

Department of Business, Economic Development and Tourism
before the
SENATE COMMITTEE ON WAYS AND MEANS

Friday, February 22, 2013
9:00 a.m.

State Capitol, Conference Room 211
in consideration of

SB678, SD1
RELATING TO THE PRESERVATION OF HAWAII'S MOVING IMAGES.

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

The Department of Business, Economic Development and Tourism (DBEDT) supports SB678, SD1, which appropriates funds for 'Ulu'ulu: the Henry Ku'ualoha Giugni Moving Image Archive of Hawai'i.

'Ulu'ulu is the first moving image archive of any kind in the State. Housed at the new UH West Oahu Campus Library and accessible online through the 'Ulu'ulu portal, their mission to preserve the cultural and community heritage of our Islands has become one of Hawai'i's greatest historical resources. The late Senator Daniel K. Inouye was instrumental in setting the foundation for the archive by securing Federal funding during the first three years of the project's existence. Ongoing support is needed to ensure the digital preservation of Hawai'i's historical films, videotapes and recordings.

Hawai'i's film history dates back to 1898 when Thomas Edison's cameras captured the first moving images of life in these Islands and this year the State celebrates 100 years of commercial film production in Hawai'i. Passage of SB678, SD1, helps to preserve Hawai'i's collective cultural memory for today and future generations provided its passage does not adversely impact the priorities of the Executive Budget.

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 22, 2013 at 9:00 am
By Gene I. Awakuni
Chancellor, University of Hawai'i – West O'ahu

SB 678 SD1 – RELATING TO THE PRESERVATION OF HAWAII'S MOVING IMAGES

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

'Ulu'ulu: the Henry Ku'ualoha Giugni (HKG) Moving Image Archive of Hawai'i was designated as the official state archive for moving images under Act 90, SLH 2012. SB 678 SD1 appropriates an unspecified amount of funds for 'Ulu'ulu to support the activities of the moving image archive. ***UH West O'ahu supports SB 678 SD1.***

Over two years ago, UH West O'ahu partnered with the Guigni Archives on creating a central repository of video and film produced by and in Hawai'i that would serve as a valuable resource for the community. The Guigni Archives is now housed in the library of the new UH West O'ahu campus in Kapolei and includes over 11,000 square feet of state of the art archive space, a massive temperature controlled vault and public areas for scholarship, conferences, citizens and tourists wishing to see what Hawai'i once looked like.

We are proud to partner with the HKG Archives to preserve Hawaii's history on video and film and ***we support this measure provided its passage does not compete with other priorities currently in the University's budget.***

Thank you for this opportunity to testify.



In Support of SB678 SD1 – February 22, 2013

THE SENATE
THE TWENTY-SEVENTH LEGISLATURE
REGULAR SESSION OF 2013

Committee on Ways and Means
Sen. David Y. Ige, Chair
Sen. Michelle N. Kidani, Vice Chair

Honorable Senators:

The Hawai'i Chapter of ARMA (Association of Records Managers and Administrators) recently toured *'Ulu'ulu: The Henry Ku'ualoha Giugni Moving Image Archive of Hawai'i* and we were amazed at what this Archive has accomplished and has to offer. I am writing on behalf of our Chapter and Board of Directors to express our support of SB678 SD1 relating to the preservation of Hawai'i's moving images.

'Ulu'ulu is dedicated to the care, preservation, and digitization of film and videotape related to the history and culture of Hawai'i. It is located on the campus of the University of Hawai'i West O'ahu and is also accessible on-line at uluulu.hawaii.edu allowing users from around the world to better understand our unique culture.

Please continue to support *'Ulu'ulu*, a media library that preserves the stories of our past for future generations. The history of Hawai'i and its people need to be preserved for future generations, and *'Ulu'ulu* has a great system in place.

Mahalo nui loa,

Tracie Mukai
President, ARMA Hawai'i Chapter

In Support of SB678 SD1 – February 22, 2013

THE SENATE
THE TWENTY-SEVENTH LEGISLATURE
REGULAR SESSION OF 2013

Committee on Ways and Means
Sen. David Y. Ige, Chair
Sen. Michelle N. Kidani, Vice Chair

Honorable Senators:

I, Michelle Bulos of The Lyman Museum in Hilo, HI, am writing to express my full and enthusiastic support for the designation of `Ulu`ulu: The Henry Ku`ualoha Giugni Moving Image Archive of Hawai`i as the state archive for moving images. `Ulu`ulu is a repository of Hawai`i's unique legacy through film and video, and is invaluable in preserving for present and future generations the moving image heritage of the Hawai`i islands.

Environmental conditions in this isolated archipelago are very challenging for moving image preservation. In addition, a lack of appreciation for the need to archive, weak archival infrastructure, industry restructuring and changing media formats has led to the damage and loss of much of Hawai`i's audiovisual materials. `Ulu`ulu provides a vital solution to this urgent crisis, using archival best practices, software tools and state-of-the-art technology found nowhere else in the Pacific region.

As a participant in `Ulu`ulu's Pilot Project, much of the Lyman Museum's 16mm and 8mm films were saved. We received the digitized versions last summer and already we've been able to use some of the films in our 80th Anniversary Celebration and in our recently opened special exhibit, "Hawai`i Volcanoes: 1880s to Present." For our anniversary we screened period reels (late 1920 to early 1930s) of parades, plantation life, and the first interisland flight (which was also featured in the *Hawai`i News Now* story on `Ulu`ulu).

Our "Hawai'i Volcanoes: 1880s to Present" exhibit features thirty minutes of eruption footage from Halema'uma'u 1930s, Puna 1955, Kīlauea Iki 1959, and Kapoho 1960. The films have already generated a lot of interest in the public as well as the scientific community. Requests for dvds have already been submitted by HVO (Hawaiian Volcano Observatory), CSAV (Center for the Study of Active Volcanoes), UHM SOEST (School of Ocean and Earth Science and Technology).

For our upcoming exhibit opening this summer, “Out of the Archives: The John Howard Pierce Photograph Collection: 1950s to 1960s” we plan to screen excerpts from 11 period reels, including footage of Parker Ranch from the 1950s.

Of the film reels submitted to the Pilot Project, 20 percent had already deteriorated far beyond saving. Had the project been delayed just a few years, it is likely that this invaluable footage might have been lost forever.

Preservation of Hawai`i's moving image heritage is an ongoing challenge; much has been lost and much more is in danger of being lost soon. I urge your support for `Ulu`ulu. Without the archives we will continue to lose irreplaceable knowledge of human history, culture, and events. With the archives we will have a rich, diverse and singular collection, accessible to the public both through on-line access as well as a physical location that will be the basis for scholarly research, artistic creation, cultural reclamation, community continuity and generational connectivity. With `Ulu`ulu: The Henry Ku`ualoha Giugni Moving Image Archive of Hawai`i we will have the joy of knowing that the generations alive today have provided for future generations to come.

Michelle Bulos
Archivist
Lyman Museum
276 Haili St.
Hilo, HI 96720
808-935-5021
archives@lymanmuseum.org

From: mailinglist@capitol.hawaii.gov
To: [WAM Testimony](#)
Cc: Lferrer@piccom.org
Subject: Submitted testimony for SB678 on Feb 22, 2013 09:00AM
Date: Tuesday, February 19, 2013 11:29:56 PM

SB678

Submitted on: 2/19/2013

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

Submitted By	Organization	Testifier Position	Present at Hearing
Leanne Ferrer	Pacific Islanders in Communications	Support	No

Comments: The 'Ulu'ulu archives now houses our video and film collection. It is an invaluable resource to protect the Hawaiian and Pacific Islander stories recorded on our tapes for generations to come. Without the archives who knows how long our small organization would be able to store our tapes and films or if we would be able to keep them in working condition. The staff at Pacific Islanders in Communications feels confident that our collection is secure and will be stored correctly for many years. 'Ulu'ulu must receive funding to keep these precious resources safe.

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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In Support of SB678 SD1 – February 22, 2013

THE SENATE
THE TWENTY-SEVENTH LEGISLATURE
REGULAR SESSION OF 2013

Committee on Ways and Means
Sen. David Y. Ige, Chair
Sen. Michelle N. Kidani, Vice Chair

Honorable Senators:

I am writing to express my support of SB678 SD1 relating to the preservation of Hawai'i's moving images.

'Ulu'ulu: The Henry Ku'ualoha Giugni Moving Image Archive of Hawai'i is dedicated to the care, preservation, and digitization of film and videotape related to the history and culture of Hawai'i. It is located on the campus of the University of Hawai'i West O'ahu and is also accessible on-line at **uluulu.hawaii.edu** allowing users from around the world to better understand our unique culture.

Please continue to support 'Ulu'ulu, a media library that preserves the stories of our past for future generations.

Thank you sincerely,

L. Candy Suiso
Executive Director - Searider Productions
Wai`anae High School

85-251 Farrington Highway
Wai`anae, Hawaii 96792
(808)255-2877
candysuiso@seariderproductions.com

From: [Mary Bitterman](#)
To: [WAM Testimony](#)
Subject: SB 678 SD1 022213
Date: Wednesday, February 20, 2013 7:42:16 AM

February 20, 2013

In Support of SB678 SD1 – February 22, 2013

THE SENATE
THE TWENTY-SEVENTH LEGISLATURE
REGULAR SESSION OF 2013

Committee on Ways and Means
Sen. David Y. Ige, Chair
Sen. Michelle N. Kidani, Vice Chair

Dear Senators Ige and Kidani:

I write to express my support of SB678 SD1 relating to the preservation of Hawai'i's moving images.

'Ulu'ulu: The Henry Ku'ualoha Giugni Moving Image Archive of Hawai'i is dedicated to the care, preservation, and digitization of film and videotape related to the history and culture of Hawai'i. It is located on the campus of the University of Hawai'i West O'ahu and is also accessible on-line at **uluulu.hawaii.edu** allowing users from around the world to better understand our unique culture.

Please continue to support 'Ulu'ulu, a media library that preserves the stories of our past for future generations. Without these archives, we will continue to lose irreplaceable knowledge of our local history, culture, and events as well as of stories from elsewhere which feature Hawai'i and our people. By contrast, with the archives, we will have a rich, diverse and singular collection, accessible to the public both through on-line access as well as at a physical location that will be the base of scholarly research, artistic creation, cultural reclamation, community continuity, and generational connectivity.

Thank you for your consideration.

Aloha and mahalo,

Mary Bitterman, former director of Hawai'i Public Television (now PBS Hawai'i)

Mary G.F. Bitterman, President
The Bernard Osher Foundation
One Ferry Building, Suite 255
San Francisco, CA 94111
Tel: 415.677.5946
Fax: 415.391.2665

COMMITTEE ON WAYS AND MEANS

Senator David Y. Ige, Chair
Senator Michelle N. Kidani, Vice Chair

NOTICE OF DECISION MAKING

DATE: Friday, February 22, 2013
TIME: 9:00 a.m.
PLACE: Conference Room 211

A G E N D A

[SB 678](#)

RELATING TO THE PRESERVATION OF HAWAII'S MOVING IMAGES. HRE/TEC, WAM

[Status &
Testimony](#)

Appropriates funds for the 'Ulu'ulu: The Henry Ku'ualoha Giugni Moving Image Archive of Hawai'i to support the activities of the moving image archive.

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

I write in strong support for SB 678 as a private citizen.

In 2012, 'Ulu'ulu: The Henry Ku'ualoha Giugni Moving Image Archive of Hawai'i was designated by the Hawai'i legislature and the Governor as the state's official Moving Image Archive. Now located on the campus of the University of Hawai'i West O'ahu, 'Ulu'ulu is dedicated to the care, preservation, and digitization of film and videotape related to the history and culture of Hawai'i. Over 80% of Hawaii's analogue creative media dating back to the time of Thomas Edison has already been lost to the ravages of our tropical weather, institutional purging and neglect, and the simple fact that the machines used to play these materials are obsolete and not longer being manufactured or repaired. It is a race against time to save what we have.

Fortunately, through the efforts of our highly trained staff, 'Ulu'ulu is fulfilling its unique mission to find, save, and make available our community's rapidly disappearing moving image history. Using state of the art hardware and software, digitized files are made

available throughout the islands and globally via a robust, fully searchable web environment at uluulu.hawaii.edu. Almost a “YouTube” of Hawaii’s media history, the website is the very definition of modern public access, offering hundreds of hours covering decades of our political history, music, cultural practices, food, and the everyday lives of our state’s ohana.

Since its founding in 2008 under the auspices of the Academy for Creative Media - University of Hawaii System and with federal grants via Senators Inouye and Akaka, the archive has already achieved the following milestones:

Hired a Project Consultant who researched and wrote a 100-page Report on the state of moving image preservation in Hawai’i and created an implementation plan for establishing an archival facility. The report is available at hkgarchives.org/consultants-report-2009

Hired a full-time professional staff including a Head Digital Archivist, Cataloger, and Media Specialist to implement the recommendations from the Consultant’s Report. All are graduates of the University of Hawaii, Manoa with degrees from Library and Information Sciences and the Academy for Creative Media, Manoa.

Completed a Beta Pilot Project and partnered with local institutions, filmmakers and educators to develop, test and implement standard procedures for the cataloging, preservation, and access of archival moving images and create a representative online digital collection of Hawaiian film and video. Partners include:

The Bishop Museum
The Center for Labor Education and Research (CLEAR)
Hawaiian Collection (UH Mānoa Libraries)
Hula Preservation Society
Kamakakūokalani Center for Hawaiian Studies (UH Mānoa)
Lāna’i Culture and Heritage Center
Lyman Museum and Mission House
Nā Maka o ka ‘Āina
PBS Hawa’i (KHET).
Specific Video

Acquired ten permanent collections totaling over 17,000 videotapes and films. Our growing list of participants includes:

KHET Hawai’i Public Broadcasting System
‘Iolani Palace
Juniroa Productions
Joe Fumio Konno
KGMB Television
KITV Television
Pacific Islanders in Communication
Ted Shibuya
Toyofuku Family Films
Victoria Keith Productions

In 2012 moved operations to a permanent location at the new University of Hawai’i West

O'ahu campus library with 11,000 square feet of state-of-the-art digital archiving facilities including public exhibition space, conference room, guest offices, quarantine intake room, digitization studio, cataloguing, cleaning and archiving area, a dedicated, temperature controlled vault with fire suppression system, best practices hardware (SAMMA System) and software (MAVIS) and redundant data storage. It is the only facility of its kind in the Pacific region. □

Preserved and digitized over 300 hours of culturally rich and historically significant Hawaiian footage and made them available on line.

Became an approved internship site for the UH Mānoa Library and Information Sciences Internship Program. Internships are semester-long and provide LIS graduate students with hands-on professional experience in the moving image archives field.

Launched a freely available public website at uluulu.hawaii.edu where users can search the catalog, watch streaming video clips, browse collection content within staff-curated theme pages, and interact with the archive through social media links. The site receives an average of 2,000 page views per month.

'Ulu'ulu is a unique and progressive legacy project that is just beginning its vital mission to save and make accessible our rich moving image history. It is truly a community effort, joined by an ever growing list of local institutions, filmmakers, and individuals who finally have a place to save, preserve and make accessible for future generations the visual history of our past. We have already successfully leveraged relatively limited resources into a permanent collection in a state of the art facility with a talented young staff at the forefront of this emerging field. 'Ulu'ulu is a priceless asset for the University, the state, our community, and most importantly our keiki. I humbly ask you to give full consideration to supporting SB 678. □

Chris Lee
Founder and Director
Academy for Creative Media
University of Hawaii System

Manoa Innovation Center
2800 Woodlawn Drive, Suite 165
Honolulu, HI 96822 USA

Phone: [\(808\) 956-4578](tel:8089564578)

In Support of SB 678 – February 22, 2013

THE SENATE
THE TWENTY-SEVENTH LEGISLATURE
REGULAR SESSION OF 2013

COMMITTEE ON WAYS AND MEANS

Senator David Y. Ige, Chair
Senator Michelle N. Kidani, Vice Chair

Honorable Chair Ige and Vice Chair Kidani:

Mahalo for this opportunity to submit testimony in favor of SB 678 which supports the newly designated official State of Hawai'i moving image archive.

Our consultant hired through a grant from the Department of Education wrote in 2009: ***Most early moving image materials have been discarded or have deteriorated beyond saving. What is left is of paramount importance to preserve regardless of its content.***

‘Ulu‘ulu is Hawai'i's first archive dedicated exclusively to the care of our moving image memory. This is important and timely because our films and videos are in a precarious state. With each new paradigm shift in media communication and technology, older formats are neglected, destroyed, or discarded.

In the transition from film to videotape, a large amount of early Hawai'i film was neglected. Coupled with the tropical environment of high temperatures and humidity, the overwhelming majority of film materials have been lost. What is left is of paramount importance to preserve regardless of its content. What we have is a primary educational resource. Through new media, such as iPads, e-text books, laptops and the like – this is how our young people consume information. ‘Ulu‘ulu not only preserves the past, it also provides our stories for future generations.

I humbly ask you to support this new media facility – its physical space at UH West O‘ahu, its invaluable collection and its staff.

Aloha,

Heather H. Giugni
Producer
Juniroa Productions Inc.

In Support of SB678 SD1 – February 22, 2013

THE SENATE
THE TWENTY-SEVENTH LEGISLATURE
REGULAR SESSION OF 2013

Committee on Ways and Means
Sen. David Y. Ige, Chair
Sen. Michelle N. Kidani, Vice Chair

Honorable Senators:

I am writing to express my support of SB678 SD1 relating to the preservation of Hawai'i's moving images.

'Ulu'ulu: The Henry Ku'ualoha Giugni Moving Image Archive of Hawai'i is dedicated to the care, preservation, and digitization of film and videotape related to the history and culture of Hawai'i. It is located on the campus of the University of Hawai'i West O'ahu and is also accessible on-line at uluulu.hawaii.edu allowing users from around the world to better understand our unique culture.

As Head Archivist at 'Ulu'ulu, I have worked closely with the producers, creators, researchers and students of the rich historical footage that is in our collections. I am amazed each day by the images and sounds of Hawai'i that our lab has been able to preserve and digitize and it is a joy for me to be able to share this with others through our website, catalog, tours and presentations.

I am proud of the accomplishments 'Ulu'ulu has achieved since starting operations in 2008 including:

- acquired 10 permanent collections totaling over 17,000 videotapes and films
- moved into our permanent location at the new UH West Oahu campus in Kapolei
- digitized over 300 hours of historical Hawaiian video and film content
- launched a freely available website at uluulu.hawaii.edu
- designated as the official state archive for moving images

Please continue to support 'Ulu'ulu, a media library that preserves the stories of our past for future generations.

Thank you sincerely,
Janel Quirante
Head Archivist, 'Ulu'ulu

From: mailinglist@capitol.hawaii.gov
To: [WAM Testimony](#)
Cc: pauluke@hawaii.edu
Subject: Submitted testimony for SB678 on Feb 22, 2013 09:00AM
Date: Wednesday, February 20, 2013 10:17:37 AM

SB678

Submitted on: 2/20/2013

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

Submitted By	Organization	Testifier Position	Present at Hearing
Koa Luke	Individual	Support	No

Comments: Honorable Senators, I'm writing you in support of HB 1392 and 'Ulu'ulu: The Henry Ku'ualoha Giugni Moving Image Archive of Hawai'i. 'Ulu'ulu's does important work to preserve Hawai'i's rich culture. UNESCO (United Nations Educational, Scientific, and Cultural Organization) has recognized the importance of film preservation and states: "Transcending language and cultural boundaries, appealing immediately to the eye and the ear, to the literate and illiterate, audiovisual documents have transformed society by becoming a permanent complement to the traditional written record. However, they are extremely vulnerable and it is estimated that we have no more than 10 to 15 years to transfer audiovisual records to digital to prevent their loss. Much of the world's audiovisual heritage has already been irrevocably lost through neglect, destruction, decay and the lack of resources, skills, and structures, thus impoverishing the memory of mankind. Much more will be lost if stronger and concerted international action is not taken."
(<http://www.unesco.org/new/en/communication-and-information/access-to-knowledge/archives/world-day-for-audiovisual-heritage/>)Please pass the bill and help this important part of our community continue it's work.

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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In Support of SB678 SD1 – February 22, 2013

THE SENATE
THE TWENTY-SEVENTH LEGISLATURE
REGULAR SESSION OF 2013

Committee on Ways and Means
Sen. David Y. Ige, Chair
Sen. Michelle N. Kidani, Vice Chair

Honorable Senators:

My name is Robbie Omura and am I writing to express my strong support of SB678 SD1 relating to the preservation of Hawai'i's moving images.

As graduate of the Academy for Creative Media at University of Hawaii, Manoa, I take great pride in our mission to perpetuate and share the rich moving image heritage of Hawai'i.

I joined 'Ulu'ulu's efforts in 2010, then working part time as media specialist, digitizing and managing media files, under the direction of our Head Archivist, Janel Quirante and with Assistant Archivist/Cataloger, Jacob Rosen. Since then we have digitized over 300 hours of video and film, established our archive location at UH West Oahu library, and created our online website, integrated with our robust catalog and video preview clips. Online access is key in today's web and mobile climate. We strive to make all of our content free and accessible to the public, for future generations to come. Please visit our website. It is uluulu.hawaii.edu.

We truly need your support in saving Hawai'i's history. I humbly ask you to give full consideration in supporting this bill.

Mahalo,

Robbie Omura/Media Specialist
'Ulu'ulu- The Henry Ku'ualoha Giugni Moving Image Archive of Hawai'i

In Support of SB678 SD1 – February 22, 2013

THE SENATE
THE TWENTY-SEVENTH LEGISLATURE
REGULAR SESSION OF 2013

Committee on Ways and Means
Sen. David Y. Ige, Chair
Sen. Michelle N. Kidani, Vice Chair

Honorable Senators:

It is with great pleasure that I am writing to express my support of HB1392 HD1.

Since I was involved with the initial effort that led to the establishment of this project it has grown superbly under the stewardship of Chris Lee. Today, 'Ulu'ulu: The Henry Ku'ualoha Giugni Moving Image Archive of Hawai'i is a thriving project that is capturing, preserving, and making available all things digital related to the history and culture of Hawai'i. It makes use of the latest, most advanced technologies to achieve this goal.

I strongly urge you to continue support of 'Ulu'ulu, in order to preserve the stories of our past for future generations.

Thank you and sincerely,

Stephen Y. Itoga
Professor Emeritus, Department of Information & Computer Sciences
University of Hawaii at Manoa