

# GM 542

Measure Title: Submitting for consideration and confirmation to the Cable Advisory Committee, Gubernatorial Nominee, GERALD SILVA, for a term to expire 6-30-2018.

Report Title: Cable Advisory Committee

Description:

Companion:

Package:

Current Referral: CPN

Introducer(s):



NEIL ABERCROMBIE  
GOVERNOR

SHAN S. TSUTSUI  
LT. GOVERNOR

STATE OF HAWAII  
OFFICE OF THE DIRECTOR  
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS  
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KEALI`I S. LOPEZ  
DIRECTOR

JO ANN M. UCHIDA TAKEUCHI  
DEPUTY DIRECTOR

TO THE SENATE COMMITTEE ON  
**COMMERCE AND CONSUMER PROTECTION**

TWENTY-SEVENTH LEGISLATURE  
Regular Session of 2014

Date: Wednesday, March 12, 2014  
Time: 10:00 a.m.

TESTIMONY ON G.M. No. 542 – CABLE ADVISORY COMMITTEE,  
GUBERNATORIAL NOMINEE, GERALD SILVA, FOR A TERM TO EXPIRE 6/30/2018.

TO THE HONORABLE ROSALYN H. BAKER, CHAIR, AND MEMBERS OF THE  
COMMITTEE:

My name is Catherine Awakuni, and I am the Cable Television Administrator at the Department of Commerce and Consumer Affairs (the "**Department**"). The Department appreciates this opportunity to provide testimony regarding the nomination of Gerry Silva to the Cable Advisory Committee ("**CAC**") for an additional term. The Department supports Mr. Silva's nomination and respectfully requests that your Committee recommend that the full Senate advise and consent to his nomination to the CAC.

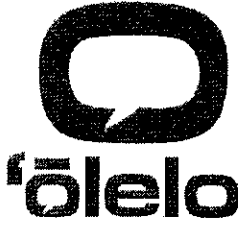
Mr. Silva has a long and distinguished career of service in the community, including previous service as a CAC member, and has held various communications related positions with the State and the City and County of Honolulu. Among these positions, Mr. Silva worked as the City Information Officer for the City and County of Honolulu and was named Special Assistant to the Managing Director in 1997. He also worked as the Deputy Director of the Customer Services Department of the City and County of Honolulu where he managed various programs and services of the city including the Public Communications divisions. Later, Mr. Silva served as the Director of Communications and Special Projects for the Hawaii Tourism Authority where he spearheaded efforts to organize and direct the 2001 Annual Meeting of the Asian Development Bank.

Mr. Silva first served as a member of the CAC in 2004. However, he resigned his position with the CAC in 2005 to take the Chief Operating Officer position with `Ōlelo Community Media, one of the largest community access stations in the county, and Oahu's public, education, and government ("**PEG**") access organization. At `Ōlelo Community Media, he managed the organization's multi-million-dollar operating and capital budgets, developed and implemented strategic goals and organizational policies, and managed the organization's operations until he resigned in 2008.

Mr. Silva was re-appointed to the CAC, and currently, he serves as the Oahu at-large member of the CAC. Mr. Silva is a conscientious board member and does not miss a meeting. Because of his knowledge and experience as a communications professional, Mr. Silva has provided valuable contributions to the CAC. The Department values Mr. Silva's contributions and insights and believes that he should be reappointed to an additional term through this nomination.

The Department supports Mr. Silva's nomination and respectfully requests that the Senate Committee on Commerce and Consumer Protection recommend that the full Senate advise and content to his nomination to the CAC.

Thank you for the opportunity to provide testimony on this nomination.



COMMUNITY MEDIA

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Roy K. Amemiya, Jr.  
President/CEO

March 10, 2014

The Honorable Rosalyn Baker  
Chair  
Committee on Commerce and Consumer Protection (CPN)  
Hawaii State Senate  
415 S. Beretania Street, Room 231  
Honolulu, HI 96813

Dear Chair Baker, Vice Chair Taniguchi and Members of the Commerce and Consumer Protection Committee;

**Subject: GM 542 – In Support of Gerald Silva’s appointment to the Cable Advisory Committee**

My name is Roy Amemiya, CEO and President of ‘Ōlelo Community Media, the PEG Access provider for the island of Oahu. ‘Ōlelo strongly supports the re-appointment of Gerald “Gerry” Silva to the Cable Advisory Committee (CAC). He has many good virtues and is always willing to serve the community. He is also very knowledgeable about the cable industry and PEG access, and served as ‘Ōlelo’s Chief Operating Officer from January 2005 to January 2009.

Gerry has served brief appointments on the CAC, in 2004 for one year and more recently he received a two-year appointment in 2012. During the latter period, he has been a very active member of the committee.

I have personally had the pleasure of working with Gerry for four-years from 1997 to 2000 when both of us were employed at the City and County of Honolulu. I have nothing but good things to say about this fine gentleman and admire his passion for public service.

Please favorably consider GM 542. Mahalo.

Warm regards,

Roy K. Amemiya, Jr.  
CEO and President  
‘Ōlelo Community Media



March 6, 2014

Senator Rosalyn Baker, Chair  
Commerce & Consumer Protection Committee

RE: Nomination of Gerald Silva to the Cable Advisory Committee

Dear Chair Baker, Vice-Chair Taniguchi and Committee members

I write in strong support of Mr. Gerry Silva to the Cable Advisory Committee.

I've known Gerry for many years in his professional capacity as COO of Olelo Community Media, various executive positions in state and Honolulu county governments, and currently as the volunteer State President of AARP. I also hold him in high esteem personally.

He is an outstanding nominee with his deep first-hand knowledge of the communications and cable industry, his grasp of the key issues that are looming, and his understanding of his advisory role to the DCCA Director. He takes his responsibilities seriously and can be counted on to be attentive, extremely well prepared, fair, and open minded.

He is exactly the kind of community leader we need for this Advisory Committee and will serve our community in this position with distinction.

Sincerely,

A handwritten signature in black ink that reads "Barbara Kim Stanton".

Barbara Kim Stanton  
State Director  
AARP Hawaii

**ROBERT J. FISHMAN**

700 Richards Street, #1103 Honolulu, Hawaii 96813  
[fishmanrobert@hotmail.com](mailto:fishmanrobert@hotmail.com) 808-741-4911

March 5, 2014

Honorable Rosalyn Baker, Chair  
and Members  
Committee on Commerce and Consumer Protection  
Hawaii State Senate  
[CPNTestimony@capitol.hawaii.gov](mailto:CPNTestimony@capitol.hawaii.gov)

Dear Chair Baker and Members of the Committee,

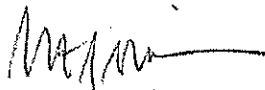
Please accept this letter of strong endorsement of the nomination of Gerald J. Silva as a member of the Hawaii Cable Advisory Committee. I have worked closely with Gerry in a variety of roles in public service, military, and community work since 1971. Throughout these four+ decades, he has earned the trust and respect of everyone he touches as a consummate professional and exemplary citizen.

I have known Gerry as a Hawaii National Guardsman, a Honolulu City & County Cabinet Officer, as Chief Operating Officer of Olelo Community Television and as a leader and conscience for AARP, one of Hawaii's most credible voices for retired citizens. He has demonstrated high energy, a clear moral focus, and inspirational professional leadership in every chapter in his life.

In the specific area of communications, Gerry has distinguished himself repeatedly over his long career, with major contributions from the Pentagon to the State Capitol to Honolulu Hale and the community at large. He is not only an highly effective communicator, but he has mastered the technology of modern communications as well. These attributes have been appreciated by all during his first term of office on the Hawaii Cable Advisory Committee.

His experience and accomplishments provide eminent qualifications for this advisory post, rendering Gerry with the moral authority to provide continued wise and knowledgeable counsel in an area of dynamic technology which affects our state in many ways. Gerry is the kind of honest and dedicated individual that we should encourage to remain active in government affairs for as long as we can. Your confirmation of his reappointment to the Cable Advisory Committee is enthusiastically encouraged by the undersigned.

Very Respectfully,



Robert J. Fishman

Senate Committee on Commerce and Consumer Affairs Hawaii State Capitol, Room 230  
Honolulu, Hawaii 96813

Dear Chair Baker and Members of the Committee:

I write to support the appointment of Mr. Gerry Silva to the State's Cable Advisory Committee.

I have known Gerry for a number of years and I am familiar with his good work as chief operating officer of the Olelo channel. I could not think of anyone in Hawaii better qualified to serve on the Cable Advisory Committee, not only because of Gerry's knowledge of the local cable industry and local programming, but because of his even temperament and a demonstrated ability to work constructively with others. As a former director of Gannett Co., Inc., which once owned a multi-state cable division and still owns a national television division, I am aware of the tensions that have long existed within a system that runs on its parts. Gerry well understands these tensions. His experience in these matters would provide a valuable contribution to the State.

I also appreciate Gerry's fine volunteer service as state president of AARP. I see it as an example of his commitment to serving the community.

Sincerely,

Stuart T.K. Ho  
1511 Kalaniwai Place  
Honolulu, Hawaii 96821  
(808) 377-1313

Aloha Senator Baker:

I strongly recommend Mr. Gerry Silva to be a member of the Cable Advisory Committee. I have known Gerry for almost 20 years and have the utmost respect and admiration for his work ethic, his principled approach to any task, and his willingness to help others. He is that rare blend of complete competence, unfailing good humor, and an unrivaled commitment to finish any job or project given him. If Gerry Silva says, "I'll do it," it will be done. You can count on it.

Notwithstanding his extraordinary abilities, Gerry is both a team player and a team builder. When he leads a project, others want to belong. When others lead, they want Gerry to join. Gerry goes where he is needed, and -- not surprisingly -- his volunteer activities are legion. He has enriched our community in so many ways as his resume shows, and he has done all this with a positive approach, a sensitivity to others, and a willingness to take on the difficult task to help the organization succeed.

As he is prepared, if confirmed, to serve another term on the cable Advisory Committee, we should be thankful we have citizens of Gerry's caliber willing to help. In Gerry Silva, we have the best of Hawaii, a man who brings the applicable skills and staunch character to serve our state. Lucky he lives Hawaii.

-- Sincerely,

David A. Bramlett  
General, US Army (Ret)  
Hawaii Resident



**Questions With Respect to Confirmation of Gerald Silva as a  
Member of the Cable Advisory Committee**

- (1) Question: Why do you wish to be a member of the Cable Advisory Committee?

Answer: This is an opportunity to serve my community in a field that I understand.

- (2) Question: What do you perceive are the roles and responsibilities of a member of the Committee?

Answer: This is an advisory position. It requires that committee members provide advice on cable and broadband services—as requested—to the director of the Department of Commerce, cable operators, and access organizations. This is specified by Chapter 440G-13.

- (3) Question: Given your understanding of the roles and responsibilities of a Board member, why do you believe that you are qualified for the position? Please include a brief statement of your skills, expertise and knowledge that would aid you as a member of the Committee.

Answer:

- Knowledge of Chapter 440G that I acquired during previous terms on the Cable Advisory Committee.
- Skill as an active producer of cable television shows. I understand the production and cable casting process.
- Experience in reviewing and commenting on franchise applications and PEG contracts. This was part of my job as the Chief Operating Officer (COO) of Olelo Community Media.

- (4) Question: What do you hope to accomplish during your term of service?

Answer: I want to help the State of Hawaii get the best cable and broadband service so that it can be competitive in the global economy. Further, if the acquisition to Time Warner Cable by Comcast is

upheld, I want to ensure that the franchise transfers are transparent and fair to all parties.

(5) Name three qualities that best describe you and how these qualities will benefit the Committee.

- Thorough – I do comprehensive research when I analyze issues and develop recommendations. That is critical to providing the unbiased advice that this position requires.
- Fair – I consider all points of view and all stake holders' interests as part of my decision-making process.
- Tenacious – I work as long as it takes to provide a quality work product.

(6) Question: Name previous experience you've had that will be beneficial as a Committee member.

Answer: I have served in the following positions that provided experience that will be helpful as a committee member.

- 2001 through 2004. Supervised Honolulu Municipal Television during the administration of Mayor Jeremy Harris.
- 2004. Nominated by Governor Lingle and confirmed as a member of the Cable Advisory Committee. Worked with DCCA Director Mark Rectenwald and the cable division staff.
- 2005 through 2008. Served as COO of Olelo Community media. Became very familiar with Chapter 440G, to include the cable franchise and PEG contract processes.
- 2012 to 2014. Nominated by Governor Abercrombie and confirmed as a member of the Cable Advisory Committee. Worked with DCCA Director Kealii Lopez and the cable division staff.

(7) Question: Can you foresee any possible conflicts of interest that could arise during your service on the committee? How would you overcome conflicts of interest?

Answer: I foresee no conflicts of interest. I would overcome any by recusal or—if very serious—by resignation.