
A BILL FOR AN ACT

RELATING TO CREATIVE MEDIA.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that by 2007, emerging
2 creative media programs at the University of Hawaii academy for
3 creative media, at Waianae high school, or within a broad range
4 of multidisciplinary programs such as Project EAST on the
5 neighbor islands, had already achieved a specific level of
6 achievements to be able to evaluate their performance in the
7 context of the requirements of a globally-integrated economy.
8 As pointed out by New York Times columnist, Thomas Friedman, in
9 his recent op-ed commentary endorsing the National Center on
10 Education and the Economy's report: "We need to radically
11 overhaul . . . an education system designed in the 1900's for
12 people to do 'routine work' and refocus it on producing people
13 who can imagine things that have never been available before,
14 who can create ingenious marketing and sales campaigns, write
15 books, build furniture, make movies and design software that
16 will capture people's imaginations and become indispensable for
17 millions" (December 13, 2006, *New York Times*). Just as Waianae



1 Searider Productions has demonstrated the transformational power
2 of multimedia literacy to engage our most at-risk students, and
3 just as Project EAST students have distinguished themselves in
4 national competitions with their homegrown science, technology,
5 and multimedia skills, Hawaii has the opportunity to establish
6 itself as a true "crossroads of the Pacific" for digital
7 education. It is time for Hawaii to take full advantage of its
8 natural constituency with the countries of the Pacific rim and
9 the rising tide of global popular culture in all its forms,
10 including video games, animation, and indigenous film to
11 leverage Hawaii's inherent strengths.

12 Digital entertainment in the form of computer-animated
13 films and video games not only dominates the entertainment
14 business today (e.g., top box office hits like *Finding Nemo* and
15 *Happy Feet*), but is a globally-distributed economy. Technology
16 means that companies can grow where people want to live, not
17 where they have to work. Today's biggest hits come from outside
18 of Hollywood--from Emeryville (Pixar), Australia, New Zealand
19 (*Happy Feet* and *Lord of the Rings*), and upstate New York (*Ice*
20 *Age*). The \$25 billion videogame industry is based wherever the
21 talent is, and not where the legacy infrastructure is. In the
22 competition for artistic talent, Hawaii offers the perfect place



1 to raise a family and the perfect lifestyle for artists in the
2 creative digital field.

3 Since being approved by the board of regents three years
4 ago, the academy for creative media has become the fastest
5 growing program at the University of Hawaii with two hundred
6 seventy students enrolled in courses and forty-five students
7 enrolled as majors in the academy. These students fill two
8 hundred fifty-three seats in twenty-nine courses in film
9 production, screenwriting, indigenous filmmaking, computer
10 animation, critical studies, and videogame design. The students
11 have written, directed, and produced more than three hundred
12 fifty original short films and video games that reflect their
13 unique diversity and backgrounds. Over forty student films were
14 screened at film festivals from Atlanta to Shanghai, including
15 the Hawaii International Film Festival from 2004 to 2006.
16 Students have also been offered internship opportunities with
17 major motion picture productions (*Superman Returns*) and
18 television shows (*LOST* and local morning news shows), and have
19 had opportunities to showcase their work on local television,
20 such as the commercials that they produced entirely on their own
21 for Toyota/Scion of Hawaii.



1 Recently, the academy for creative media received a total
2 of \$795,600 in funds that were privately raised or gifts from
3 generous donors and supporters to build, expand, and install the
4 school's Animation RenderFarm at Leeward community college. The
5 Animation RenderFarm will provide system-wide animation
6 computing power via the Internet, to digital media programs on
7 all University of Hawaii campuses and Hawaii schools. The
8 academy also received a \$500,000 federal grant to produce an
9 original documentary on statehood, which is currently in post-
10 production.

11 The creative media industry is a billion dollar industry
12 with the potential to create thousands of high-paying jobs in
13 Hawaii, and most logically, the academy for creative media is
14 the stage on which Hawaii's homegrown creative media workforce
15 can be created, developed, and educated. The academy can
16 accelerate the State's efforts to become a creative media
17 digital hub.

18 The purpose of this Act is to appropriate funds and provide
19 creative financial incentives for a permanent facility to house
20 digital equipment and media, classrooms, production
21 laboratories, and related facilities for the academy for
22 creative media, enabling the academy to become a premiere



1 digital media enterprise that will help build the creative media
2 industry in Hawaii.

3 SECTION 2. There is appropriated out of the general
4 revenues of the State of Hawaii the sum of \$ or so
5 much thereof as may be necessary for fiscal year 2007-2008 and
6 the same sum or so much thereof as may be necessary for fiscal
7 year 2008-2009 for the planning, design, and construction of a
8 permanent facility for the academy for creative media at the
9 University of Hawaii.

10 The sums appropriated shall be expended by the University
11 of Hawaii for the purposes of this Act; provided that no funds
12 shall be expended if the University of Hawaii's capital
13 improvement project request for state funding for either a
14 centennial classroom building or a new college of education
15 building is approved; provided further that the University of
16 Hawaii shall accommodate the planning, design, and construction
17 of a permanent facility for the academy for creative media at
18 the University of Hawaii in conjunction with either the
19 centennial classroom building project or the new college of
20 education building project.

21 SECTION 3. Notwithstanding any law to the contrary,
22 including any law that either limits or disqualifies the costs



1 associated with the planning, design, and construction of a
2 permanent facility for the academy for creative media at the
3 University of Hawaii for the tax credits available under Act
4 221, Session Laws of Hawaii 2001, any tax credit relating to
5 digital media, film, television, or new market development, or
6 any combination of general funds and tax credits may be used for
7 the financing of the construction and equipping of the academy
8 for creative media at the University of Hawaii.

9 SECTION 4. This Act shall take effect on July 1, 2007.



Report Title:

University of Hawaii; Academy for Creative Media

Description:

Appropriates funds and creates financial incentives for a permanent facility to house digital equipment and media, classrooms, production laboratories, and related facilities for the Academy for Creative Media at the University of Hawaii.
(HB1868 HD1)

