

SB 678



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

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GOVERNOR

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Statement of
RICHARD C. LIM
Director

Department of Business, Economic Development and Tourism
before the
**SENATE COMMITTEES ON HIGHER EDUCATION AND
TECHNOLOGY AND THE ARTS**

Tuesday, February 05, 2013
2:50 p.m.
State Capitol, Conference Room 414
in consideration of
SB678

RELATING TO THE PRESERVATION OF HAWAII'S MOVING IMAGES.

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

The Department of Business, Economic Development and Tourism (DBEDT) strongly supports SB678 which appropriates funds for 'Ulu'ulu: the Henry Ku'ualoha Giugni Moving Image Archive of Hawai'i, provided its passage does not adversely impact priorities in the Executive Budget.

'Ulu'ulu is the first moving image archive of any kind in the State. Housed at UH West Oahu Campus Library and accessible online through the 'Ulu'ulu online 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. Supporting SB 678 preserves Hawai'i's collective cultural memory for today and future generations. Thank you for the opportunity to testify.



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
Senate Committee on Higher Education
Senate Committee on Technology and the Arts
February 5, 2013 at 2:50 p.m.
By Gene I. Awakuni
Chancellor, University of Hawai'i – West O'ahu

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

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

'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 proposes to make appropriations out of general revenues to fund the activities of the moving image archive for the next two fiscal years. ***UH West O'ahu supports SB 678.***

Over two years ago, UH West O'ahu began to partner 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 recommend passage of this bill for further consideration.

COMMITTEE ON HIGHER EDUCATION

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

COMMITTEE ON TECHNOLOGY AND THE ARTS

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

NOTICE OF HEARING

DATE: Tuesday, February 5, 2013
TIME: 2:50 p.m.
PLACE: Conference Room 414

State Capitol

415 South Beretania Street

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 Taniguchi and Wakai, Vice Chairs Kahele and Nishihara, 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
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In Support of SB 678 – February 5, 2013

THE SENATE
THE TWENTY-SEVENTH LEGISLATURE
REGULAR SESSION OF 2013

Committee on Higher Education
Sen. Brian T. Taniguchi, Chair
Sen. Gilbert Kahele, Vice Chair

Committee on Technology and the Arts
Sen. Glenn Wakai, Chair
Sen. Clarence K. Nishihara, Vice Chair

Aloha:

As documentary filmmakers who have been working for more than three decades to preserve the history and culture of Hawai'i on video, we are writing to express our strong support of SB 678 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 that capture the story of Hawai'i. The archive is located at UH- West O'ahu and is also accessible on-line, 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. They are serving a crucial role for all of us in film and television production.

Mahalo a nui loa,

Puhipau
Joan Lander
Nā Maka o ka `Āina
www.HawaiianVoice.com