



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

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GOVERNOR

RICHARD C. LIM
DIRECTOR

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Statement of
RICHARD C. LIM
Director

Department of Business, Economic Development and Tourism

before the

**HOUSE COMMITTEE VETERANS, MILITARY, & INTERNATIONAL AFFAIRS, &
CULTURE AND THE ARTS**

Wednesday, March 13, 2013

8:30 a.m.

State Capitol, Conference Room 312

in consideration of

SB678, SD2

RELATING TO THE PRESERVATION OF HAWAII'S MOVING IMAGES.

Chair Takai, Vice Chair Ito, and Members of the Committee.

The Department of Business, Economic Development and Tourism (DBEDT) supports SB678, SD2, 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, SD2, helps to preserve Hawai'i's collective cultural memory for today and future generations. DBEDT supports its passage provided it 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
House Committee on Veterans, Military, & International Affairs,
& Culture and the Arts
March 13, 2013 at 8:30 a.m.
By Gene I. Awakuni
Chancellor, University of Hawai'i – West O'ahu

SB 678 SD2 – RELATING TO THE PRESERVATION OF HAWAII'S MOVING IMAGES

Chair Takai, Vice Chair Ito 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). This bill 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 SD2 provided its passage does not impact other priorities currently in the University's budget.***

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 Giugni 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 this important film and video resource as it serves to educate our current and future generations about the history and culture of Hawai'i. Thank you for this opportunity to testify.

COMMITTEE ON VETERANS, MILITARY, & INTERNATIONAL AFFAIRS, & CULTURE
AND THE ARTS

Rep. K. Mark Takai, Chair
Rep. Ken Ito, Vice Chair

Rep. Tom Brower	Rep. Richard H.K. Onishi
Rep. Romy M. Cachola	Rep. Gregg Takayama
Rep. Isaac W. Choy	Rep. Clift Tsuji
Rep. Takashi Ohno	Rep. Bob McDermott

NOTICE OF HEARING

DATE: Wednesday, March 13, 2013
TIME: 8:30 a.m.
PLACE: Conference Room 312

State Capitol

415 South Beretania Street

[SB 678, SD2](#)

RELATING TO THE PRESERVATION OF
HAWAII'S MOVING IMAGES.

VMI, HED,
FIN

[\(SSCR739\)](#)

[Status](#)

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. Effective 07/01/2050. (SD2)

IN STRONG SUPPORT

Chair Takai, Vice Chair Ito, Members of the Committee,

I write in strong support for SB 678, SD2 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, the very definition of public access.

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 this bill.

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

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Honolulu, HI 96822 USA

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IN SUPPORT: SB 678, SD2

Committee on Veterans, Military, & International Affairs & Culture and the Arts

Rep. K. Mark Takai, Chair

Rep. Ken Ito, Vice Chair

Rep. Tom Brower

Rep. Richard H.K. Onishi

Rep. Romy M. Cachola

Rep. Gregg Takayama

Rep. Isaac W. Choy

Rep. Clift Tsuji

Rep. Takashi Ohno

Rep. Bob McDermott

NOTICE OF HEARING

Wednesday March 13, 2013

Conference Room 312

State Capitol

415 South Beretania Street

Chair Mark Takai, Vice Chair Ken Ito and Honorable Representatives:

Thank you for this opportunity to submit testimony in support of SB 678, SD2 relating to the preservation of Hawai‘i’s moving images. I come before you today to humbly request support of this program so that it can continue its unique work in collecting, cataloguing, preserving and creating public access for internet users as well as supporting researchers, students and the general public at its physical space in UH West O‘ahu, the home of these materials.

The mission of ‘Ulu‘ulu, Hawai‘i’s official moving image archive aims to perpetuate and share the moving image heritage through preservation of film and videotape of the history and culture of our entire community. ‘Ulu‘ulu is the safe-haven for these precious materials that have not, until now, had a designated space. Since our move to UHWO in the summer of 2012, ‘Ulu‘ulu grows larger every day. We have acquired eleven permanent collections totaling well over 17,000 videotapes and nearly 500 16mm & 8mm films. Our newest partner is the Daniel K. Inouye Legacy Fund, which added rich new media to the largest moving image collection of our late Sen. Daniel K. Inouye in the world.

We are very proud to include the Senator's legacy and will be working closely with the Legacy Fund and UH-Manoa as their educational component unfolds.

Our archival partners to date – including the pilot project members - are:

Daniel K. Inouye Legacy Fund
Bishop Museum
Lyman Museum
PBS Hawaii (KHET Hawai'i Public Broadcasting System)
Friends of 'Iolani Palace
Juniroa Productions
Joe Fumio Konno
KGMB Television
KITV Television
Pacific Islanders in Communication
Ted Shibuya
Toyofuku Family Films
Victoria Keith Productions
Gene Kois, Video Specific
Na Maka O Ka Aina
Hawai'inuiiaikea, School of Hawaiian Knowledge
Hula Preservation
Lana'i Cultural and Heritage Center
UH at Manoa Library
UH at Hilo
UH at Manoa

We are presently in negotiation with Honolulu Museum of Art regarding its collection and also speaking to families about their precious memories. This is a monumental and critically important effort to migrate and digitize old formats before the material is forever lost – material that proudly speaks to who we are as a community.

I ask you humbly to support the efforts that have begun by supporting our staff so they may continue this important work.

Mahalo for your time – humbly and in gratitude,

Heather Haunani Giugni
Former State House Representative, D-33
Filmmaker

COMMITTEE ON VETERANS, MILITARY, & INTERNATIONAL AFFAIRS, & CULTURE AND THE ARTS

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SB 678 , SD2 (SSCR739) Status	RELATING TO THE PRESERVATION OF HAWAII'S MOVING IMAGES. 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. Effective 07/01/2050. (SD2)	VMI, HED, FIN
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IN STRONG SUPPORT

Chair Takai, Vice Chair Ito, Members of the Committee,

My name is Robbie Omura and I writing in strong support for SB 678, SD2 as a private citizen. As a graduate of the Academy for Creative Media at the University of Hawaii, Manoa, I take great pride in our mission at 'Ulu'ulu, 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 archives' location at UH West Oahu library, and created our online website, integrated with a robust catalog & online video clips. We value our growing online presence and strive to continue to make all of our content accessible to the public for future generations to come. Please visit our website: uluulu.hawaii.edu.

I humbly ask you to give full consideration to supporting this bill,

Robbie Omura

Media Specialist
'Ulu'ulu The Henry Ku'ualoha Giugni Moving Image Archive of Hawai'i
91-1001 Farrington Highway
Kapolei, HI 96707

In Support of SB678 SD2 – March 13, 2013

THE HOUSE OF REPRESENTATIVES
THE TWENTY-SEVENTH LEGISLATURE
REGULAR SESSION OF 2013

Committee on Veterans, Military & International Affairs
& Culture and the Arts

Rep. K. Mark Takai, Chair

Rep. Ken Ito, Vice Chair

Honorable Representatives:

I am writing to express my support of SB678 SD2 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