

March 30, 1981

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that I think not having the money in an A bill is not the way to go about it. We should attack the problem directly. If there is an interest in public radio, we should provide the money up front, either vote it up or down. Another item I might mention is that the listenership of public radio in other states has been very poor. I believe the survey showed that in Wisconsin there is on the order of 1 percent of the population. So, when you get right down to the bottom line, you are going to finance a system which according to the fiscal statement would cost about \$1.6 million which would translate in a very high cost per listener. I urge the kill motion be adopted.

SPEAKER MARVEL PRESIDING

SPEAKER MARVEL: Senator Dworak.

SENATOR DWORAK: Mr. Speaker and colleagues, a question of Senator Lamb, if he will yield.

SPEAKER MARVEL: Senator Lamb, do you yield?

SENATOR DWORAK: Senator Lamb, I know you are affiliated with a radio station in central Nebraska....

SENATOR LAMB: Yes.

SENATOR DWORAK:and I was wondering if you could tell me what the listenership percentage of the population of its coverage area that radio station enjoys.

SENATOR LAMB: It is very high, Senator Dworak, and....

SENATOR DWORAK: What percentage, Senator Lamb?

SENATOR LAMB: Oh, somewhere up around 50 to 60 percent, depending on the time of day, but it was financed by the farmers in the state.

SENATOR DWORAK: Of the population? Of the population? Sixty percent of the population?

SENATOR LAMB: Of the households involved, yes.

SENATOR DWORAK: And that encompasses as far as eastern Nebraska? I think I see their signs near Valparaiso which KFAB and WOW and KFOR and KLIN, but still this gets 60 percent?

SENATOR LAMB: In some areas.