

March 29, 1979

LB 575, 415

SPEAKER MARVEL: Unanimous consent has been requested. The Chair hearing no objections so orders. The Chair recognizes Senator Nichol.

SENATOR NICHOL: Mr. Chairman, I move for the advancement of the bill.

SPEAKER MARVEL: The motion is to advance LB 575 to E & R for review. All those in favor vote aye, opposed vote no. Record.

CLERK: 29 ayes, 0 nays on the motion to advance, Mr. President.

SPEAKER MARVEL: The motion is carried and the bill is advanced. We will pass over the next one and we will go to the final bill on consent calendar for the day, LB 415, Senator DeCamp.

CLERK: Mr. President, LB 415. Title read. The bill was read on January 17. It was referred to the Banking, Commerce and Insurance Committee. There are committee amendments pending, Mr. President, by the Banking, Commerce and Insurance Committee.

SPEAKER MARVEL: Senator DeCamp.

SENATOR DeCAMP: Mr. President, members of the Legislature, the insurance industry, Life Insurance Marketing and Research Association, the American Council of Life Insurance, conducted a poll a number of years ago and they found that one of the highest priorities of insurance consumers was to be able to purchase insurance policies that were easy to read and to understand. Now because a lot of states were starting to introduce legislation or were regulating policies by rules and regulations to accomplish this, the industry wanted a model act drafted so that the standard for readability would be uniform in all states. The industry wanted the test for readability to be in the statutes and the Flesch test was the standard that they wanted to be adopted. So the NAIC, National Association of Insurance Commissioners, model act is a uniform act which the industry wanted. The amendments which we are offering just make it completely in conformance to the model act. There were a couple of variations in the bill we introduced. This brings it into complete compliance. So LB 415 was drafted to conform with the model act. What is the Flesch test? The Flesch test was developed by Rudolph Flesch, author of The Art of Plain Talk. I think another book he wrote was Why Johnnie Can't Read or Speak