

Public Testimony Form - University of Hawaii Board of Regents

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Your Name (required)

Linda Nichols

Your Organization (optional)

Chair, School of Cinematic Arts at Manoa External Advisory Board

Your e-mail address (in case we need to reach you)

rnick4669@msn.com

Board of Regents Agenda Item (required)

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required)

Support

Your Testimony/Comments

As Chair of the External Advisory Board of the School of Cinematic Arts at UH Manoa, I submit this testimony with the utmost respect for your efforts to address the needs of our students. Students in the School of Cinematic Arts (SCA), Hawaii's film school, chose UH Manoa as the place to learn and experience all that the film program has to offer. A dedicated faculty, under the leadership of Dr. Christine Acham, Chair of SCA, have the knowledge and expertise to know what is needed to give our film students the best education and experience for their future careers. Dr. Acham received her PhD at USC, which is one of the best film schools in the country, later teaching and conducting research at the University of California, Davis and the USC film school for many years before becoming the Chair of SCA. Soon after, Dr. Acham worked with the SCA faculty to organize an External Advisory Board, populated by prominent screenwriters, filmmakers, directors, producers, film scholars, and the Dean of the USC film school, Dr. Elizabeth Daley. Dr. Daley is the longest serving Dean at USC with 30 years of leadership in that position, and who has very strong connections to the film industry and film programs across the country. Dr. Daley has provided Dr. Acham the needed information and dimensions (both horizontal as well as essential vertical space) for a readily accessible, dedicated industry-standard sound stage at UH Manoa, which is essential for professional-level training as well as film production for our SCA students. At present, there is no industry-standard sound stage in the UH system.

I respectfully request that the BOR help obtain the necessary funding as well as the needed space for production facilities on the UH Manoa campus to allow our dedicated film students at the School of Cinematic Arts at UH Manoa to get the best education the program can offer. The college experience is, of course, not only what one learns through lectures, but the whole experience. SCA students engage in all aspects of filmmaking, and the availability and opportunity for training in state-of-the-art facilities is not only essential, but provides tremendous hands-on experience applicable to future career pursuits in the film and/or TV industry.

Linda Nichols

Chair, School of Cinematic Arts External Advisory Board

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Your Name (required) *

Amaya Reszka

Your Organization (optional)

UHM SCA

Your e-mail address (in case we need to reach you) *

aw03493@gmail.com

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Hello!!

I understand you all are busy working towards making our campus a safer place to return to in the future, however, I'm reaching out to express my concern about the recent email I've received from the University of Hawaii News covering the "new state-of-the-art ACM facility" based in West Oahu. I'd greatly appreciate any time taken out of your schedules to read through this email and provide consolation to me and many others, which can hopefully allow us to return to a better program when Covid permits.

To formally introduce myself, my name is Amaya Reszka, and I'm an alumn from UH Manoa working, having received my BA in Animation and Studio Art. I worked in the SCA Media Center on campus in the basement of Sinclair Library, which exposed me to a world of new opportunities and connections that helped to fully submerge myself in the SCA community. During my time there, I've noticed disparate characteristics in how the SCA and Art departments function by what is offered to them through funding and access to materials, equipment, and locations, SCA being the lesser funded of the two, having no permanent building, lack of materials, opportunities, etc. A campus wide article that was sent out my second year of attendance about facilities and access to materials was misleading and unfair during the time. None of the equipment and space advertised was easily accessible to students at our main campus at Manoa. This begs the question of who is going to be utilizing these materials and how will they become accessible to the students based here at the flagship campus, assuming many of the students don't have a reliable means of transportation and live on the opposite side of the island.

Despite what I've read in the misleading article, it's safe to say I had a more successful experience working under the art department; the environment was conducive to success post-grad, as I now hold a position in a related field through Smithsonian Institution. I would not have been able to succeed as I have from the environment and materials granted to me from SCA alone. From my observations, there are three prominent characteristics that the Art program (and many other programs) have that the SCA department is lacking: a fixed building location that minimizes lack of confusion on class/office locations, general access to resources and facilities, and a more secure community including more professors and opportunities that allow students to excel post-grad. The lack of these characteristics drastically set the SCA department at a disadvantage in comparison to mainland schools that already have the proper amount of funding, space, and materials, and are predisposed to the industry standard.

There are plenty of issues worth discussing regarding the issues of financial, technical, and community within the SCA program, however, I feel strongly, especially after two years of discussion in this matter, that the success of students in this particular field would benefit from first having appropriate facilities at the home campus.

Thank you for your time,

—

Amaya Reszka

The University of Hawai'i at Manoa '22

[Your Testimony \(pdf or word\)](#)

No file attached

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Your Name (required) *

Katrina Ceria

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

kls99@hawaii.edu

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Dear Board of Regents,

As an animation alumna of the ACM/SCA department at UH Mānoa, I am writing to advocate for the urgent need for dedicated facilities to support our growing program. Currently, we are constrained to just two lab classrooms, which often forces us to hold classes outdoors or use temporary rooms in other buildings with time limitations. This lack of a dedicated building means we miss out on valuable opportunities for hands-on learning and collaboration, highlighting the critical need for improved facilities to enhance our educational experience, and even add classes to the program.

A dedicated green screen room, similar to what I used at Leeward Community College, would greatly enhance our projects and save valuable time that is currently spent traveling for these resources. Additionally, a theater space for viewing parties, film festivals, and class events would foster a stronger community. A soundproof room for foley (sound) work and larger classrooms for hands-on projects could also be essential in enhancing the ACM department. As the ACM department continues to expand, the current setup forces us to adapt in ways that compromise the effectiveness and quality of our education.

In conclusion, a dedicated building for the ACM department would address our space limitations and support our continued growth and excellence. I urge you to consider this need in your upcoming discussions.

Thank you for your time and attention.

Sincerely,

Katrina Ceria
kls99@hawaii.edu
Animation Class of 2023

[Your Testimony \(pdf or word\)](#)

ACM Request_Katrina Ceria.pdf (23.5 kB)

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Your Name (required) *

Hwang Hao Marcus Goh

Your Organization (optional)

School of Cinematic Arts

Your e-mail address (in case we need to reach you) *

gohhhm@hawaii.edu

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Aloha Board of Regents,

I am Marcus Goh, a student at the School of Cinematic Arts. I am writing this testimonial to support the building of facilities for the School of Cinematic Arts at the University of Hawai'i at Mānoa.

Since joining the program in 2021, I have been struggling to keep myself relevant to the film industry due to the lack of adequate facilities available to us students.

At my previous polytechnic institution, we had access to facilities, including a green screen studio equipped with technologies for filming and understanding the process of 3D production, lighting setups for a green screen backdrop, and tools for compositing subjects out of the green screen. We also had a movie preview theater with a calibrated projector designed for film and a sound system that allowed us to critically evaluate our audio mixing in a theater setting. These facilities were instrumental in helping my peers and me grasp the concepts of movie-making and excel in our internships and entry-level jobs.

At UH Mānoa, my peers and I are deprived of these essential learning opportunities. The film industry is evolving rapidly, with advancements such as the shift to virtual production, the use of green screen/blue screen technology, and the integration of AI. Without access to facilities to understand the foundational technologies shaping the industry, we risk falling behind. We are struggling to compete with our peers from universities like USC, UCLA, and NYU.

The faculty and staff at SCA do their best to equip us with the necessary skillsets and knowledge to succeed in the ever-evolving film industry but they can only do so much with the limited non-film friendly facilities. Professors like Lisette Flanary try to have their classes in the innovative classrooms available in UH Mānoa (i.e. Sakamaki, Dean Hall) but they are not conducive for a film class as light leaks through and films get washed out, defeating the purpose of watching a film that would be color graded. The projectors are also not fitted with calibrated speakers so films that are mixed sound terrible.

The lack of facilities also do no justice to the state-of-the-art equipment that we have. The Sony FX7 camera that we have available to us is Netflix-approved but we constantly struggle to have a space where we can fully utilize the camera, often having our classes in a black box (i.e. Earle Ernst Lab). This defeats the purpose of having a powerful camera. Students are also unable to fully appreciate the complexities of lighting a scene in a black box. In a well-equipped studio, coupled with the industry-standard lighting equipment we have, we can observe the results of a properly lit scene, allowing us to understand the nuances and impact of lighting on the overall visual composition.

While I understand that it is a tall order to give the students all the necessary facilities in a short amount of time, I sincerely hope that it remains in the University's long-term plans to build these facilities (and hire the staff and faculty needed to maintain and teach us how to make use of these facilities) for the student population.

Some facilities that the University could possibly invest in to ensure that us students remain relevant and future-ready, are as follows:

1. Professional Soundstage with the ability to operate larger motion devices such as a jib.
2. Virtual Production Studio/Green Screen Studio fitted with LED walls and motion capture technologies.
3. Screening Theater fitted with state-of-the-art projection and sound systems. This is also important as it would be able to showcase student work and hosting industry screenings and events.
4. Collaborative Workspaces for group projects and team collaboration with access to modern presentation tools.

Investing in new facilities for the School of Cinematic Arts at UH Mānoa is crucial for providing us with the hands-on experience and practical skills necessary to thrive in the ever-changing film industry.

Thank you for considering this important step to enhance our future career prospects. I am happy to take any questions you may have after the meeting about my experience here at the School of Cinematic Arts at UH Mānoa.

Respectfully,
Marcus Goh
gohhgm@hawaii.edu

(808) 861-4882

[Your Testimony \(pdf or word\)](#)

Goh_Marcus_SCA Facilities Testimony_20240730.pdf (87.4 kB)

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Your Name (required) *

Jenna Lee

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

jennakal@hawaii.edu

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Your Testimony (pdf or word)

SCA Testimony - Jenna Lee.pdf (35.5 kB)

Providing the School of Cinematic Arts (SCA) at the University of Hawai'i at Mānoa with an expansion of facilities or dedicated space is crucial to facilitating the education and growth of the students within an incredibly fast growing department. As demonstrated in the countless other department buildings on our Mānoa campus, dedicated spaces not only expand the resources and opportunities for learning in classes but also foster a sense of community.

As an incoming sophomore majoring in Cinematic Arts, I have already experienced what it is like to take classes in general education subjects in comparison to my major. Every general education class was located in its dedicated department space. More often than not, this made finding resources for help and student interaction much easier than it has been in my SCA related classes.

Cinematic Arts is a multifaceted department that ideally requires much more resources than it currently has. The major itself covers not only the general subject of cinematic arts but also digital film and animation, which are already complex on their own. Oftentimes while working on projects, we had to scramble and create makeshift setups in our limited space. While we still completed our projects huddled in separate corners of a crowded room or standing out in the hot afternoon sun in the only open space available to us, the conditions were certainly less than ideal. These limitations could be counteracted with the addition of non-computer spaces, spaces to experiment with different kinds of film and animation, and student interaction spaces.

While the two animation rooms in Crawford Hall are an improvement, it is important to continue the progress of the department rather than stifling it in limited space. I believe it is crucial to expand the facilities provided to SCA. Cinematic Arts is founded in creativity which is fostered best in the right environments.

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Your Name (required) *

Nanea Ah You

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

nea.ahyou@gmail.com

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Aloha,

My name is Nanea Ah You, and I am a current student at the University of Hawai'i at Mānoa working towards my BA in Cinematic Arts and Hawaiian Studies. This is my testimony in regards to the urgent need for a dedicated facility for the ACM/SCA department.

Despite spending just two years here, I have encountered several concerning issues within the ACM/SCA department. The absence of a permanent building has led to significant confusion regarding class and office locations, which I have personally experienced. The mold-infested and fire-hazardous spaces have compromised both the film equipment and the health of students and faculty. Furthermore, the lack of

resources and facilities severely limits opportunities for students to excel beyond their undergraduate degrees. We are disheartened to work and pay for an education in such disadvantaged spaces—or a lack thereof—which pale in comparison to institutions on the continent equipped with adequate funding, space, and materials to meet industry standards. Frankly, this neglect is disrespectful to my prospective peers and our talented teachers who all have invested their precious time and resources into a department that has been overlooked for too long.

Many more issues need to be addressed concerning the financial, technical, and general support of the ACM/SCA program. However, it is long overdue for our talented professors and future digital creatives to have access to a dedicated media facility, or at the very least, to gain utilization of the West O'ahu facility. I hope to see a change in the near future, ensuring that my fellow students and I have the best possible opportunities to flourish.

Mahalo nui for your time and consideration.

E mālama pono,
Nanea Ah You

[Your Testimony \(pdf or word\)](#)

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Your Name (required) *

Dillon Valenzuela

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

dillonpv@hawaii.edu

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Your Testimony (pdf or word)

SCA Testimonial Dillon Valenzuela.pdf (76.6 kB)

Dear Board of Regents,

My name is Dillon Valenzuela, a recent graduate from University of Hawai'i at Manoa. I am writing in support of expanding the School of Cinematic Arts Animation Program. My time studying at UH Manoa helped me realize that I was much more than an animator, I am a storyteller. From learning the fundamentals of animation, to experimenting with a variety of animation styles, to writing my first award winning screenplay, creating my first animated short film, and showcasing it at the Hawai'i International Film festival, UH Manoa pushed me out of my comfort zone. It has given me opportunities that I never thought were possible living on a small island. While I exceeded expectations, I would say that I was incredibly lucky to have found my passion despite the limitations of our animation program.

When I look back on my time at UH Manoa, I realize that the majority of campus experience was by myself. I sketched storyboards and animatics alone in my dorm. I sacrificed my dinners to take advantage of the computer lab hours. I rendered my animations on the lab computers, using up every evening hour possible, always being the last one to leave. Compared to my roommates, who got to chill in lounges and build close friendships with their classmates, I didn't get those experiences that are fundamental to a university education. Creating a facility dedicated to the animation program would create a more engaging and fulfilling learning environment for future students.

Our animation program is supposed to teach students about the production pipeline, to see if they can handle possibly working in a studio. Our campus simply does not hold the space for our animators to do that. As I stated before, the animation program in my experience was fairly isolating. We need a space where students can confidently experiment, try new techniques, break boundaries, and push through the hard work to produce fully realized films. And with the amount of resources we have right now that doesn't happen as often as it should.

We need facilities and spaces that our dedicated professors can train our aspiring filmmakers to prepare them for their careers after graduation. We've had the privilege of having animation speakers come to our campus to speak about possible future careers in animation, but when it

comes to actually applying to these opportunities, our program falls short. Compared to other animation programs in the mainland, our program does not provide the tools to build a career-ready portfolio.

One thing I always heard growing up here was “how do we keep people in Hawai‘i?” The simple answer is to provide the resources and opportunities to do so. Technology is advancing so fast which explains why the School of Cinematic Arts is the fastest growing department. And the animation industry has evolved so much from the time I realized I wanted to pursue animation to the time I graduated from UH Manoa. Our animation program needs to evolve with the industry in order to keep up with other mainland colleges. I truly believe that the School of Cinematic Arts has the potential to create the next generation of storytellers. Hawai‘i has so many voices that need to be heard, we just need the platform to amplify them.

Mahalo for taking the time to read this testimonial,

Sincerely,

Dillon Valenzuela

A handwritten signature in black ink that reads "Dillon Valenzuela". The signature is written in a cursive, flowing style with a large initial 'D'.

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Your Name (required) *

Jewel Racasa

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

jracasa0520@gmail.com

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Your Testimony (pdf or word)

SCA Testimony - 7_30_24.pdf (36.9 kB)

UNIVERSITY OF HAWAI`I BOARD OF REGENTS
REGARDING IS - IV.E. UNIVERSITY OF HAWAI`I AT MĀNOA
ACADEMY FOR CREATIVE MEDIA/SCHOOL OF CINEMATIC ARTS
July 30, 2024
IN SUPPORT

Aloha Board of Regents,

My name is Jewel Racasa and I am an alumnus of the School of Cinematic Arts (SCA), formerly known as the Academy for Creative Media (ACM). Having been in the program from 2018 to 2022, I have experienced the rapidly growing department within the College of Arts and Humanities at the University of Hawai`i at Mānoa. I cherish the knowledge and time I've spent within the program, but I will not deny that it is limited in terms of what can be taught due to resources and abilities due to space.

From a computer lab in Keller Hall to the computer lab in Sinclair Library's basement to classrooms and offices in Crawford's second floor, we hopped from classroom to classroom spread all across campus. SCA students never had a consistent learning space to call their own and lacked the space to carry out their assignments or projects. While SCA faculty does an amazing job of utilizing the limited spaces provided to teach their students what they need to succeed in their careers, they have needed to go above and beyond to create these homebrewed/make-do setups or even resort to teaching outdoors.

Without a proper green screen room to learn visual effects, we crammed into the hall outside the classroom of the Sinclair Library basement with a folded, portable green screen against one wall with students crammed in between giant lightboxes and light diffusers along another wall. Without a proper sound studio, students have made do with recording in their own

homes/dorms/living spaces in a closet or under a blanket or any soundproof area they can make or have, even resorting to having to travel to Honolulu Community College's or paying other audio engineering studios to borrow their space and equipment to record. For animation classes, I've seen students build sets, props, and makeshift light boxes in their homes/dorms to do their stop-motion and traditional animation projects simply because the classrooms didn't have enough room due to lack of space and safety since it is full of computers and lab equipment. Overall, due to a lack of space, we were unable to properly learn how these applications would be done in real professional settings in our careers.

With a dedicated building for the School of Cinematic Arts, faculty can focus more on teaching students real professional techniques instead of spending time looking/reserving/planning for spaces where students can practice applying their new knowledge. With a dedicated space, students who cannot afford or have the space to bring/build their projects in their homes/dorms will no longer need to worry about how they'll get their assignments done. With proper non-computer lab classrooms, students will have the space to learn new subjects that require a lot of space, like green screening, motion capture animation, stop motion, projection/experimental animation, and more. Students could even use those rooms as film sets or spaces for animators to shoot reference footage. With bigger spaces, SCA can host more and bigger workshops, invite more guest speakers, and even have more screenings and events like the SCA Awards instead of having to reserve the Art Auditorium each time.

During my time with the School of Cinematic Arts, I understood quickly that the classes available and what could be taught were limited to what the faculty could do with the space they had, but in turn, by the time I graduated, I was left

lacking in certain subjects, applications, and experiences, wishing SCA had the resources and facilities needed to fill in those gaps. The School of Cinematic Arts (SCA) has exceptional faculty dedicated to nurturing and guiding students toward successful careers. It is disheartening to hear about instances where individuals have had negative experiences due to challenges in mastering certain topics without recognizing that such difficulties often stem from inadequate resources for teaching rather than any shortcomings of the faculty. As one of the fastest growing departments within the College of Arts and Humanities at the University of Hawai'i at Mānoa in terms of students, the department itself must grow with it to accommodate the needs of the students and faculty to ensure successful graduates equipped with the knowledge and abilities to be able to work in professional industries.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,
Jewel Racasa

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Your Name (required) *

Anne Di Martino

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

di7@hawaii.edu

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Your Testimony (pdf or word)

BOR Testimony for SCA letter.pdf (45.0 kB)

Anne Di Martino
di7@hawaii.edu
(808)379-5031

July 29th, 2024

Members of the Board of Regents
University of Hawaii at Manoa

Dear Members of the Board of Regents,

I write to you today in strong support of the School of Cinematic Arts (SCA) at the University of Hawaii at Manoa. As a student, I have witnessed firsthand the remarkable growth and potential of our cinematic arts program.

Historically, SCA has faced challenges with classes scattered across the campus without a centralized hub. However, we have recently made strides with our two animation rooms now located together in one building. Despite this progress, it is apparent that many students in the program have voiced concerns about the lack of adequate facilities and resources on campus for their creative projects.

The current animation labs, due to limited space and resources, are hardly recognized by students, and much of the production work is conducted off-campus. This situation underscores the urgent need for a refurbished and dedicated space where animation and live action projects can be created using professional-grade resources, akin to the exemplary labs at West Oahu's campus.

Faculty members are doing commendable work with the limited space available, often resorting to holding classes outdoors or conducting creative projects in cramped office spaces. While their resourcefulness is admirable, it is not sustainable or conducive to providing the high-quality education students deserve.

It is imperative that we secure a dedicated building where students can gather to bond, work together, and have access to necessary equipment for their creative endeavors. For instance, for our animation program, a workshop or maker space would be transformative, allowing students to build sets, create props, and practice life drawing in a non-digital environment. Additionally, a dedicated stop-motion room equipped with camera stands, computers, lights, and tabletop citations would further enrich our education.

Furthermore, creating dedicated spaces for filming and expanding classroom availability would alleviate scheduling constraints, allowing more students to enroll in essential introductory courses. Currently, limited space often forces students to wait or miss out on foundational classes, hindering their academic progress.

Beyond infrastructure, fostering a conducive environment for collaboration is essential. A centralized creative media space would facilitate networking among students, enhancing their ability to collaborate on projects and explore interdisciplinary opportunities. The essence of creative media lies in these connections, which are currently hindered by our department's fragmented infrastructure.

In conclusion, I urge the Board of Regents to consider the transformative impact of investing in a dedicated building for the School of Cinematic Arts. Such an investment not only supports academic growth but also enhances the University of Hawaii at Moanoa's reputation as a leader in creative education.

Thank you for considering my testimony in support of this initiative. I am confident that with your support, the University can provide its students with the facilities and resources it needs to thrive in the dynamic field of cinematic arts.

Sincerely,

Anne Di Martino

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Your Name (required) *

Skip Adams

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

sadamsvt@yahoo.com

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Board of Regents,

Aloha, I am Skip Adams a 2019 graduate of the University of Hawai'i at Mānoa's School of Cinematic Arts. This testimonial is in response to the Board of Regents' inquiry into allocation of material resources by the UH system as it specifically relates to the School of Cinematic Arts.

First, a little background on myself, I am not the normal graduate of the program. I had a 27-year career within the United States Army culminating in my retirement as a Colonel and senior planner for the U.S. Army

Pacific. In addition to the bachelor's degree I received from UH; I also have a Bachelor of Science degree and two Masters of Science degrees.

As a former senior military officer, I dealt with a lot of strategic resource planning for various theaters of operation. Planning at that level ensures the proper allocation of resources to your most critical programs to ensure the organization achieves its desired goal. This is where the University has failed the School of Cinematic Arts program. If the Mānoa Campus serves as the flagship within the system why would \$37 million dollars be sent to West 'Oahu for the construction of a facility critically required at Mānoa! If the University desires to draw new students, then its programs need to be competitive by providing students with the appropriate skill sets. How does the University accomplish this when it allocates a vital asset to reach that goal to a regional campus. Would this happen within the University of California system?

The University can develop a phenomenal Cinematic Arts program especially with Christine Acham as the Chair. However, this is not achievable when resources are not allocated to the program and diverted wastefully to a non-competitive location. I am reminded of the quote, "If everyone is moving forward together, then success takes care of itself."

Sincerely,

Skip Adams

[Your Testimony \(pdf or word\)](#)

No file attached

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Your Name (required) *

David K. Murray

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

dkmurray1999@gmail.com

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Comments Only

Your Testimony/Comments

Your Testimony (pdf or word)

Letter to BOR (Final).pdf (39.4 kB)

To whom it may concern,

My name is David Kama‘ehu Murray, and I am writing to provide my perspective as a recent graduate of the University of Hawaii at Mānoa’s School of Cinematic Arts program.

While I am ultimately satisfied with the quality of my education as an academic interested primarily in Film Studies and Screenwriting, I couldn’t help but feel that, despite the dedication of the department’s leadership, the program felt under-equipped to provide the same level of quality to my cohorts specializing in film production. As a former student employee of the Production Center, I also saw firsthand how many productions would struggle and compromise when it came to learning foundational production skills, and that a number of these struggles were rooted in the absence of logistical and technological support. Specifically, there was a lack of controlled spaces where students could practice and film in. This meant that many students had to make do with shared work spaces, unsecured sets, and impromptu meeting locations.

To my understanding, many of these issues would’ve been more navigable if they had easy access to resources comparable to those found at the West Oahu campus. But for many, simply going to West Oahu to use their state-of-the-art facilities just isn’t a solution.

Personally, I am ecstatic that those who call the West Oahu campus home have access to the facilities that they do. The cinematic language is perhaps the most effective way to capture hearts and minds in a global, multi-cultural context, on top of already being a breathtaking art-form. By giving students the ability to work with industry-standard equipment and spaces, we are equipping our local ‘Ohana with the skills necessary to not only thrive in the film industry, but to bring the voice of our homeland to the global stage and to foster a local cinematic community.

However, to those who call the Mānoa campus home, those resources may as well be on the mainland.

For some, like myself, the commute to Mānoa is already a time-intensive task, roughly an hour and a half each way via public transportation. Commuting to West Oahu would be worse, sacrificing nearly four hours a day to simply get to and from campus. On top of that, many Mānoa SCA students are already balancing their film work with their general education obligations and/or professional commitments necessary to afford their tuition, on top of living expenses.

Transferring campuses, for these same reasons, is equally as impractical. It would force an ultimatum upon many perspective film students: pursue their passion at a campus that does not work for their living conditions, or compromise the quality of their education at a campus that does fulfill their needs.

It is for these reasons that I humbly suggest that the Board of Regents consider providing the School of Cinematic Arts at UHM the support they need to provide students the best possible education they can.

Thank you,

- David Kama‘ehu Murray

Public Testimony Form - University of Hawaii Board of Regents

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Your Name (required) *

Brittney Kruzel

Your Organization (optional)

UH Mānoa Alumni

Your e-mail address (in case we need to reach you) *

brittneykruzel@gmail.com

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Your Testimony (pdf or word)

July 28th, 2024

To The University of Hawaii Board of Regents,

My name is Brittney Kruzel and I am a UH Mānoa and School of Cinematic Arts Alumni. I am writing to express my support to have a cohesive, singular facility for the School of Cinematic Arts. During my time at UH, I had to walk to various random buildings around campus for our SCA classes, and because of this I felt a lack of community and strength in our major. It was also suggested that SCA students bus to West O'ahu facilities. This would have been impossible for me due to the fact that I was also in the Shidler School of Business and would have needed to be on the UH Mānoa campus for my business classes as well as my cinema classes. The commute to West O'ahu would have been an extremely long commute time as well, considering traffic. That is unfair to our major as other students at UH do not have to commute to the west side and have facilities on the main campus. All the other art departments have buildings on campus.

It is important to have a strong facility for SCA with the correct equipment and tools to see our students thrive. We have no sound stage and we share spaces with the Theatre Department. I have seen how crucial it is to have impressive facilities during my time working for the TV show NCIS: Hawai'i. It is important for local and Native Hawaiian students to have resources to make films that have accurate representation of Hawai'i.

Please consider that in order for our major to continue to grow and thrive, a strong facility is crucial. I believe this would be a huge next step for our program. I want to be able to recommend the program to others. We are definitely getting there and this action would drastically improve our entire program. I am a proud alumni and I am thankful to have got my connections at SCA that led me to working on a TV show and also a movie with Chris Evans and Dwyane "The Rock" Johnson immediately after graduation. A facility will draw more people to our program and continue to lead students to their destiny in the film industry.

Mahalo,

Brittney Kruzel

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Your Name (required) *

Richard Aiwohi-Kim

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

r.aiwohikim@gmail.com

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Your Testimony (pdf or word)

Richard Aiwohi-Kim_SCA Support Letter.pdf (48.8 kB)

To Whom It May Concern:

My name is Richard Aiwohi-Kim, and I am a recent graduate of UH Mānoa with a bachelor's degree in studio art & digital cinema. I am writing in support of the need for facilities for SCA. Having been through the program and worked with the department, I strongly believe that there is a necessity to establish facilities that can support SCA's productions on campus. Having on-campus soundstages would be a valuable resource, as it would help save resources and budgets for our student productions. For instance, during a student capstone production called *Stitches*, we faced difficulties because we needed a soundstage to film certain scenes. Unfortunately, the lack of adequate facilities on campus compelled us to rent a soundstage off-campus, which significantly impacted our budget. Additionally, having support for studio facilities on campus could potentially pave the way for a graduate program or an MFA in digital cinema & animation. This is particularly important as it would allow students to pursue advanced degrees here in Hawai'i rather than having to travel to the mainland. Moreover, a master's program that emphasizes indigenous storytelling could contribute to uniting the film industry and the local community.

This program has greatly enhanced my mental well-being and social connections, as I've had the opportunity to collaborate with lifelong friends, classmates, and mentors. Furthermore, I've been involved in nearly a dozen student productions for short films, spanning across various genres such as drama, horror, LGBTQ+, comedy, thrillers, and experimental indigenous films. Each year, our program hosts an end-of-year screening where students showcase their remarkable short films, leaving a lasting impact on the audience. I believe that providing adequate studio support for the program is essential to meet the educational needs of the students and equip them with the resources to nurture and express their creative storytelling, which will ultimately enrich the community here in Hawai'i and provide moral and academic support to the University.

Sincerely,

Richard Aiwohi-Kim
UH Mānoa Alumni

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Your Name (required) *

Xavier Bledsoe Jr.

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

xbledsoe@hawaii.edu

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Your Testimony (pdf or word)

Xavier Bledsoe_SCA Department Review.pdf (34.1 kB)

My SCA Testimony

Aloha,

As a student of SCA, I enjoy having the opportunity to hone and put my creativity to the test, as well as getting to know many of the staff, students, and other contributing members of the department. As time goes on I notice many new faces that join along the way. As the SCA's population continues to grow, I also find that we are beginning to run out of space. Personally, I love to learn about animation and many of the various techniques that come with it. However, I find it a bit more strenuous to just sit in front of a computer all day long, semester after semester.

There are many complex aspects of animation, but there's one important piece of information that I picked up on. One of the best ways animators such as myself can improve is by expanding our environment. For example with stop motion, it would be more efficient to have a larger room with equipment ready for use rather than just carrying objects from one building to another, because what if the weather conditions were not ideal on that day? Next thing you know, electronics get damaged and the recording session is set back. My point is that while the building we have is good for general classroom controlled learning, the reality of animators and filmmakers is that they don't stick to one type of environment for learning. So I believe the department should not just be limited to the small computer labs in face of the growing SCA department population as well as reflect animation and film studios all over the world for students such as myself in preparation for what the field will be like in a professional environment.

Mahalo!

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Your Name (required) *

Jericho Dayap

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

judayap@hawaii.edu

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Your Testimony (pdf or word)

TestimonySCA.docx (15.7 kB)

Aloha,

My name is Jericho Dayap, I am writing as a recent UH Manoa graduate from the School of Cinematic Arts in favor of granting more educational spaces for my fellow SCA students. During my time with SCA, my professors have continually strived to provide an engaging learning experience for their students. Often, in my studio classes such as Intro to 2D Animation and Experimental Animation, we have had to utilize two different classrooms from two different buildings. This ends up cutting our class time from 10-15 minutes as we must pack our stuff and move from one classroom to another to continue with our lessons with adequate space. My classmates and I found ourselves spending a lot of time in the ART building despite our majors being totally different, and the supplies in that building don't always meet the needs of our lessons. I advocate for the School of Cinematic Arts department to be given a proper space/building dedicated for its students to meet, collaborate, and work on film projects. Rooms dedicated to the following would enhance student projects and quality of education:

- Green screen room
- Stop Motion room with camera stands and adequate lighting
- Non-computer space that allows students to collaborate and create

During my time at SCA, my classmates and I have had to utilize small computer/office spaces to complete our projects and assignments. Having the listed additions for SCA in a dedicated building would prove to be a big benefit to students and professors.

Mahalo for your time,

Jericho Dayap

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Your Name (required) *

Latisha Robinson

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

latisha98@gmail.com

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Aloha kākou,

My name is Latisha Robinson, I am an alumni of the ACM at the University of Hawai'i at Mānoa. I am writing this email in regards to the news I've read about the new facilities at UH West 'Oahu. I am happy to see how the SCA (formerly ACM) is growing and continues to provide amazing opportunities for its students. However, I must say that this news is disheartening.

I have worked at the ACM media center on the Mānoa campus from 2016-2020. As the lead media center worker, I was left to manage the media center for a semester without a director (supervisor) in a mold-infested building that has compromised equipment and the health of students. It baffles and disturbs me

how little support and consideration the SCA at Mānoa has received while \$37 million is being sent to West 'Oahu. It saddens me to say that this department has been neglected, and overlooked for years.

It's encouraging to see the new space dedicated to the media center in the Sinclair Library. It provides a clean, safe space for students, faculty, and equipment to flow in and out of. However, it scratches the surface of what the program at Mānoa needs to provide students with the confidence to work in the "real world". It lacks industry-standard space, software, and curriculum necessary for students to gain proper (hands-on) experience. In addition, as an ever-changing and competitive field, software and facilities will need to be streamlined.

While some may argue that the students at Mānoa will have access to the West 'Oahu's facilities, it is absurd to assume students with a full course load (and work) will be able to transport to Kapolei. As a driver, I can attest to how unreasonable this is with the soaring costs of gas and parking alone. I can't begin to imagine taking a bus or any other means of transportation with the busy schedule of a college student.

With the current leadership at Mānoa's SCA, I have witnessed a newly found spark of determination and zeal to elevate the program and its students. As THE film school of the SCA system and the UH flagship campus, I hope you will consider allocating the proper funds needed to advance the department here at Mānoa.

Mahalo nui for your time.

E mālama pono,
Latisha Robinson

[Your Testimony \(pdf or word\)](#)

No file attached

Public Testimony Form - University of Hawaii Board of Regents

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Your Name (required) *

Christine Acham

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

acham@hawaii.edu

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Comments Only

Your Testimony/Comments

Your Testimony (pdf or word)

Acham BOR Testimony August 1st 2024 Final.pdf (3.6 MB)



To: Gabriel Lee, Chair, Board of Regents
Lauren Akitake, Chair, Committee on Institutional Success
and Members of the BOR Committee on Institutional Success

From: Christine Acham, Chair, School of Cinematic Arts, University of Hawai'i at Mānoa

Date: August 1st 2024

Subject: Agenda Item IV.E. University of Hawai'i at Mānoa, School of Cinematic Arts Update

My name is Christine Acham and I am the Chair of the School of Cinematic Arts at UH Mānoa (SCA). I wanted to express my gratitude to members of the Committee on Institutional Success for requesting a plan for facilities for SCA and for supporting the success of this exciting and growing School.

With the support of the faculty, staff and an advisory board of industry and educational film specialists, SCA has become the fastest growing major in the College of Arts, Languages & Letters (CALL) and in the top ten in terms of enrollment in undergraduate departments across UH Mānoa. In AY 2017-2018 SCA enrolled 155 majors and in the most recent data available 2022-2023 the school enrolled 338—doubling the number of students in five years and making the department the largest undergraduate department at CALL. SCA is also currently developing an MFA program in film production. We are consistently working to make SCA better for the students of Hawai'i.

The goals of SCA, align with that of the University of Hawai'i system's major imperatives as stated in their strategic plan (2023-2029).

- Fulfill kuleana to Native Hawaiians and Hawai'i
- Meet Hawai'i's workforce needs of today and tomorrow
- Develop successful students for a better future
- Diversify Hawai'i's economy through UH innovation and research.

I have included graphs which shows some of the key statistics on SCA including our average time to degree, degrees granted and the number of local students that our department serves. SCA can more readily meet Hawai'i's workforce needs of today and tomorrow and diversify Hawai'i's economy by increasing the number of qualified students who can work in the film industry here in Hawai'i as well as in many local businesses that require students with the skills in film and animation production.

According to the latest report by Creative Industries (2023), a sector of the State of Hawai'i, Department of Business, Economic Development & Tourism (DEBEDT), "Only one creative industry group, film, TV video production and distribution, registered as high performing base-growth and emerging industries for the 2012-2022 period." The report also suggests that "2024 is forecast to reach the \$400 million metric. To move beyond this level, the government and private sector must develop purpose-built soundstages, retrofit available spaces, and formalize a framework for curriculum-to-career job placement." Developing facilities for SCA will support the goals of Creative Industries, the State and begin to establish the framework for curriculum-to career job placement.

Over the past two years the university has assigned two computer lab spaces to SCA which we have developed into animation and post production editing labs. We will also receive two new office spaces in late August. While we appreciate the efforts to help with SCA's space concerns, our needs are many, there are still faculty without offices and our placement at sites across the campus, that are not designed for film production has made it challenging to properly prepare our students for the professional industry. It has been suggested that SCA use the facilities at UH West Oahu, as I have discussed with the UH administration, this is not feasible due to the time it would take our students to commute to and from West Oahu. Along with their cinema classes, SCA students take a range of General Education classes and some are double majors. Many also have jobs on the Mānoa campus or in town. Students may have between 10 minutes to an hour between some of their classes, certainly not enough time to commute to West Oahu or get back when they have another class that meets on the same day.

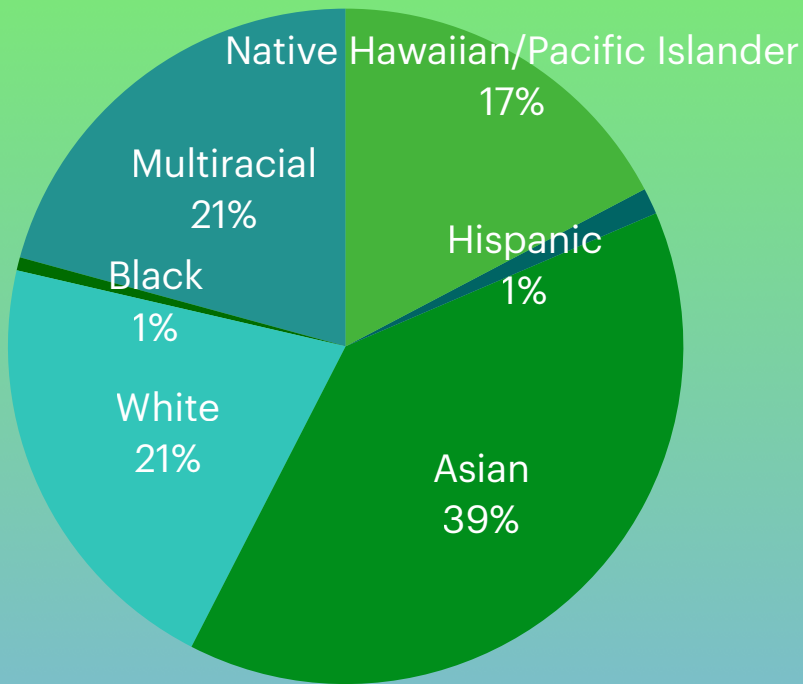
The ideal outcome of the BOR's exploration into a plan for the film school is an industry standard building dedicated to all aspects of film and animation production education. I have attached a rendering that describes a vision for a Mānoa Village and Cinematic Arts Educational and Community Center. Please keep in mind that this is a vision and not a proposal for this exact complex. I attach this to illustrate facilities needed for the film school as well as how a film school can be incorporated into the overall needs of UH. This complex includes space for faculty and student housing, a movie theatre and spaces for community engagement. At this time UH Mānoa has no proper theater to hold film screenings and the UH system has no soundstage that is industry standard. A complex such as this could be located on the 15 acres of space at the corner of Dole and University. I have attached a letter from Elizabeth Daley, Dean of the School of Cinematic Arts at the University of Southern California, considered one of the top film schools in the country. Dean Daley is a member of the SCA advisory board. In her letter she explains the importance of industry standard spaces in the education of students who hope to enter the industry, specifically referencing sound stages.

I am well aware of the funds a project like this would require. But Hawai'i's students should not have to lower their expectations or receive a lesser film education because they attend UH Mānoa. There is incredible potential here that can be nurtured. If the UH system seeks to develop industry ready and competitive students, who can build Hawai'i's workforce while diversifying the state's economy, providing industry standard facilities is essential for the success of SCA's students. SCA should be a part of the continuing conversation about film facilities needed for the Manoa campus and I ask that this topic remain on the agenda of the Committee for Institutional Success as a plan is developed.

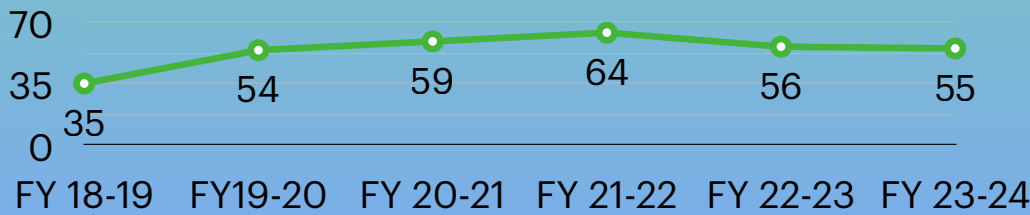
Attachments:

- SCA Statistics
- Mānoa Village and Cinematic Arts Educational and Community Center (Vision Renderings)
- Letter from Elizabeth Daley, Dean, University of Southern California's School of Cinematic Arts
- Soundstage Design Guidelines: Provided by Head of Creative Technologies, USC School of Cinematic Arts.

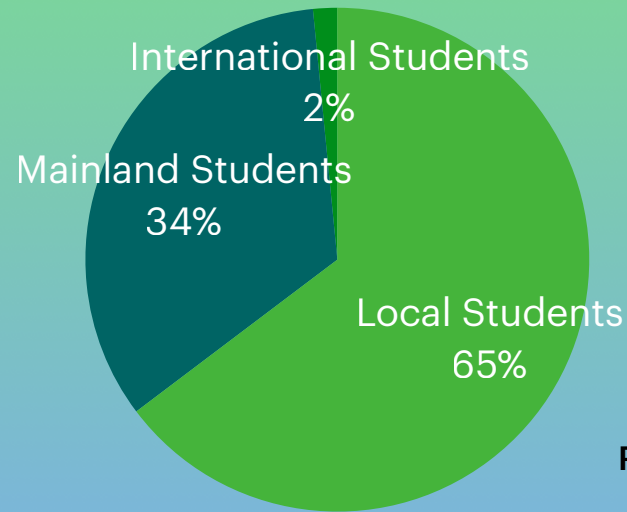
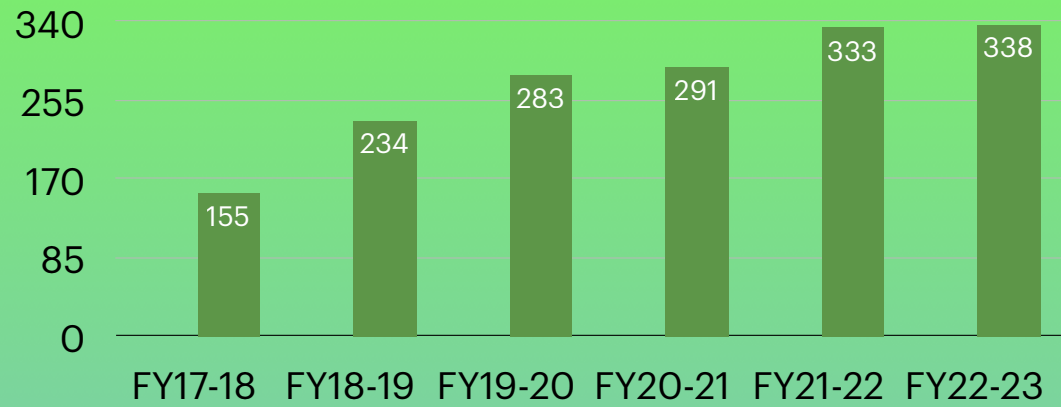
The School of Cinematic Arts Student Racial Diversity 2023-2024



BA Degrees Granted



The School of Cinematic Arts Majors



Average Time to Degree 2024

3.82 years

Persistence to Degree Rate 2023

91.9%

Data Provided by MIRO

Mānoa Village and Cinematic Arts Educational and Community Centre



The Mānoa Village and Cinematic Arts Centre, will be a hub for the arts at the University of Hawai'i at Mānoa, connecting housing for students across the University of Hawai'i system who are involved or interested in the arts: cinematic arts, theatre, studio art, art history, music, and graphic arts with faculty housing and a state of the art cinematic arts educational and community centre.



Collaboration lies at the heart of the arts, yet often students are siloed off in their individual departments or campuses. Bringing students together from all of the different areas of the art world into one housing complex immediately increases opportunities for students to come together share and support each other's ideas and create the art that will fuel the local Hawai'i creative communities and industries for the future.



Student and Faculty Housing

Student housing in this arts building in Mānoa Village will consist of modern rooms/small suites designed with the university's needs in mind, the highlight are the work and collaboration spaces--performance and art studios, conference rooms and computer labs that will be constructed within this dormitory to propel art students into their careers. In many of the arts departments on the University of Hawai'i campuses, students collaborate on their projects, primarily during their classes. These collaborative spaces located in this dormitory will increase students' time to work with each other during the evening or on weekends and allow for cross collaborations across the UH campuses. This additional time for preparation and collaboration, will be reflected in the quality of the productions and further their artistic endeavours, as they enter the work force in Hawai'i .

Faculty housing as part of this complex provides the opportunity for further student and faculty engagement. Faculty housing will also include four apartments that are dedicated for visiting artists. These artists can be brought in either for workshops, lectures, short visits or for an entire semester. Hawai'i housing is very expensive so it is difficult to attract world-class artists to the island with the stipends or lecturer salaries that UH can offer. These apartments will allow art departments to be able to host visiting artists increasing the opportunities for our students to get exposure and training from mainland and international artists.

All buildings in the complex will be designed to be eco-friendly, using solar panels and water efficient facilities.

Cinematic Arts Educational and Community Centre

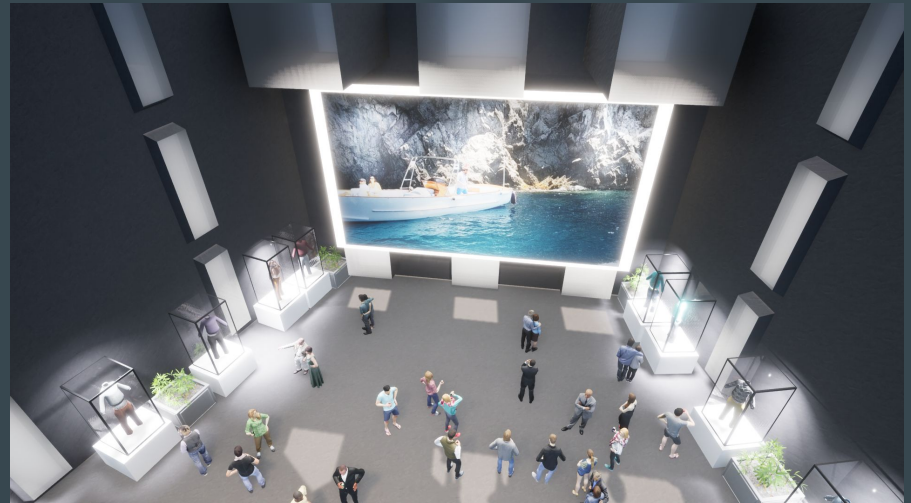
While the Art, Theatre and Dance and Music Departments all have facilities for their students, at UH Mānoa, Cinematic Arts does not. The university administration has sought to find space for this department, however with over 325 majors it is evident that the growing department truly can become a significant part of the Hawai'i workforce. Development of a space dedicated to film and animation education as well as community engagement, will be at the heart of the Mānoa Village and Cinematic Arts Education and Community Centre on the Mānoa campus.



The School of Cinematic Arts (SCA) at the University of Hawai'i at Mānoa empowers students to develop their own unique voices through digital cinema, animation, and critical studies. As Hawai'i's film school, SCA at Mānoa seeks to expand upon its impressive progress and provide Hawai'i's future visual storytellers the best preparation possible as they embark on their journey into becoming visionary filmmakers and a part of Hawai'i's workforce.

The Atrium And Movie Theatre

The atrium is the heart of the Cinematic Arts Educational and Community Centre. Beyond a mere lobby, the atrium is a community space. The screens on the walls and the glass display boxes allow for rotating archival collections of Native and Pacific Islander film, curated for example by 'Ulu 'Ulu: The Henry Ku 'aloha Giugni Moving Image Archive of Hawai'i . This will not only attract faculty, staff and students but also the wider Hawai'i community who will see this as welcoming museum space. The café within the atrium allows the community to gather and spend time observing the curated collections or waiting for screenings at the 300 seat Dolby surround sound theatre that is located off of the atrium. At this time UH Mānoa does not have a screening space, the theatre at the Cinematic Arts Educational and Community Centre will not only host classes during the week but also a variety of independent and mainstream film series and lectures which will be open to the public on an evening and a weekend.





Sound Stage /Virtual Production Stage

On the other side of the atrium lies the sound stage and post production spaces. Constructing an industry standard sound stage also allows students who learn in the space to more easily transition into working on professional TV and film stages.

The space can eventually be used as a virtual sound stage. Made up of large LED walls, a virtual stage allows one to create any background indoor or outdoor in live photorealistic 3D that reacts to the movement of the camera. At this time there are no virtual sound stages anywhere in the state. This is the latest technology used in cutting edge productions such as Disney's Mandalorian and HBO's Westworld.



A virtual production stage would be of interest to students in the cinematic arts, art department, theatre, engineering and computer science departments. Developing students who can work with this cutting edge technology will add to the state's workforce.



2D Animation Lab

The 2D animation studio will be a large, comfortable space with designated areas that accommodate different needs for learning 2D animation skills. With its welcoming atmosphere students will bond and collaborate while learning animation. Studio will include Mac Computer stations equipped with Wacom tablets for digital drawing as well as digital light boxes for use with paper and pencil animation. These computer stations will be spread out to allow for individual work spaces.

The 2D studio will also have large open area within the studio to be used for life drawing practice, animation action analysis, study of physics and anatomy. Students may form a large circle surrounding a model in the center that they will draw. Chairs specifically designed for life drawing should be available for use in this part of the room. The stop motion animation area contains numerous animation stands with shooting cameras connected to computers for capturing clay, paint or other art materials that are being animated in a stop motion method.

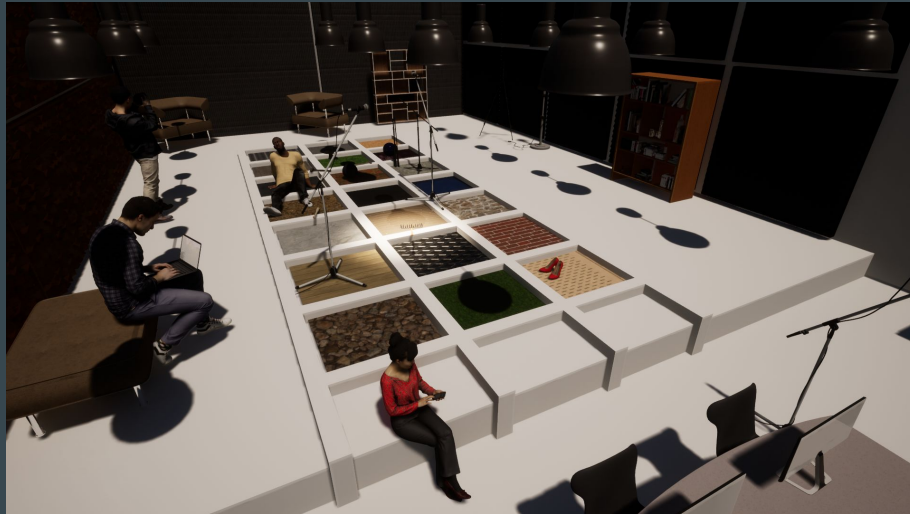
3D Animation Lab

The 3D animation studio will have PC student workstations along with a teacher station, a dedicated space for motion capture, and a breakout area for group work. Student workstations are grouped in fours to maximize demonstration viewability. Instead of projecting work on a single screen, each quad views presentations on a large television screen mounted to the wall. Each student station will be equipped with a high-end gaming PC desktop, dual monitors, Wacom tablet, and a gaming chair. The desks, keyboards, and monitors are all height-adjustable to provide an ergonomic environment.



Computer Labs, Screening Rooms and Collaboration Spaces, Outdoor Screening Space and Faculty Offices.

Above the atrium, theatre and virtual production stage will be an additional three floors of classrooms/screening rooms, PC and Macintosh labs, editing bays, An Art/Maker's space, a post production sound space, undergraduate and graduate collaboration spaces as well as faculty offices. The rooftop of the building will feature an outdoor screening space appropriate to the outdoor living style of Hawai'i.




Creating the Mānoa Village and Cinematic Arts Educational and Community Centre will enliven the educational community at the University of Hawai'i while allowing the university to engage more directly in community programming.

USC School of Cinematic Arts

ELIZABETH MONK DALEY
Steven J. Ross/Time Warner
Professor and Dean

To: Peter Arnade
Dean, College of Arts, Letters and Languages, University of Hawaii

From: Elizabeth Daley 
Dean, School of Cinematic Arts, University of Southern California

Date: July 29, 2024

Subject: Sound Stage at SCA Manoa

I understand from Christine Acham that there is a potential opportunity to create a sound stage for the School of Cinematic Arts at Manoa. As a member of the School's Advisory Board, I am delighted to hear of this possibility. In the current media landscape it is not possible to truly train students properly without giving them the opportunity to work on a professional level stage. At USC we operate 9 film/television stages, a motion capture stage, and two scoring stages. Needless to say, we have had experience, good and bad, building these spaces and are aware of the critical issues. I would hope that we can help SCA Manoa avoid mistakes that can make such stages less than useful. We have already given Christine the dimensions of our stages, and attached you will find a list of bullet points on the primary considerations which was developed by my Head of Creative Technologies who oversees all our stages. While this list is by no means comprehensive, it does address some of the issues that seem to have been raised with Christine recently. I would caution above all else that one does not assume that a professional stage and one for students are fundamentally different. Certainly this list is in no way intended to substitute for an architect and construction company who have built production facilities, but perhaps it will shine some light on the very specific issues with stages.

Please let me know if I can be of further help and I will look forward to seeing you at future Advisory Board meetings.



Stage Design Guidelines

USC School of Cinematic Arts

Floor and Walls

- Concrete floor is cheaper and easier to maintain than wooden floor. It also allows for larger elements like drive on vehicle to come on to the stage. Wooden floors require more maintenance and occasional replacement as well as specialized sound proofing below the floor to prevent echoes.
- Sound proofing on walls should be at least at level NC25
- Concrete floor slab should be isolated from surrounding floors that may transmit sound.
- Toilets and water pipes etc. should not be over or directly next to the stage.

Ceiling

- Ceiling should be at least 40 feet high. This is better for sound, as it reduces echoes, and for heat management, as it allows hot air a place to go away from the actors.
- A motorized grid/pipe system that allows lights to be installed at floor level and then lifted to final position. This system also allows for drapes, screens, and set design pieces to be hung from the ceiling
- The power connection points on the grid should also have a wired DMX outlet to allow for remote control of units on the grid. Wireless video transmitters can interfere with wireless control, so wired is preferred.
- The 40 foot ceiling height is required for Green Screen and Virtual Production LED walls.

HVAC

- Proper HVAC system to keep the stage cool as well as to run relatively silently. This should be equalized with the pressure outside the stage to prevent wind howling at the stage doors.

Access

- Both person-sized doors and a larger “elephant” door. This larger door allows for easier access when rolling in flats and lighting units. It also allows for vehicles to be driven on to the stage when shooting a vehicle in place.

Power Distribution

- At least 200 amps of 120v power is necessary to power lighting units. This assumes the lighting units are newer LED-based ones. Older traditional tungsten-bulb units would raise that power level to 600 amps.
- Power drops should be on all four sides of the stage with additional power outlets mounted in the hanging pipe system.

Dimmer Control

- A dedicated DMX and wireless DMX enabled lighting console system is recommended. ETC is the manufacturer we utilize. They manufacture a series of dimmer consoles that can control contemporary lighting units (Arri, Nanlux, Aputure, Kinoflo, etc).

Lighting

- There should be at least a dozen LED units on rolling stands present on the stage floor. At least twenty LED lighting units should live on the pipe grid above the stage.
- At least a dozen extension cords should also be available on the stage floor.

Grip

- The stage should have a grip cart, sandbag cart, and a C-Stand cart that live on the stage. The C-Stands and sandbags serve every department on the stage (camera, lighting, sound, set design, etc.)
- The grip cart should contain a full set of flags and nets ranging in size from 4'x4', 2'x3', and 18"x24" as well as at least two full sets of apple boxes.

Public Testimony Form - University of Hawaii Board of Regents

Please provide your testimony on this form for the next University of Hawaii Board of Regents meeting. Make sure you include all the requested information so that the Board of Regents is able to clearly understand the testimony provided.

*****All written testimony submitted are public documents. Therefore, any testimony submitted is public information and will be posted on the board's website.***

Your Name (required) *

Clarissa De Smet

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

cdesmet@hawaii.edu

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Your Testimony (pdf or word)

UH Board of Regents Aug 1 2024 Testimony De Smet.pdf (37.6 kB)

July 30th, 2024

Aloha all,

My name is Clarissa, a University of Hawai`i Mānoa School of Cinematic Arts (SCA) alumni hailing from `Aiea, O`ahu. I wholeheartedly support a facility on the Mānoa campus dedicated to the SCA major and students, with current, industry-standard equipment and spaces.

I was disheartened to hear that such a building was put up at the West Oahu campus 20 miles away, given lengthy public transportation times, further expounded by Hawai`i's typical horrendous traffic, and my own lack of time with a second major based in Moore Hall on the Mānoa campus and part-time jobs in town. In my five years of attendance, classes constantly shifted from building to building—sometimes during the semester. There were no cohesive meeting spaces for students to build networks with each other outside of classes.

Having access to adequate professional spaces would better equip students as they aim to enter the film industry upon graduation. This would have negated the inadequacy I felt with production equipment while working on commercial shoots for Royal Hawaiian Shopping Center, Hawaiian Airlines, and more, and that is nothing to say of the unfamiliarity I and many students have with post-production equipment and software due to its lack on the Mānoa campus. Such resources are undeniably pricey. However, how can we expect Hawai`i's local film industry to grow and strengthen when its own students are so unequipped upon graduating?

It is with the greatest pride for our community's local and native storytellers that I urge this board to support a singular, properly equipped facility for SCA majors. This would further propel their voices as individual filmmakers and better prepare them for the increasing opportunities in Hawai`i's growing film industry.

Mahalo,

Clarissa De Smet
SCA alumni, c/o 2024

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*****All written testimony submitted are public documents. Therefore, any testimony submitted is public information and will be posted on the board's website.***

Your Name (required) *

Grace Wendlick

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

graceaw@hawaii.edu

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Your Testimony (pdf or word)

Grace Wendlick.pdf (29.2 kB)

I loved my time at the University of Hawai'i. And I loved being a part of SCA. As a student I loved the personalized instruction and kindness of professors. I learned so much and had so many amazing experiences that will continue to teach me for the rest of my life. I also loved being a part of the staff as a computer lab monitor. I loved the culture and warmth of the faculty and getting the opportunity to be a part of the student's creative process. Getting the chance to interact with people who needed help was one of the highlights of my job. I got a chance to get to know the other students as a staff member rather than just as a peer. The only thing is our labs were pretty empty. This opportunity to chat was not as frequent as I would have hoped. The largest number of students I ever remember collectively counting in both of our labs was around ten. I was informed that our major is the fastest growing of any in our school. I am not a mathematician, but something about the numbers is not adding up. Where are all the students? I chose to ask a few of the students, both outside and during work. Why don't you use the labs? The answers I got varied, but they mostly boiled down to the point that the students lacked motivation. Spend some time in our program and you will see that we have a problem. An unfinished film problem. I say this as a student who had a few unfinished films herself, but our major as a longstanding trend of people starting their films passionately but never seeing them to completion. This is not the fault of any of our faculty. Who work tirelessly to motivate us. You can see the bewilderment on their face every time a classmate gives a reason they did not do their work. Why then, is this problem of unmotivation so pertinent in our program? I have thought about this for some time and the conclusion I have arrived at is our environment. Hear me out, I hear you thinking how could your environment impact your motivation? Well, you see, SCA has two solely dedicated classrooms it does not share with other majors and as well as one open office room., and around four classrooms in total if you counted the shared ones. Students do not have a designated study space with the materials they need besides the classrooms, which if they are just getting out of a class. they were most likely just in for 3 hours. If students want to present their work, they again only have the cramped tiny classrooms. The students do not have a dedicated workspace for their craft. While other UH schools have labs and prep kitchens and even coffee stands, students of sca

have only, again say it with me, the two rooms. This obviously is not practical but please let me give you a few examples. Let us say students wanted to make a stop motion animation inside the building. They would have to do so on the floor. In both of our labs the computer desks take up the majority of the space, so to accomplish their task, they would in fact not only have to do this on the floor, but in the corner room, on our floor. Another example if you will, for our live action students, what if someone wanted to film something on a greenscreen? Well, again they would have to use an even smaller corner of the same room. They would need pin up a green sheet of fabric with tape or thumb tacks. Frankly, how would you feel if you were a student? Motivated? Inspired to do your work? It is hard to feel valued and motivated when it feels like your whole major is shoved into the university "storage closet." There have been so many studies done to show that when students feel valued and appreciated, they work harder. I honestly can only imagine the fantastic work future students would create if they had their own building. Please consider investing in the future of SCA and its future students.

Thank you.

Grace

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Therefore, any testimony submitted is public information and will be posted on the board's website.***

Your Name (required) *

Anya Carroll

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

anyac829@gmail.com

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Comments Only

Your Testimony/Comments

Good afternoon,

My name is Anya Carroll, I am an ACM/SCA alumni at UH Manoa. I am emailing you in regards to West Oahu's new ACM facilities. My grandmother was actually the one to bring it up to me, that she saw their showcase on the news. It was quite depressing to explain to her that this multi-million dollar facility was not a part of my course studies.

I read some of the articles about how West Oahu "used to operate out of cramped quarters, making do with what they had." This was extremely upsetting for me personally. I was a student at Manoa since 2017 and worked for the ACM Media Center throughout that time. I started working in the Old PBS building, across

campus on Dole Street. We had no Media Center Director, and one of my classmates was forced to step up and manage the center. The entire building was infested with mold, and I tried reaching out to Campus Center Board, Student Life and Development, and Facilities Management in 2019. The only solution offered to us was moving the center to a mere "meeting room" in Crawford Hall. The equipment stored in that room alone, was a fire and safety hazard. I admit I am extremely grateful for the space we were given in Sinclair Basement. Nonetheless, I do not understand why so much money was sent only to West Oahu when the students and workers at Manoa have been struggling for years.

I do not know any students or teachers at West Oahu. However, I know they do not have anywhere near the type of equipment as Manoa. Nor the ability to use that facility to the full capability as the people here. I am frustrated with the lack of planning and communication that went into this project. I am graduated now so I will probably never get to use the new facility. Moreover, I am tired of the students at Manoa being overlooked, and I hope that ACM will still receive funding to improve our curriculum as well.

Thank you for time.

-Anya

[Your Testimony \(pdf or word\)](#)

No file attached



Transmittal of testimony for BOR Committee on Institutional Success

1 message

Sen. Carol Fukunaga <senfukunaga@capitol.hawaii.gov>

Wed, Jul 31, 2024 at 2:09 PM

To: "bor.testimony@hawaii.edu" <bor.testimony@hawaii.edu>

Cc: Yvonne Lau <yvonnewl@hawaii.edu>, Christine Okada <bor@hawaii.edu>, Rochelle Gregson <r.gregson@capitol.hawaii.gov>

Aloha all,

Attached is my testimony for tomorrow's Institutional Success Committee meeting at UH-Manoa's Bachman Hall Conference Room 106A/B:

<https://www.hawaii.edu/offices/bor/institutional-success/notice/202408010945.committee.pdf>

Thank you for your assistance in resubmitting the material in the correct format for Agenda item IV-E. Please let us know if you have additional questions by contacting me at this email address or at my office (808) 586-6460.

Mahalo,

Carol Fukunaga

State Senator, District 11

(Manoa-Makiki, Punchbowl, Papakolea, Tantalus & University)

Phone: 808-586-6460

Email: senfukunaga@capitol.hawaii.gov

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 **07-31-24 Testimony-BOR Committee on Inst. Success.pdf**
3221K



The Senate Ka 'Aha Kenekoa

STATE CAPITOL
HONOLULU, HAWAII 96813

July 31, 2024

Members of the Committee on
Institutional Success
2444 Dole Street, Bachman 209
Honolulu, Hawaii 96822

RE: Written Testimony on August 1, 2024 Committee Agenda Item IV-E (*University of Hawai'i at Manoa Academy of Creative Media/School of Cinematic Arts Update*)

Thank you for the opportunity to provide written testimony to address comments made by Regent Abercrombie during the June 6th meeting regarding the status of the former PBS facility on the UH-Manoa campus. I previously submitted these comments to Committee members on June 17, 2024 via email and hard-copy originals.

Contrary to the thrust of the comments, the condition of the former PBS Hawaii facility was known to be less-than-optimal by University of Hawaii (including Academy for Creative Media systems leadership), Department of Business and Economic Development (DBEDT) and the Hawaii State Legislature before PBS Hawaii's departure from the UH-Manoa campus in 2016.

In 2007, former Senate President Hanabusa and the Senate majority introduced *Senate Bill 1922*, which proposed financial incentives for a permanent Academy for Creative Media facility at the UH-Manoa campus. However, as the bill progressed through the legislative process with input from UH-Manoa and UH-Community Colleges system administrators, the bill evolved into one that endorsed shared-use between PBS Hawaii and Academy for Creative Media programs at UH-Manoa. It also appropriated start-up funds for the *Music and Enterprise Learning Experience* (MELE) program at UH's Honolulu Community College to develop technical business skills in partnership with Belmont College in Nashville, Tennessee.

At the time, PBS Hawaii and University of Hawaii knew the existing PBS facility at UH-Manoa did not meet PBS operational needs. The final version of *SB 1922, CD1* therefore included:

- Authorization for a 35-year lease of the existing facility-studio at UH-Manoa campus, with a requirement that PBS Hawaii undertake renovations of the facility (estimated at roughly \$5 million) and provide 40% of the net usable square footage of the facility to ACM via a written Memo of Understanding;
- State appropriations of \$4.870 million for FY 2007 and FY 2008 for equipment and installations to support ACM programs, handicapped access compliance and common area spaces of the PBS facility; and
- Start-up funds of \$300,000 for MELE programming at Honolulu Community College in 2007 and 2008.

References - (a) *SB 1922, CD1* draft and Conference Committee Report:

https://www.capitol.hawaii.gov/sessions/session2007/bills/sb1922_cd1.pdf,

https://www.capitol.hawaii.gov/sessions/session2007/commreports/sb1922_cd1_ccr180.pdf

(b) Veto override draft:

https://www.capitol.hawaii.gov/sessions/session2007/bills/Act11_SB1922.pdf

(c) Excerpt of UH and ACM testimonies on *SB 1922, SD2, HD1* (please see attached pdf, which reflects the same testimony submitted in the House and Senate)

However, the public-private partnership between PBS Hawaii and University of Hawaii authorized by *SB 1922, CD1* did not materialize. The bill was vetoed by former Governor Lingle, with the veto overridden by the State Legislature in July 2007. The funds authorized by *Act 11, Special Session of 2007* for renovations to the former PBS facility were not released.

PBS Hawaii subsequently developed new broadcast studio facilities on non-UH lands; and Academy for Creative Media system leaders worked with the State Legislature, UH and DBEDT to develop permanent facilities in the UH-West Oahu region.

The UH administration materials (*pages 100-105, PBS Building & Manoa Academy for Creative Media Program (MA-ACM): The Highlights and History*) identified specific funding requests submitted by ACM system and ACM-Manoa programs for permanent and supplemental facilities at the State Legislature between 2016-2017:

- In 2016, the Legislature appropriated \$35 million in CIP funds to develop a permanent ACM facility at the UH-West Oahu campus: *Act 124, SLH 2016* (page 287, *HB 1700, CD1*): https://www.capitol.hawaii.gov/sessions/session2016/bills/HB1700_CD1_.PDF

This amount was less than the \$38.8 million for the project that was submitted as part of the BOR-approved UH budget included in *HB 1700* (see page 4 of *UH testimony to Senate Ways and Means Committee, 4/5/16*:

https://www.capitol.hawaii.gov/sessions/Session2016/Testimony/HB1700_HD1_TESTIMONY_WAM_04-05-16.PDF).

- The Legislature did not fund the \$7 million renovations proposal for the former PBS facility requested by the ACM-Manoa program outside the 2017 BOR-approved budget.

The Legislature instead funded \$3 million in CIP funds for *'the relocation of Communications and Academy of Creative Media into a shared facility on the Manoa campus'*: *Act 049, SLH 2017* (page 216, *HB 100, CD1*):

https://www.capitol.hawaii.gov/sessions/session2017/bills/HB100_CD1_.PDF

I hope the foregoing materials help underscore the need to work collaboratively between State legislative and executive agencies to achieve long-term Hawaii economic priorities.

The University of Hawaii and the State of Hawaii do not have unlimited resources. Therefore, leveraging public-private partnerships in developing long-term facilities for Academy for Creative Media (ACM) programs can help offset the high maintenance and ongoing technology investments needed to support cutting-edge creative media programs and workforce training.

Sincerely,


Senator Carol Fukunaga
District 11 (Manoa, Makiki-Punchbowl,
Papakolea, Tantalus & University)



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
House Committee on Economic Development & Business Concerns and
Committee on Tourism & Culture

March 21, 2007

by
Neal Smatresk, Vice Chancellor for Academic Affairs
University of Hawai'i at Mānoa

SB 1922, SD 2 RELATING TO CREATIVE MEDIA

Chair Yamashita, Chair Yamane, and members of the Committees:

The University of Hawai'i at Mānoa supports the intent of SB 1922, SD2 to create financial incentives for and appropriate funds for a permanent facility for the successful and growing Academy for Creative Media.

We are proud of the many accomplishments of the Academy for Creative Media in its first three years at Mānoa. It has gained national and international recognition as it has become the premier program for media study in Hawai'i.

It would be difficult to describe ACM's inauguration in January of 2004 as humble beginnings. Although with only two faculty and a handful of students, it literally burst onto the scene, producing nine films and a collection of video game prototypes showcased at that year's Hawai'i International Film Festival, including the audience award-winning documentary.

Since then ACM has continued to produce outstanding student films that have been featured in such leading festivals as Atlanta, Los Angeles, San Francisco, Houston and Shanghai. Just as importantly, it has established itself as an academically rigorous program within Mānoa's Colleges of Arts & Sciences, with eight highly qualified full-time

faculty – and active recruitment for a ninth – and experienced lecturers and staff well-respected in both the classroom and the media profession.

The Academy has developed a rich curriculum of 32 courses in the areas of digital cinema, computer animation and game design, critical studies, and indigenous filmmaking – a curriculum focus that makes us unique among film schools and media study programs. ACM's students, faculty, and curriculum are firmly grounded in a Hawai'i, Pacific and Asian sense of place that projects a new and exciting cultural voice that is authentic, articulate and empowering.

ACM students are also enriched by the depth and breadth of the Mānoa campus, they are exposed to disciplines such as Journalism, Communications, Computer Science, Art, American studies, Anthropology, English, Geography, History, Indo-Pacific Languages, Religion, the Languages and Literatures of Europe and the Americas, Pacific Island Studies, Theatre and Dance. The ACM degree is truly interdisciplinary, and exposes the future creative leaders of Hawai'i to the best of our diverse curriculum.

One hundred seventy five students are enrolled in 20 ACM course offerings this semester in character animation, visual effects, computer game production, beginning and advanced digital cinema, screenwriting, directing, oral tradition to screenplay, media ethics, oceanic media and culture, and post-modernism in Asian cinema. Ten students are interns on the ABC-TV hit series LOST. Several others are pursuing independent and group filmmaking projects. Two of our students have received grants from the Women's Filmmaker Initiative to produce their short films, and many more will compete for production funds from the annual ACM Scriptwriting Competition.

These student competitions are two of the many ACM programs supported by grants and generous community donors such as the Roy and Hilda Takeyama Foundation, which equipped our students with their "electronic toolbelts" for filmmaking, and supported student interns on the set of SUPERMAN RETURNS in Australia, and

Testimony relating to SB 1922, SD2
House Committees on Economic Development & Business Concerns and Tourism & Culture
March 21, 2007

student filmmakers to screen their work at the Shanghai International Film Festival. The Jay Shidler Family Foundation has supported a fund that has allowed ACM to bring such industry luminaries to conduct Master Classes as directors Cameron Crowe, Justin Lin, Bryan Singer and Randal Kleiser, actor Kal Penn, and legendary producer Jon Peters.

Hollywood Director Roland Emmerich, the James and Abigail Campbell Family Foundation, Pipeline FX, and the Ko Olina Foundation generously provided the \$200,000 necessary to establish the ACM Animation RenderFarm, placed at Leeward Community College to serve digital media programs for campuses across the UH system and for high schools across the state.

The Academy has forged two international partnerships – with Shanghai University and the Shanghai International Film Festival, and with the national Korean Film Council to co-sponsor an annual Korean Filmmakers Initiative for Korean Americans. Several other international partnerships and exchanges are in the works.

Like all endeavors worth growing quickly, this tremendous growth has not come without growing pains, particularly in the area of space. Although ACM shares the permanence of academic integrity with other established Mānoa programs, we haven't been able to accommodate them with permanent space. ACM soon outgrew the small suite of offices we provided for its initial stages. Faculty have had to be placed in borrowed space in different buildings. ACM has had to share a small, under equipped and cramped studio and working space. There has been no room for dedicated classrooms, workshops, labs, soundstage and post-production, library and other resources, screenings, or simply a space for students to gather to share ideas and collaborate on projects.

The desire of the Legislature to provide the resources to the University to create a permanent home for the Academy for Creative Media is greatly appreciated and applauded. We are committed to working with you to see this become a reality.

We welcome the Legislature's interest in our dilemma for additional space, and we have three scenarios for a home for ACM we would like to discuss:

- UHM has a request for a Centennial Classroom Building as our top priority for new development on the Mānoa Campus. Additional support for this project would allow us to accommodate the ACM within the first academic building built on our campus since the 1970's.
- We also have a request to develop a building for our College of Education on the ewa campus, partially to replace the building we lost to fire this past summer. We have room for an additional floor on this building which, with additional assistance, could be outfitted to accommodate ACM.
- We have been in discussions with PBS Hawai'i, which occupies a building on our campus, on how to accommodate ACM within that facility; we would be interested in engaging with the Legislature on how you may be able to help us make that happen faster.

Mahalo for your support for this important program, and I look forward to a continuing dialogue on how Mānoa can assist the state in Economic Development.



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
House Committees on
Economic Development & Business Concerns
and
Tourism & Culture

March 21, 2007

by

John Morton, Interim Vice President for Community Colleges

S.B. 1922, S.D. 2 Relating to Creative Media

Chairs Yamashita, Yamane, Vice Chairs Wakai, Manahan, and Members of the Committees:

Honolulu Community College (HCC) stands in strong support of the proposed S.B. 1922, S.D. 2, Relating to Creative Media, which, among other things, establishes and appropriates funds for the Music Education and Learning Experience (MELE) program being proposed at Honolulu Community College.

MELE is a unique and exciting program for Hawai'i. The program will take people interested in a music career and teach them music enterprise management, song writing, and sound production. Keep in mind that this program will not teach musicians music; it will teach you how to make a career in the music industry. We believe that MELE will serve as the catalyst for Hawai'i's music industry growth. Much like Nashville started out, Hawai'i has all of the right elements to fuel the industry's growth – musical talent, a unique and distinct sound, and a culture that supports music.

It is important to note that the bulk of the funding in S.B. 1922, S.D. 2, is designated for the renovation, or construction, of a sound studio, which is currently not available at any of our university campuses. This sound studio facility is essential for the program's technical aspects. The funding is not to lease performance space or a performance venue.

With regard to MELE program operations, S.B. 1922, S.D. 2, does not include the full amount of operating funds necessary for the program. While HCC has received a 5 year Title III grant to meet some of its program needs, this is not the full amount necessary to make MELE successful. The amount originally requested was \$746,000. This amount was included in the original white paper that the Governor, through the Department of Business, Economic Development, and Tourism (DBEDT), requested. Unfortunately, it was not included in the bill at introduction. For purposes of information we have attached the original white paper dated November 2006.

Once again, we believe that Hawai'i's music industry can eventually rival Nashville's, Austin's, New York's, and LA's and MELE will be a critical piece of the foundation upon which it is built.

WHITE PAPER
MUSIC ENTERPRISE LEARNING EXPERIENCE
MELE

Background:

Honolulu Community College has been working with national and local members of the entertainment industry to develop a support and training system for the development of Hawaii's music business. It has long been noted that Hawaii has an unusually high concentration of raw musical talent, but has never developed the support infrastructure to aide individuals in the progression of their careers.

We propose to form alliances with local industry members – musicians, producers, sound engineers, business managers, union representatives, legal advisors, venue developers, event planners, and marketers; national industry organizations such as BMI, ASCAP, NARAS, and the Nashville Songwriters Association; and Belmont University of Nashville home of one of the premier music and entertainment educational programs in the nation.

The result of the alliance will be the creation of MELE – the Music Enterprise Learning Experience. MELE will be a combination program of short-term professional training workshops, songwriter seminars, an associate degree program in Music Business and Production, and a transfer program that allows students to matriculate to Belmont University's music and entertainment management programs in Nashville, New York, and Los Angeles.

The development model is based upon forty years of industry experience in Nashville, a music center which has created a \$5 billion per year industry in country music, gospel, blues, bluegrass, and pop music. The key components are access to Nashville's expertise in music production, marketing, sales, online Internet releases and sales, video, and live venues. Why Nashville? Hawaii has some unique connections with the sounds of country music, from the steel guitar to *paniolo* music. The key players in the program Executive Advisory Council have access to national music organizations and businesses, and will serve and program develop advisors and emissaries.

An initial meeting of 25 prominent local members of Hawaii's industry validated the need for a support system to train and develop our local talent base, giving them access to all the national training support and professional development activities. HCC chose Belmont University because of its prominence in the development of the Nashville model. It sits at the end of "Music Row" and has connected itself through the quality of its programs and graduates into the heart of the industry. Its alumni are prominent music industry leaders.

Belmont University is interested in assisting with the development of Hawaii's talent base, and working to make Hawaii an international development center for a new generation of music to be created from East and West. Hawaii could become a prominent production center and be involved in Asia's newly developing music scene. Western industry training is sought after to build expertise and capacity throughout the world.

HCC proposes that MELE be developed around three strands – artist creativity, entertainment business expertise, and technical production skills. Belmont University will help to jump-start the process by collaborating on joint use of their curriculum, technical facility and equipment specifications, training of local faculty, and dual credit for course offerings in Hawaii, and internships and senior year experiences in Nashville, New York, and Los Angeles. Hawaii's

students and future music professional will have an opportunity to join other Belmont students in learning on the job in some of the most varied music environments in the world.

The goal of the program is to produce a generation of music industry talent greatly expand the existing industry capacity, and to create new technological, intercultural, and genre-bending forms of music through creativity and professional business expertise.

The program is seeded through a TITLE III Developing Institutions grant awarded to HCC's Native Hawaiian Center. It provides for some basic program development of course offerings. Belmont University's Mike Curb School of Music Management will accelerate and enhance the development process, while HCC seeks industry, foundation and individual donors to enhance its technologies, breadth of expertise, and provide scholarships to support senior year and internship experiences for Hawaii's students at local and national sites.

Workshops are planned in partnership with national industry organizations and businesses, formal credit course and career training through associate degree offerings at HCC and baccalaureate and master's level degrees through Belmont University.

A major part of the program will be based on the design and implementation of a drop-in and formal environment. A place will be created where present and future music professionals can congregate, "talk story," share knowledge and test new ideas and concepts – all while learning how to listen to and accept recommendations for improvement of their product. The MELE center will also be open up to 16 hours per day to take advantage of creative inspiration in the evenings. With the proper start-up support, MELE could evolve into a true center for the evolution and expansion of all Hawaii's music and entertainment creativity and production.

Projected Budget:

Facilities – HCC proposes to utilize warehouse space near the school. Kamehameha Schools controls the property. We intend to negotiate a collaborative lease relationship. The center should be accessible and comfortable for its students and clients, but not over done. A converted warehouse works well for the development of a production studio and the free-standing acoustical walls and floor required. One main recording studio, five writer project small rooms, three classrooms, a lounge, and auxiliary space of 10,000 sf are needed. Estimated cost of the build-out with all wiring and specialized technology for:

	FY 08	FY 09
Facility Remodeling and Studio Construction:	\$1,828,500	
Studio Electronics:	\$240,000	
Writer's/Project Studio Rooms:	\$56,000	
Classroom Multimedia Equipment:	\$22,800	
Computers and media:	\$38,000	
Total:	\$2,185,300	
Operating Budget:		
Personnel; 3 faculty, two lab/studio techs, one secretary, one support APT:	\$373,000	\$373,000
Space lease 10,000SF@\$2.00sfx12:	\$240,000	\$240,000
Staff travel, training, curriculum support:	\$65,000	\$65,000
Lectureship/Workshop Overhead:	\$44,000	\$44,000
Maintenance, supplies, utilities:	\$24,000	\$24,000
Total:	\$746,000	\$746,000
Grand Total:	\$2,931,300	\$746,000

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(compiled by Founder and Director Chris Lee,
Academy for Creative Media, University of Hawai'i)

Russell Blanchard
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"The Academy of Creative Media has made my dreams of becoming a filmmaker a reality. From the challenging and character building curriculum to an avenue into the workings of a local production market via LOST the ACM provides on a local level what no other schools in the world can, Hawai'i from a local perspective."

Randee Chang
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"Living in Hawai'i all my life, I always thought that having a career in animation was impossible without having to move to the mainland. During my sophomore year in at the University of Hawai'i at Mānoa, I had heard about a new program - the Academy for Creative Media and their animation program. I was thrilled and immediately applied...For the past two years, I have been studying animation with the Academy for Creative Media and I am looking forward to a career in Animation. However, the majority of animation studios are on the mainland and being born and raised here, I don't want to move...My ultimate dream is to open an Animation studio here in Hawai'i where local prospective filmmakers can come and tell their stories. What better place to tell stories than a cultural melting pot like Hawai'i ? And who better to tell the stories than the people who live here?"

Wimal Dissanayake, PhD
Adjunct Lecturer, Academy for Creative Media
University of Hawai'i at Mānoa

"The ACM is the best thing that has happened in the University of Hawai'i in recent times. It serves as a model for film and media schools across the country. The nice balance between practice and theory, and the way in which it addresses some of the key issues in the state of Hawai'i are exemplary. The ACM is also beginning to make its mark in Asia."

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Nathan John Britton
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"It has always been my dream to make video games, not just because of my passion for games, but for the potential of interactive expression to present the nuances of a story or idea based on the active participation of the audience. The video game industry is a very young and fresh field based on the development and commercialization of this new medium that has so much potential in education and art....

My decision to turn down my chance to go to Digipen and come here instead was one based on many factors... about two years ago, I heard about the ACM. **After learning that the ACM covers everything that I found missing in my education, I immediately changed my BA to cover a concentration not in art, but directly in animation and game design through the ACM. I have never been more excited or confident about my education or in my ability to fulfill my dreams since I started working at the Academy....**

In 2004, during my sophomore year at UH, I started my own interactive entertainment company, **Gemineye Entertainment, Inc.** I have been working out of my dorm room to design games while I learn how to implement those designs at school.... **Most of my peers and I take it for granted that we'll be leaving Hawai'i once we finish school (BUT)....** Already in the short time I've been taking classes at the ACM, I've seen an incredible improvement in the equipment and the faculty, in my peers and myself. If things continue at this rate, I believe that we are on the verge of a big possibility for Hawai'i. Many people who have left Hawai'i to find meaningful work elsewhere are dieing to come back, while more and more children are enabling themselves through cheap hardware and open source technology. **Given the option of working at a film or game studio as opposed to a hotel, restaurant, or tour company will not only improve the quality of life here, but push the people to make the most of themselves....**

According to a PricewaterhouseCoopers financial report, the global entertainment and media industry is projected to grow at an annual rate of 6.6% to \$1.8 trillion in 2010. The video game industry alone is projected to lead the way with growth at 11.4% per year in the same time period, with most of this growth predicted to occur in the Asia Pacific region. **As a bridge between the eastern and western worlds, both culturally and geographically, Hawai'i has the opportunity to play a major part in this rapidly advancing field through institutions like the ACM."**

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**Candy Suiso
Instructor, Waianae High School**

...By encouraging the development of digital media industries here in Hawaii and by strengthening the University of Hawaii's Academy for Creative Media, the legislature has an historic opportunity to make a positive and far-reaching impact on Hawaii's future, both in economic and educational terms...Digital media education programs are effective at reaching Hawaii's youth, even the most at-risk and disaffected, and can prepare them for success in higher education and the workplace...

Through our experience and success at Searider Productions, we know that communications and media-based educational programs can create powerful and effective learning experiences for youth, even those who are most at-risk or those for whom success in traditional academic settings has been elusive. ...**One of the most satisfying validations of our program is when graduates who, when they originally started at SP had no college aspirations, come back after their college graduation and thank us for making higher education a reality for them ...** One of the most important reasons for our success is our belief that all of our kids, like most humans, have an innate desire to tell stories. ..We know that this production and project-based approach works: **our SP graduates go on to college at a much higher rate than other Waianae High alumni.** Even those who choose not to go on to college can find meaningful work: **several of our graduates have been immediately hired into production environments right out of high school including some of our local network TV stations ...**

We are familiar with ACM, and believe the faculty and staff have created a program that incorporates many of the same production-oriented elements that have made our program successful while adding dimensions of open inquiry and criticism appropriate for a university setting. Additionally, **the industry experience of ACM staff and the program of guest visitations from world-renowned media figures ensure students receive a world-class education that combines the best of the production world with the serious academic inquiry and the free exchange of ideas at the heart of university education.**

We believe that by ensuring the permanent presence and raising the profile of ACM through SB1922, more of Hawaii's most promising and talented creative youth will receive a high-quality college education that prepares them for work as employees or entrepreneurs in creative media industries. **This affects us personally; after success in our program we encourage our kids to continue pursuing digital media production in college. We want our kids to have a strong university option here in Hawaii.**

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Strengthening the Academy for Creative Media through SB1922 will strengthen K-12 education in Hawaii. **Never before in our combined five decades of working in the Hawaii DOE have we seen such determined outreach efforts by a university program than that shown by ACM Chairman Chris Lee and his faculty.** Chris is a regular visitor to our campus and routinely consults with us on how ACM can best address the educational needs of our college-bound students, and more importantly, what he can do to make ACM encourage more students to go to college, especially those who would most likely never even consider going to college. Many of his faculty have also visited our program personally, again offering to work in partnership to ensure a seamless transition from high school to college. ACM staff routinely offer their expertise to our secondary staff. **Currently, our staff is working closely with the ACM to develop new initiatives in 3D computer animation and game design, rapidly growing media production fields.**

As part of our ongoing partnership with ACM, we successfully secured \$4 million from the US Department of Education and the William K. Kellogg Foundation to strengthen existing programs and implement new initiatives along the Waianae Coast focused on developing a seamless pipeline in digital media education that would provide a world-class education for our kids, taking them from elementary and intermediate school through high school and higher education and then hopefully into digital media industries as both employees and entrepreneurs. Participation of the ACM as a higher education partner was key in securing these grants, and without the hard work of the staff at ACM the children of the Leeward Coast would not have these remarkable educational options available to them today...The expansion of local digital media industries in Hawaii will help improve local economies in traditionally impoverished areas like the Waianae Coast.

As a lifelong resident and educator working in one of Hawaii's most distressed geographic areas, the Waianae Coast, **I see everyday the effects decades of poverty can have on a community.** Many of the residents in our rural and isolated communities like the Waianae Coast, located far from Waikiki and Honolulu's business urban core, have missed out on the benefits of full participation in Hawaii's tourism-based economy. However, **we believe we are at a historic point in Hawaii's economic development. The rapid growth of digital media industries represents a historic chance for Hawaii's government and business leaders to take steps to position Hawaii as a viable producer of quality media and entertainment products that leverage the stunning natural beauty of our islands and the innate creative and artistic talents of our residents.** Global digital media industries represent some of the fastest growing economic sectors in the world, projected to earn a record \$1.7 trillion worldwide in 2008 according to PricewaterhouseCoopers. ...This means there is a growing global market for authentic, indigenous products and performances based on artistically rich traditions like those of Native Hawaiians (storytelling, music, dance, visual arts). For youth living in isolated rural island communities like Waianae, the emergence of networked digital technologies represents an opportunity to overcome the low socioeconomic status that

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has beset their communities throughout the Industrial Age. **We strongly believe that our youth have the strongest chance of success if they prepare themselves to be knowledge workers in creative and digital media industries.**

Every year we take our kids from Waianae to mainland conventions and competitions with kids from all over the US, many from schools in America's most affluent communities. Each year, our kids, many of whom are considered some of the most at-risk in the country, not only hold their own but often win. For our students, this is often an eye-opening, life-changing experience. They really come to believe that they are good at what they do and can perhaps make a career of it.

We strongly believe that today's students in Hawaii schools and colleges will lead Hawaii into a prosperous 21st century, where more of our kids can pursue lucrative careers in digital media while staying here in Hawaii where they will be able to purchase homes and raise happy, healthy families.

**Roy Takeyama, Regent Emeritus, University of Hawai'i at Mānoa
Hilda Takeyama, alumna, University of Hawai'i at Mānoa**

We are proud to have been a part of the Academy for Creative Media from its inception – as donors, student sponsors, advisors and friends....Our belief in the vision of Chris Lee to create an academic program in media production and study that would bridge lower and higher education, be a beacon and rallying point for similar programs across the University System, and help create a vital and vibrant economic base in a clean and home-grown industry, led us to be founding donors and supporters of the program....

Our investment has already yielded impressive returns in student achievement and increasing stature for the university. We have helped to put the tools of creativity in the hands of these tremendously talented students....

The Academy has accomplished much on a limited budget of donated funds. It is right and commendable of the Legislature to seek ways to provide ACM with funding to secure and equip a permanent facility the students can claim as their creative home from which they will develop creative industries and continue to enhance the image of the University, the state, and its people to the nation and the world.

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Jesse Gonzales
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"I have been a student at the ACM since 2005. Before that, I was studying film at the University of Nevada – Las Vegas (UNLV). Even though UNLV's program has been around longer than ACM, the work that I have seen by the ACM students has astounded me. The best example of this would be from the student work showcased at this past fall's Hawai'i International Film Festival, 2006. Even though the films were shot on digital video, the quality of production looked like the professional work of a Hollywood production. I was shocked at how high my peers have set the bar of quality....I can honestly say that the quality of the student work I have seen at the ACM has surpassed the work I have seen at UNLV's student film showcases....For me personally, of course my parents couldn't be happier that I am back home in Hawai'i for college."

Leah Dawson
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"I tried the business thing, and the interdisciplinary studies, but still not seeing my dreams in them. It wasn't until I signed up for Cinematic Narrative Production as well as the Screenwriting class that I felt like a kid with excited anticipation again....So Fall semester of 2006 starts, and I have my first taste of my collegiate dream. After the first week, my mind had been made up. I'm going to be a film maker. In two class periods, Joel Moffitt, my professor for both courses, changed my life forever. I learned more about life in two class periods than I had in my entire college career....So, you ask yourself, is ACM worth it? If you asked any student in any ACM class right now, you would hear nothing but inspiring words. This program is so unique. Its full of opportunities, such as listening to Brian Singer speak to 50 people about directing Superman. At AFI, yes, Brian may talk, but in a room of 300 or 400 people. This program is intimate. It cares, about us as individuals, and about the stories they are enabling us to tell."

Charles Toratani
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"I believe the Academy for Creative Media will develop Hawai'i 's future beyond tourism, which will fuel the existing desire to boost Hawai'i 's economy. Hawai'i has a very unique setting for filmmaking, but somehow Hawai'i never got its chance to have a film school."

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Linda Dorn

Assistant Professor/Animator, Academy for Creative Media

University of Hawai'i at Mānoa

"I am the new Animation Professor at Academy for Creative Media. I came to the Academy from California Institute of the Arts, a school which is considered the foremost school in the world for Character Animation....I came to ACM believing that Hawai'i can be the future home of the animation industry. I believe this because I found the true beauty of the islands lie in the people... Since I arrived at ACM in August, interest in the character animation classes have increased from 5 students for the Fall semester '06 to 70 students for the Spring semester '07. Twenty-five students were placed on a waiting list....Feature animation production no longer needs to be anchored in Los Angeles as major studios are now opening around the world. A trained talent pool and financial incentives would provide the environment for the establishment of a new economic resource in the islands."

Aladdin El-Kadi

Student, Academy for Creative Media

University of Hawai'i at Mānoa

"I firmly believe that creating a permanent facility for the Academy for Creative Media is in the interest of not only the students that would be educated there, but rather for all of Hawai'i ...Having these well-trained, experienced employees ready for work can encourage mainland film companies to choose Hawai'i as their filming locations, possibly leading to more tax revenue as well."

Kevyn Fong

Student, Academy for Creative Media

University of Hawai'i at Mānoa

"With the help of the staff and support of the school, I will be able to help turn Hawai'i into more than a tourist location. It would bring recognition to the University of Hawai'i as being a real film school that would attract an entirely new set of students to the school as well as the island. ...Support for ACM would be greatly appreciated and I would gladly do whatever I could to help turn Hawai'i into more than just a Hollywood backlot. The staff is also great at what they do. Because there is a select few of them, they all know me by name which makes me feel like I am receiving a great education in the art of film. The ACM is important to me and its important to the staff and to the future of UH for a more diverse campus and society. Its time to make ACM stay."

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Daryl Gilmore
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"As a resident of Hawai'i, I began researching film schools on the mainland four years ago, and even went to visit some campuses in California. Then when I discovered that I could study film and digital media at the University of Hawai'i , I was thrilled by the notion of staying in Hawai'i. Now I am a senior majoring in film production at the Academy for Creative Media, through whom I am interning on the set of ABC's *Lost*, and am pleased with the opportunity and possibility of contributing to the industry here at home....I think the biggest risk of students having to study on the mainland is the possibility that they won't return. Having a permanent home for this program in Hawai'i guarantees the logistical and economic growth of our film industry, providing more job opportunities for graduates of this great program, as well as contributing to the revenue and appeal of our great state."

James Hall
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"The Academy for Creative Media has really opened the doors for me to expand my knowledge in the computer animation industry. The instructors have worked in this profession and are very knowledgeable and pass that valuable experience down to us. ... Having the latest in media technology is a necessity for success in this "always changing and evolving" field of study. Eventually I will be graduating with a degree in Computer Animation and will start working with local animation studios to produce box office effects and animation comparable to that on the mainland."

Jacob Holcomb
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"I moved here from Massachusetts and ACM was a major influence in my staying here to continue my work in documentary filmmaking... the value for education I've found here beats anything on the mainland....According to the February 2nd edition of Pacific Business News tourism slipped in '06 and is looking very slow in '07. This highlights the need for a self-sustaining industry. New Zealand is a perfect example of a country that invested heavily in it's film infrastructure and the results have really paid off for them... I am very lucky to have found this program at this point in my career, because with their encouragement I just started my own Hawai'i -based production company, Beetleswamp Productions LLC."

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Brooks J. R. Infante
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"My desire to become a filmmaker has been made possible through the creation of the Academy for Creative Media at UH Mānoa. If I had pursued film when the ACM had not formed, I would have inevitably going to the Mainland for film classes....The classes I currently am taking are a challenge, but I must press on if I am to attain the knowledge and skills that are essential to being a filmmaker. The equipment, however, is insufficient, as cameras are limited and students are many. By having the proper funding, the ACM can allow students more access to readily available equipment, rather than hoping their other group members are finished using the camera before an assignment is due."

June Kawaguchi
Student, Academy for Creative Media
University of Hawai'i at Mānoa

I'm a non-traditional student at the University of Hawai'i. I'm 42 years old and I've recently gone back to school because of the lack of suitable jobs. I was born and raised in Hawai'i and in 1987 I left Hawai'i to study accessories design in New York. I attended school for three years and worked for Tignanello Intl., a handbag company for three years....I love art and I love being creative and decided being an art teacher and part-time artist was my only option. Then Linda Dorn came to my life drawing class to introduce the animation department to the students. I was elated and heard my calling. This was a career that could utilize my talents and become a viable job. Linda expressed that an animation industry in Hawai'i was possible and with the advent of sophisticated graphics programs, the advancement and popularity in animation, I too believe it could become a reality for us in the islands. Marine biologists and veterinarians are "old school" wishes for what children want to be when they grow up. Today it's a career in gaming and animation that kids talk about. I don't want to move back to the mainland, so I plead with you to support this bill and let this creative kama'aina and future generations keep Hawai'i as their home."

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Daniel Dae Kim
Actor (LOST)

"Though a relative newcomer to Hawai'i, it didn't take long for me to notice the rich tradition and history that thrives within the local community.... Beyond the scope of Hawai'i, however, what Chris Lee has achieved in the few short years that the **Academy for Creative Media has been in existence is something that has taken many older programs decades to accomplish, if ever; that is, to become a respected filmmaking program.** I have to say I was struck not only by their proficiency, but even more so by their enthusiasm. There was an unmistakable sense of joy in what they were accomplishing. It's a far cry from the attitude of film students I've encountered in New York and L.A. ACM students are developing a voice all their own, and as we've all seen from their success at film festivals around the world, it's one that has already begun to make its mark on the entertainment industry....The time is right to show a long-term commitment to a program that has already shown its commitment to Hawai'i."

Eric Manke
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"I am a Hawai'i-born and raised student at UH Mānoa, and I am currently enrolled in courses in the Academy for Creative Media program....As the Bills state, the huge growth of digital media – including film production, video game creation and other forms of entertainment and instructional media – is well-documented. **In the two years I have been in the program, I have seen this growth and the potential for Hawai'i to become a center of this kind of creative expression....This semester I am an intern with the ABC/Touchstone production of LOST.** Last summer four ACM students were in Australia to participate in the production of SUPERMAN RETURNS. ACM student films have been shown in dozens of film festivals around the world. **All of this has happened in just three years since the program was initiated....**And if this is not impressive enough, we have well-qualified faculty who are totally committed to passing on their expertise and knowledge to give students the practical and creative know-how to do world class work and eventually find jobs in the digital media industry anywhere in the world...**We have seen that Hawai'i can be a center for media production, and this gives me hope that I can work in this field without having to leave my home.**"

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Ryan McKinley
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"I was born and raised here in Honolulu and I have always had an interest in film and television....Through ACM I have been fortunate to become an intern on the TV show LOST. This experience on LOST is giving me the behind the scenes perspective that allows me to see the inner workings of a major television program. This experience is giving me the insights about how to get my own show hopefully made and could also be my foot in the door of television. These experiences and insight would not have been possible if not for ACM. I find that many students from Hawai'i that are interested in filmmaking have always had to leave Hawai'i to study. Through the ACM local filmmakers would have the opportunity to make films in one of the most beautiful places on earth."

Troy Milhoan
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"I attend the University of Hawai'i at Mānoa and I am from Hilo, Hawai'i....SB 1922 is so important to us who aspire to be animators. A permanent home for ACM, would allow us to push ourselves to our creative limits and would help us to strive to be the best animators we can be. As the talent pool of animators in Hawai'i grows, more studios would be attracted to come to Hawai'i. It is essential for us to be able to keep talented individuals here in Hawai'i. Hawai'i will always be my home, and nothing would please me more than have a job in animation in Hawai'i. A permanent home for ACM is the first step in what will be a wonderful future for creative media in Hawai'i."

Jeff Hong
Architect
Microsoft Hawai'i

"As the senior Microsoft Manager here in Hawai'i, I know that Hawai'i needs places to incubate creative minds. A permanent home for the ACM would definitely help to lay a fertile field where these minds can develop. I look forward to working with some of the graduates in the future. I am sure they will have a positive impact on the digital/creative economy of Hawai'i."

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Princess Dialta Alliata di Montereale, Observer and Citizen
Advocate for the Academy for Creative Media, University of Hawai'i at Mānoa

I am the mother of five high school aged children and, along with many Hawai'i parents, I share a pressing concern regarding Hawai'i based opportunities for our children to equip themselves with the knowledge and skills to enable them to enjoy a future creative and fulfilling Hawai'i based livelihood....Recently, while on a trip to Australia, I was privileged to meet four ACA students who, thanks to the credit of Chris Lee, were enjoying the career enhancing opportunity of working two months on the set of the Superman film. In addition to this incident, a number of my friends associated with the film industry have on various occasions commented most favorably regarding the work of ACA graduates with whom they have been professionally engaged.

Jeanette Paulson Hereniko
Founding Director, Hawai'i International Film Festival

For more than two decades many of us envisioned a place where our young people could learn to tell their stories visually, not only empowering them but also presenting the world with the multicultural richness of Hawaii's people through creative media.... Chris Lee and his talented team of faculty, supporters, and students have made much more than a promising start in realizing this dream: They provided us with an amazing start - one that unquestionably gives the State reason to make available to ACM the needed financial resources for a permanent facility so that the ACM community can continue to soar upward and increase the State's visibility throughout the world.

Gerard Banel
Founder, Syflex LLC

In 2002 I founded in Hawai'i, Syflex, a software company providing a plugin for simulating cloth animation. This software is now being used by all the major effect studios all around the world. It has been successfully used in blockbuster movies like "Lord of the Rings" "King Kong", "Batman Begins", "Superman Returns", "Pirates of the Caribbean" and more recently "Happy Feet" and "Charlotte's Web". The three Visual Effects 2007 nominated movies all used Syflex. Many game companies such as EA and UbiSoft are also using it....I believe that the best way for Hawai'i to be part of this multi billion-dollar industry, is to have a talented workforce, capable of producing high quality and creative contents for the video game and movie markets. Instead of attracting experienced workers from the mainland, the Academy for Creative Media can fulfill this objective, by teaching local students all the skills they need to embark on a career in this industry.

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Henry Mochida
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"In a far away Pacific, the most isolated geographic point on Earth, we found ourselves giving a voice to the people. For the first time students are passionate about something. The tool for change is here. The state of Hawai'i needs to support alternative industries, we need to diversify the economy, we need a voice, we need to be heard. Media is the answer. Media is a thriving industry that can bring Hawai'i to the world. The Academy for Creative Media will free us of our historical mono-industry economy. **Hawai'i has the talent, now we just need the incubator. ACM is the answer....As a kamaina of Hawai'i, I can't express how important this program is to the State.** My name is Henry Mochida, I am a graduate student in the Urban & Regional Planning Department and **ACM has literally changed my life.** Under instructor Anne Misawa, I have finally found my passion and drive in life. I want to create, I want to shake, I want to express my ideas to the world. **For the first time UH has actually sparked my passion.** Growing up in Hawai'i, attending Mid-Pacific Institute I always looked down on UH's undergraduate education. **Actually everyone does.** Now, because I am a graduate student I receive no credit from the ACM courses I take, however I take ACM courses and will continue to just for the sheer desire to learn. I love it! **ACM has given UH a burst of life. ACM students attend classes, ACM students deliver great work, ACM students study, ACM students work hard, ACM students show up to ACM events and workshops, ACM students show initiative and promise, ACM students come from all spectrums of backgrounds, ACM provides opportunities, ACM will change the State....**We need a top of the line facility to offer a competitive advantage to our students productions. I am currently an ACM media lab assistant and editor/crew for ACM's Statehood documentary project. We operate out of deserted pocket offices on the outskirts of the University, we have scarce access and limited space for equipment. A permanent facility would give ACM the security and professionalism necessary to move the students forward."

Ark Mu
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"I am very serious about filmmaking. I have researched on many film schools in the United States, and the Academy of Creative Media is the only one that encourages students to make their indigenous films. Hawai'i is special due to its heavenly natures and its residents from various cultural backgrounds. I am a Chinese. I have the responsibility of promoting Chinese-American's unique cultures to the people, and the ACM is the only place that offers me this opportunity."

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Joel Moffett

**Assistant Professor, Academy for Creative Media
University of Hawai'i at Mānoa**

"The Academy for Creative Media is transforming the media landscape in Hawai'i forever, giving local people the knowledge and opportunity to produce (and profit from) our stories rather than allowing outside voices to tell them for us.If the growth of New Zealand's film industry has taught us anything, it is that when the community invests in its individuals, these individuals in turn invest in their community. Tremendous economic growth is the result of this equation. The Academy for Creative Media is directly applying this lesson to Hawai'i. In teaching our local filmmakers how to tell stories about our specific culture, we are also encouraging them to offer this Hawai'i a perspective to the world stage....Now is the time to take the Academy for Creative Media to the next level. The ACM has adopted clear values that reject mediocrity and embrace innovation and invention. But we are in serious need of funding, not only to put us in a physical space, but also to provide our students with the equipment necessary to tell their stories effectively to an international audience."

Ron Nagasawa

Publisher, MidWeek

"In my experience as publisher of what is perhaps the widest read publication in the state of Hawai'i, I feel that these bills pose an important investment towards the educational and economic future of our great state. Having run countless stories on film, television and digital media, I have found that there is a profound and growing interest by our younger population to make this industry a career choice....

This is evident by the increasing selection of and commitment to the curriculum posed by the Academy for Creative Media at the University of Hawai'i. It's rapid growth parallels a world-wide trend in visual media. It is a field so diverse that it combines the most unlikely of partners – art & computers, music & math. The differences are rapidly disappearing as each discipline melts into achievement of a single goal. It is powerful and influential across all walks of life....Hawai'i has the potential to be the center of this media universe. We have the one resource that is unique to our islands -- our people....Our state legislature must take an active role in bringing us into this multi-billion dollar industry. It is the primer that can potentially create thousands of jobs and opportunities. It is simply the right thing to do."

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Dane Neves

Student, Academy for Creative Media

University of Hawai'i at Mānoa

"As an aspiring filmmaker, I believe that it is a blessing for a film school of its caliber to emerge in Hawai'i, my home. There is no other place in the world more suitable for the ACM's offerings than the University of Hawai'i. With this innovative program, a film student has the ability to collaborate with an array of peers from all corners of the globe."

Konrad Ng, PhD

Assistant Professor

Academy for Creative Media

"The ACM is based on an important set of objectives:

- Diversify the state economy with an educational initiative that is self-sustaining.**
- Enable the children of Hawai'i by offering a curriculum that makes them active participants in the use and development of creative media technologies.**
- Equip the children of Hawai'i with skills to articulate a vision that represents the uniqueness of Hawai'i, the compelling nature of their life story and an opportunity to engage with the dynamics of the present.**

In order for the ACM to have a sustained and profound impact on Hawai'i, it is necessary to cultivate an infrastructure that supports the important work being done so far."

Scott Leung

Student, Academy for Creative Media

University of Hawai'i at Mānoa

"The faculty and student body are very excited about its potential to create a thriving film and animation/gaming industry in Hawai'i. I think this would be a great industry for Hawai'i. It will be a good source of income and recognition for Hawai'i. I grew up here in Hawai'i. I love this island life and it would be great if I could work here as an animator one day."

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Robert Omura
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"It broke my heart that realistically my family would never be support me financially if I were to attend mainland film schools such as USC....When it came time for me to graduate high school, instead like most who left for the mainland in order to pursue their dreams of filmmaking, I decided to try out the new Creative Media program here at UH Mānoa. To this day I have not been let down by my supportive professors and I see the Academy as my new family... Please help support the Academy for Creative Media for students like me, who want to develop our skills in Hawai'i. As the future video makers of Hawai'i, should have a chance to share our stories. Please help us on our journey to excel and enlightening the world with stories of Hawai'i never told before. We all have big dreams here; please do not allow them to be extinguished."

Pamela Pang
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"As I was packing up my books and papers after science class one high school day, my teacher approached me, and she asked me if I wanted to join an after school Robotics class. Now I was just a typical high school student whose favorite period was lunch, so my first reaction was "What? More work?" but after much deliberation and discussion with my parents and teachers, I decided to go for it ...Sadly, because of lack of funds, and not enough teachers to run it, the Robotic's club life was abruptly cut short. Robotics changed lives. Many students proceeded to pursue engineering and computer science in college. I, on the other hand, stared for a long time at the University of Hawai'i 's list of available majors, with nothing sparking my interest. I ended up writing down Information and Computer Science as my major, just because I liked working with computers. Once I finished a depressing semester of discrete math for ICS, I knew that this path was not the one for me. After that, I didn't know what to do with myself. I was running out of core classes to take. Then I found out about the ACM program, and immediately scheduled appointments to find out more about it. That was probably the first time during my attendance at UH that I was actually motivated to do something on my own. After talking to Professor Kaveh Kardan about gaming and animation, I knew that I had to somehow get into this program. My life had purpose again, and it was the greatest feeling in the world! I remember smiling for the rest of the day, and calling up my friends and family to tell them that I wanted to become an ACM major. Unfortunately, the first question they asked was "What is ACM?" which is understandable, because the program is still very small. I do not want to see ACM follow the same fate as Robotics. With more funding and support, ACM can continue to thrive, more local people can

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stay here to follow their dreams, and a hopefully a new industry can develop in Hawai'i , so ACM graduates don't have to leave their home, family, and friends, just to find a job."

**Kal Penn
Actor (24, Harold and Kumar)**

"In my capacity as a motion picture actor and producer, I frequently lecture at college campuses across North America, and recently had the honor of lecturing at ACM. As a juror at the 2006 Hawai'i International Film Festival, I also viewed a number of film and video projects by University of Hawai'i students....In comparison to other University Media Programs, I have found ACM to be particularly impressive. The students are talented, motivated, and were truly eager to engage me in unique discussions on theoretical and professional issues. Their unique storytelling from the Hawai'i an perspective was a refreshing break from the banality of the more common stories emerging from other film programs. Ultimately the combination of the students' talents and background, and the encouragement and opportunity provided to them by the Academy for Creative Media result in a program that is, in my professional opinion, truly groundbreaking."

**Aaron Rosa
Student, Academy for Creative Media
University of Hawai'i at Mānoa**

"I am currently enrolled student at the University of Hawai'i at Mānoa. I am a M.A. candidate in the Alternative Futures academic program, which is nestled in the University's Political Science Department. This research has been very rewarding, but recently has led to my enrollment in the Academy for Creative Media's beginning 3D Design and Animation courses (ACM 215 and 216)....My experience thus far in the program has been life altering, providing me with first rate instruction into the VERY important world of 3D design, an industry which is currently in the beginning stages of an uptrend with potential growth yet uncalculated. Having read HB 1868, I personally agree with many of the statements made concerning the future of animation and design industries, and WHOLEHEARTEDLY support the passing of this bill.... In my short tenure with the ACM, I have encountered zeal, encouragement, and inspiration in the attitudes of the professors, and these qualities are reflected in the faces and work of all the students....As a student of Alternative Futures I have also been studying the implications and possibility of nanotechnology, and I feel that the Academy's work may very well be applicable to a range of industries beyond the production of media.... The ACM's vision may very well establish Hawai'i not only as a top tier production location and facility, but additionally as a premier collective of the finest designers and creative minds in

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the world. As we all know, Hawai'i is one of the greatest places in the world to live and call home. By fostering the growth of this industry we could be investing in many of the industries of the future, encouraging continued economic growth and community development."

Barry Sabath
Senior Lecturer, American Film Institute

"For the last 6 years, I have served as a Senior Lecturer and Senior Mentor at the American Film Institute, one of the finest graduate filmmaking programs in the country. I have worked as a development executive in Hollywood for over 20 years, and I have also taught film history and criticism at the University of Illinois at Champaign-Urbana and Illinois State University at Normal.... The work of the Academy is very impressive. The students are very talented, and the focus of their storytelling from their Hawai'i an perspective should be encouraged and applauded. I am confident the support of the AMC will result in major works that will reflect well on all Hawai'i ans. The faculty-members of the AMC are also very talented, and their dedication is infectious. I am also truly impressed with the non-traditional storytelling that is often embraced by the ACM, and which a permanent facility will support even more fully."

Joelle-Lyn Sarte
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"The Academy for Creative Media is an extremely significant program not only the for student filmmakers, but for the people of Hawai'i as well. We live in this unique place of ethnic diversity that is full of amazing stories that need to be told- who better to tell those stories than us, the people of Hawai'i....I was born and raised here and I always believed that it was imperative for me to move to the mainland to achieve my goal of being a filmmaker- the ACM has proven that theory wrong. Because of this amazing program, I able to say things such as "my film has been showcased at the Hawai'i International Film Festival," "I work on the hit television series "LOST,"" and "I am a winner of the Women Filmmakers Initiative screenwriting competition." The ACM has inspired me to continue my career here in Hawai'i as I'm sure it has for many other students. Supporting them in anyway will without a doubt be beneficial to the state of Hawai'i and its people."

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James Sereno
Local Filmmaker
President, Kinetic Productions

"I have seen the growth of our film industry in the past several years and I believe to continue this growth we must start at where it all begins...The Academy for Creative Media has been at the forefront of this growth, and if we are ever to break through in creating a sustainable industry, we must continue to train for the future."

Chadwick Shimomura
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"I think UH Mānoa should Give the Academy for Creative Media the same status as it does for its science department like biotechnology, Astronomy, Oceanography etc. Mānoa should treat the ACM as one of its flagship department to promote the still growing film industry in Hawai'i, a good example is the University of Southern California. I am going to be a film major and if the appropriate funds for a permanent facility is going to happen this will greatly improve the opportunity for students like me. Please give ACM the Money it needs to make it compete with schools like USC film school."

Andrew Snyder
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"The University of Hawai'i's new Academy for Creative Media has been instrumental in helping local students tell truly unique and brilliant stories through an indigenous perspective.... A permanent film department would reward the island economically, training students for positions in the growing field of film and television production. Having trained persons in this field would enable production companies to hire local crewmembers. As an ACM student, provided with the opportunity to work as an intern for the popular television series "LOST," it has given me great incite into my desired career of film production."

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Barbara Tanabe
Ho'ākea Communications

"Today, we have an opportunity to become part of a more dynamic news and information industry that has evolved into a multi-media, mega-content, worldwide digital communications resource that serves multiple disciplines....**Hawai'i has already established a role in this new digital era with the achievements of the Academy for Creative Media at the University of Hawai'i under the leadership and vision of Chris Lee. The success of ACM is easily quantified through its numerous programs, student productions, educational events, world-class speakers, and private donations to expand programs beyond the level of state funds provided to ACM.**"

Jeremiah Tayao
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"I remember what it was like before the film school started. And to be honest with you, I wasn't even sure what to expect. I was a part of the ACM since its inception at the University of Hawai'i at Mānoa. I heard the buzz and I admit, I was extremely skeptical at first. I mean, how can you not be? It was brand new. There was no track record to work with.....So I gave it a shot. And from the very beginning, I could see the commitment and dedication the ACM had in its students. I couldn't afford equipment then, but the ACM provided me with the bare necessities I needed to go out there and make what I needed to make. We didn't have much then. Just a camera, a tripod, and an editing bay. But it worked. It's all we needed to get started. It gave us something even more valuable. Experience..."

I can honestly say that I have benefited by the ACM's benevolence just about as much as anyone. **What has ACM done for me lately? It gave me my first lead acting role in a widely-televised commercial. They sent me and others to Shanghai, free of charge for the Shanghai International Film Festival and pulled strings to execute a student exchange program with the talented students of Shanghai University. Provided me with an Actor Database to keep me one step ahead in casting my films. Got me an internship at Lost, the best show on TV. How huge is that? ACM gave me the opportunity to further my education with industry professionals...from LOST! That's love, man. They got me an internship with Cause and FX, a postproduction house here that does cg work for Lost and feature films like Matrix: Reloaded, X2, and Hero. I got to meet and talk with two of my favorite contemporary directors in Zhang Yimou and Brian Singer. I shook hands with Kumar. Took pictures with Daniel Dae Kim and Ang Lee....The personnel cares. Everyone I've studied under takes time out of their busy schedule to meet with**

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me to develop my stories, to give me tutelage. And it's not just me. They do it for everyone. That's how committed the staff here is....

And let's face it, Hawai'i -based filmmakers have a completely different perspective on the world than any other. It's a unique situation. A unique island. And because of that, we all have unique voices. We were raised in this melting pot of cultures. We are the descendents of immigrant cane field workers. We are the children of parents who left the comfort of their homeland to provide us, their children and grandchildren, with better opportunities. We have real life experiences. We have something to say. Help us. "

Amanda Toperoff

(moral) supporter and fan of the Academy for Creative Media

"My perspective is not as a student, but as a professional 3D animator on Oahu. Since moving to Hawai'i , I have been faced with the realization that although there is an abundance of interest, talent and enthusiasm on the island, the existing 3D community is underdeveloped....ACM provides the perfect infrastructure for creating a solid and stable 3D community. It gives artists a resource for education, idea sharing, and networking. There is comfort in an institution that will remain in place regardless of the ebb or flow of the animation/film industry....In much the same way that the film industry has been a tremendous source of pride and revenue for the state of California, a highly developed 3d industry in the state of Hawai'i , can play a critical role in making us a vanguard in the arena seen as cutting edge in modern day filmmaking...There are countless Hawai'i residents with boundless potential. Do we really want them to have to leave the island in order to have a successful career?"

Richard J. Schaffer

Principal

Mid-Pacific Institute High School

"As principal of the only nationally certified school of the arts in Hawai'i (Mid-Pacific Institute School of the Arts) I would be remiss in not voicing support of a bill to foster the growth of creative media in the state....Chris Lee has also come to campus on several occasions to work with our media students and faculty."

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Wayde Toyama
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"As a student and an aspiring filmmaker, there was nothing more confusing than trying to relate my interests to a major at UH. Should I join Leeward Community College's video program or UH Mānoa's Communications department; and **being born and raised in Hawai'i, I don't wish to leave the state to pursue film. When I found out that there is the ACM, I was very relieved.** I started to take classes that I loved and made sense to me....However, it's become another problem that ACM is not equipped to take on the new interests of many UH students. **There are little computers, very few cameras, and little to nothing of other essential equipment that I feel is needed to making quality films and videos. Even my friends on the game development side are having problems with the lack of funds in such a way that they have yet to be able to finish a project before the end of the semester."**

Isaac Warsh
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"In this new world which we inhabit, one where peoples, cultures and ideas pass quickly from one far away place to the next, it is Hawai'i, perhaps, which may allow itself to be viewed as a microcosm of all the turbulence, and all the good, that is the result of globalization. **Tourism, agriculture, and the like, may wax and wane on the winds of the global market, but we will always have our stories, stories that are as fertile and unique as these islands.** But to tell these stories we must have a voice, and a strong one at that, if we wish to be heard. **And this is what the Academy for Creative Media (ACM) seeks to generate, a new set of powerful, vibrant, and unique voices that can tell the stories of Hawai'i to this world.. For myself the ACM represents not only a tool towards my future, but also the future of Hawai'i."**

Mark Wolf
Student, Academy for Creative Media
University of Hawai'i at Mānoa

"**I feel so much passion and excitement in the ACM, and it's such a pleasure to be a part of it.** I wake up every morning with a high level of positive energy, looking forward to what I will learn today in my classes... **I'm fortunate enough to intern on LOST this semester, and I work at PBS Hawai'i as well which employs many locals and students.... I've been to 34 states in this country, and I feel Hawai'i is by far the most unique and incredible location in the US.** I'm from the D.C. area, and all my friends and family are envious of me, especially when it's 20 degrees outside

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Mark J. Mugiishi MD, FACS
Assistant Professor of Surgery
JABSOM, University of Hawai'i at Mānoa

Medical Director, HMSA

Director of Surgical Education
Kuakini Medical Center

"Hawai'i has very talented and creative young people, but an avenue for development and nurturing of these talents is absolutely essential for the continued growth of our state. I believe that in its short but productive life, the ACM has demonstrated that it can be this flagship....I wholly endorse legislation that will support this Academy and thereby support the creative soul of our state!"

Cindy Lee
Instructor
Waialua Elementary School

"As someone who works in the elementary school system I am writing to you to encourage your support of SB 1922 which would help to create a permanent facility for the Academy of Creative Media (ACM). ACM is a beacon of hope for our children and young adults. It has allowed several hundred local students to find their voice and tell their story, by using their own creativity and cutting edge technology.....ACM is helping to build the foundation of a new industry for our state that will help us to diversify and give our youth new options for their future. The ACM's vision is to support local students (kindergarten through graduate school), and thus the economy, by giving them the means, training, and access to the world's entertainment industry. This visionary program has done much for our local students, and the state as a whole, in a very brief amount of time."

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FEB-09-2007 16:30 FROM: MAYOR'S OFFICE

8085234242

TO: +8085866659

P. 2/2

**OFFICE OF THE MAYOR
CITY AND COUNTY OF HONOLULU**

530 SOUTH KING STREET, ROOM 300 • HONOLULU, HAWAII 96813
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MUFI HANNEMANN
MAYOR



February 9, 2007

The Honorable Carol Fukunaga, Chair
and Members of the Committee on
Economic Development and Taxation
The Honorable Norman Sakamoto, Chair
and Members of the Committee on Education
The Senate
State Capitol
Honolulu, Hawaii 96813

Dear Chair Fukunaga, Chair Sakamoto and Members of the Joint Committees:

Subject: Senate Bill 1922, Relating to Creative Media

As many of you know, I have been an advocate and strong supporter of the film industry for many years. It is one of the shining stars of the new economy as it creates meaningful, skilled jobs for the people of Hawaii, creates new business opportunities for our local small businesses and showcases our islands to a worldwide audience.

The industry is made up of a number of sectors. Live-action filmmaking, or physical production as it is known in the industry, is a unique type of business – in order to make a film, a production must work with a breadth of local vendors and consequently, directs significant monies over a broad base into our economy.

An exciting new sector, digital media, is emerging and in the future could be an important sector of Hawaii's film industry. Although it does not interact with the community in the same way as physical production does, and although animated fare does not showcase Hawaii in the same scope and manner, the digital media sector of the industry can provide additional meaningful jobs for our residents.

Thank you for the opportunity to provide these comments and your continued support of Hawaii's growing film industry.

Sincerely,

A handwritten signature in black ink, appearing to read "Mufi Hannemann".

Mufi Hannemann
Mayor

Public Testimony Form - University of Hawaii Board of Regents

Please provide your testimony on this form for the next University of Hawaii Board of Regents meeting. Make sure you include all the requested information so that the Board of Regents is able to clearly understand the testimony provided.

*****All written testimony submitted are public documents. Therefore, any testimony submitted is public information and will be posted on the board's website.***

Your Name (required) *

Charlie Plummer

Your Organization (optional)

Your e-mail address (in case we need to reach you) *

charliey@hawaii.edu

Board of Regents Agenda Item (required) *

IS - IV.E. University of Hawai'i at Mānoa Academy of Creative Media/School of Cinematic Arts Update

Your Position (required) *

Support

Your Testimony/Comments

Your Testimony (pdf or word)

Testimony v2.docx.pdf (33.1 kB)

Dear Members of the Board of Regents,

My name is Charlie Plummer, and I am a student in the School of Cinematic Arts (SCA) at the University of Hawaii at Manoa. In addition, I serve as the student Media Director for the Office of Sustainability. My experiences in the SCA department have been immensely positive, providing me with valuable education and preparation for my future career.

However, as a creative student, I have often questioned why the SCA department does not have a dedicated building. Networking, collaboration and creative spaces are vital in the SCA, as there are numerous paths within the cinematic arts that benefit greatly from interdisciplinary interaction. Despite having two animation courses in the same building, we face a significant lack of space.

The faculty has admirably managed the limited space available by hosting classes outside, making space in offices for students to work, and extending lab hours. Nevertheless, the insufficient space has negatively impacted many team and individual projects. The lack of space and equipment has often forced us to spend considerable time setting up workspaces or waiting for proper equipment, hindering our ability to focus on and advance our projects.

A dedicated building for the SCA department would greatly benefit students and faculty by providing ample space for collaboration, team-building, equipment access, storage and immediate creation. Such a facility could include:

1. ****Collaborative Spaces****: Areas for students to work together on projects, fostering creativity and teamwork.
2. ****Workshops****: Open spaces for building props, practicing physical movements, and conducting life drawing sessions for animations.
3. ****Specialized Labs****:
 - A stop-motion animation lab equipped with lighting rigs, camera stands, and computers.
 - A recording studio for sound production.
 - A motion capture/greenscreen studio.

These additions would allow us to produce higher quality work, delve deeper into project details and quality, and enhance our personal and team projects. More equipment and specialized facilities would also improve networking and collaboration among peers, opening countless opportunities to bring our creative visions to life.

In conclusion, a dedicated building for the SCA department is essential to provide the space and resources necessary for our growth and success as students and future professionals in cinematic arts. I strongly urge the Board of Regents to consider this investment in our education and future.

Thank you for your time and consideration.

Sincerely,

Charlie Plummer