



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
Senate Committee on Ways and Means
April 7, 2011 at 9:30 a.m.
By Gene I. Awakuni
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HB 1308 HD2 SD1 – RELATING TO DIGITAL MEDIA

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

Thank you for this opportunity to reiterate our support for HB 1308 HD 2 SD 1, which creates digital media subzones surrounding University of Hawai'i campuses. As you know, UH West O'ahu is building a new campus in Kapolei that will make a university education more accessible to residents in Hawaii's fastest growing region. We are also building a campus that will serve as a driver for economic growth.

One of the ways we are contributing to job creation is through the development of the Center for Creative Media. We envision the center as the premiere media school in the Pacific Rim that capitalizes on the wealth of creative talent, recognized achievement and entrepreneurial spirit of West O'ahu schools and programs including Waianae's Searider Productions and Makaha Studios.

To further leverage our programs and create synergies that will propel the development of new digital industry jobs, we are also embarking upon the development of a science and technology park next to the campus with the goal of attracting digital media companies to locate there. Therefore we support the intent of this bill, which would assist us in our efforts to grow the emerging industry of digital media.

Thank you for your support of UH West O'ahu.