

SB 2048

Measure Title: RELATING TO CABLE TELEVISION SYSTEMS.

Report Title: Cable Television Systems; Access Organizations; Public Educational, and Governmental Channels

Description: Removes the sunset provision in Act 19, Session Laws of Hawaii 2011, thereby permanently allowing the director of commerce and consumer affairs to designate an access organization to oversee public, educational, and governmental channels

Companion: HB2004

Package: None

Current Referral: CPN

Introducer(s): BAKER, Espero, Galuteria, Ige, Nishihara, Taniguchi, L. Thielen

COMMITTEE ON COMMERCE AND CONSUMER PROTECTION (CPN)

Senator Rosalyn Baker, Chair
Senator Brian T. Taniguchi, Vice Chair

February 4, 2014
9:00 am
Conference Room 229

TESTIMONY IN SUPPORT OF SB2048

My name is Jay April, I am a Maui resident and President and CEO of Akaku: Maui Community Television.

In September of 2013 Akakū: Maui County Community Television presented to the Department of Commerce and Consumer Affairs its Application for Designation as the PEG Access Organization for Maui County. We applaud the Governor and State Legislature for protecting PEG access by statute and this legislation before you will avoid another divisive and acrimonious procurement process under the previous Administration which failed so miserably two years ago.

Historically, Hawai'i is known for protecting and preserving its public lands, and for more than twenty years, the State has safeguarded public electronic spectrum on cable as well. This has resulted in the establishment of successful PEG Access Channels on cable systems in each county, where anyone can come and talk story.

Akakū, despite its tiny budget and geographical challenge of serving some of the most remote and rural areas on earth, has become a national leader in PEG innovation. We currently enjoy widespread support from virtually all sectors of our Maui Nui community including education and government. We have demonstrated leadership as a community anchor institution in bringing advanced mobile journalism and media literacy skills to our youth and have received widespread recognition for deploying new cellular bonding technology to transmit "live" video from remote locations for air on our channels. We can truly say with confidence that Akakū continues to be one of the best fully local independent community television organizations in the United States.

Today, these laudable programs, what is left of public media in general, and Hawai'i's local franchising authority itself, DCCA, are challenged by the immense legal and monopoly power of the incumbent cable and dominant wire line broadband provider, Oceanic Time Warner Cable. We are now at the crossroads of cable and broadband convergence, but due to gridlock in Washington, and the lobbying resources expended by the cable industry at the federal level, telecommunications reform is years away. DCCA has a unique opportunity right now to take decisive action to balance this incumbent cable monopoly influence with regulatory action in line with the founding principles of public access media in Hawai'i. Today's DCCA can make sure that there is significant public benefit for Maui Nui in exchange for Oceanic Time Warner Cable's use of our public rights of way and make the Governor's Hawai'i Broadband Initiative a reality for others in the nation to emulate.

We see this PEG designation process as a first step toward a public media renaissance in which Akakū and Hawai'i's PEGs, with the guidance of DCCA, are recognized as true community anchor institutions that can integrate broadband literacy programs and new media technology into our curricula; promote mobile journalism training and access to media across all platforms and devices; support live and local citizen reporting from the cameras we all carry in our pockets and establish a Hawaii C-SPAN and a statewide PEG network. We envision nothing less than an ***Integrated Community Media Framework for 21st Century Hawai'i, serving all residents of Hawai'i, with full participation from neighbor islands including the most remote areas of Hana, Moloka'i and Lana'i.***

Akakū has included in our Application for Designation, a draft PEG Access Organization Agreement and important franchise renewal terms that impact the ability of the PEG Access Organization to serve the community, as well as terms that are essential for Maui County's future.

With your support, we are excited and upbeat about our future and look forward to working with Director Keali'i Lopez, the Department and our new Cable Administrator, Catherine P. Awakuni in helping to keep our PEG stations on Maui and in Hawaii the very best for a very long time.

Mahalo Nui Loa,

Jay April
President and CEO
Akakū: Maui Community Television

SB2048

Submitted on: 1/31/2014

Testimony for CPN on Feb 4, 2014 09:00AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Steve Madaras	Akaku	Support	No

Comments: RELATING TO CABLE TELEVISION SYSTEMS. Report Title: Cable Television Systems; Access Organizations; Public Educational, and Governmental Channels Description: Removes the sunset provision in Act 19, Session Laws of Hawaii 2011, thereby permanently allowing the director of commerce and consumer affairs to designate an access organization to oversee public, educational, and governmental channels Companion: HB2004

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SB2048

Submitted on: 1/31/2014

Testimony for CPN on Feb 4, 2014 09:00AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Alberto Rojas	VALLEY ISLE SUNSET ROTARY, CHARTER MEMEBER	Support	No

Comments: "I strongly support SB2048. Remove the sunset provision so that DCCA can continue to designate an access organization to oversee public, educational, and governmental channels in each County."

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SB2048

Submitted on: 1/29/2014

Testimony for CPN on Feb 4, 2014 09:00AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Alberto Rojas	Individual	Support	No

Comments: The Procurement Process in this Scenario is not advantageous in any way! Not to the government, the people of Maui, who support and love Akaku, nor to Akaku as an operational consequence! I support this bill to release Akaku from this disadvantage to allow them to function at full capacity!

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SB2048

Submitted on: 1/30/2014

Testimony for CPN on Feb 4, 2014 09:00AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Ann Paquin	Individual	Comments Only	No

Comments: I am a new community Producer for Akaku. I have taken all their classes in the last 5 months and find them to be a HUGE ASSET to our community-- all our voices. They utilize resources efficiently, providing our community with the best technology to learn and grow on within a restricted budget. They are a HUB for our community and our voices. Please support SB 2048 Respectfully, Ann Paquin

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SB2048

Submitted on: 1/30/2014

Testimony for CPN on Feb 4, 2014 09:00AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Louis Dilberto	Individual	Support	No

Comments: I strongly support SB2048 which will allow for the DCCA to designate PEG Access Organizations in each county that can demonstrate a true reflection of the uniquely local needs and interests of their constituents and are fully accountable to DCCA and the State. Community Communications like PEG Access are a priceless asset based on performance over time, not a commodity to be sold to the lowest bidder. They clearly do not belong in a procurement regimen. This bill will follow the recommendation of your 2008 Legislative Task Force and avoid the pitfalls of a misplaced, fatally flawed, divisive and expensive state procurement process that languished for seven years under a previous administration. It will create much needed stability for PEG Access and provide a framework for community media to continue to extend media opportunity and a vibrant voice for all the people of Hawai'i Nei.

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Submitted By	Organization	Testifier Position	Present at Hearing
Noel Ching-Johnson	Individual	Support	No

Comments: Noel Ching-Johnson February 4, 2014 TESTIMONY IN SUPPORT OF SB2048 I have lived on Maui for over 40 years, and have seen many changes. One of the best changes I have witnessed was the creation of Akakū: Maui Community Television. Akakū serves as the voice of Maui, and has many educational and government programs, along with programming from countless members of our community. Akakū has been the sole provider of this type of PEG Access programming, and has done a wonderful job providing the County with innovative and informative shows. This organization has continued to grow and provide state of the art services and classes, while working on a pathetically small budget, considering the money Oceanic Time Warner generates in Maui County alone. Please pass SB2048, and give Akakū a break from the bidding and procurement process. Mahalo, Noel Ching-Johnson 109 Waimele Place, Kula, HI 96790

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Submitted By	Organization	Testifier Position	Present at Hearing
Robert Malerba	Individual	Comments Only	No

Comments: I vehemently support SB2048. It's very important to me, my family, and the community that the sunset provision be removed so that the DCCA can continue to designate an access organization to oversee public, educational, and governmental channels in each county. Mahalo

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Submitted By	Organization	Testifier Position	Present at Hearing
Stephen Luksic	Individual	Support	No

Comments: I strongly support SB2048 which will allow for the DCCA to designate PEG Access Organizations in each county that can demonstrate a true reflection of the uniquely local needs and interests of their constituents and are fully accountable to DCCA and the State. Community Communications like PEG Access are a priceless asset based on performance over time, not a commodity to be sold to the lowest bidder. They clearly do not belong in a procurement regimen. This bill will follow the recommendation of your 2008 Legislative Task Force and avoid the pitfalls of a misplaced, fatally flawed, divisive and expensive state procurement process that languished for seven years under a previous administration. It will create much needed stability for PEG Access and provide a framework for community media to continue to extend media opportunity and a vibrant voice for all the people of Hawai'i Nei.

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Submitted By	Organization	Testifier Position	Present at Hearing
John NAYLOR	Individual	Support	No

Comments: Aloha, I urge you to support SB 2048. Please remove the sunset provisions so that the DCCA continues to designate an access organization to oversee public, educational, and governmental channels in each County. Mahalo, John Naylor Maui

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Submitted By	Organization	Testifier Position	Present at Hearing
Patricia Blair	Individual	Support	No

Comments:

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SB2048

Submitted on: 2/2/2014

Testimony for CPN on Feb 4, 2014 09:00AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Mark Tracy	Individual	Support	No

Comments: I support SB2048 to remove the sunset provision so DCCA can continue to designate an access organization to oversee governmental channels in Maui County

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SB2048

Submitted on: 2/1/2014

Testimony for CPN on Feb 4, 2014 09:00AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Theresa Roberts	Individual	Support	No

Comments: I strongly support SB2048. Please remove the sunset provision so that DCCA can continue to designate an access organization to oversee public, educational, and governmental channels. This will help protect Akaku and keep Maui County public access channels local.

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SB2048

Submitted on: 1/31/2014

Testimony for CPN on Feb 4, 2014 09:00AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Cindy Williams	Individual	Comments Only	No

Comments: I strongly support SB2048. Remove the sunset provision so that DCCA can continue to designate an access organization to oversee public, educational, and governmental channels in each County.

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SB2048

Submitted on: 2/1/2014

Testimony for CPN on Feb 4, 2014 09:00AM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Mike Moran	Individual	Support	No

Comments: Please approve. I strongly support this bill in support of Hawaii Community TV. Mahalo.

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Submitted By	Organization	Testifier Position	Present at Hearing
Shawn Michael	Individual	Support	No

Comments:

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