

TRANSCRIPT PREPARED BY THE CLERK OF THE LEGISLATURE
Transcriber's Office

March 8, 2000

LB 171

either and I think you have to look at them on a case-by-case basis, and that's what we do with every exemption. It's the reason we have those discussions and those bills go through the Legislature every year. But with this one in particular, here's why I believe it to be unique. There are not that many broadcasters in the state. Most of them are smaller market. Most of them do not have an expanding advertising base. Senator Vrtiska brought up a good point--well, couldn't they just raise advertising rates and make it. The trouble is that there's a limit to those rates because they're not the only media in the area. If you're an advertiser and you have a grocery store in...

SENATOR CUDABACK: One minute.

SPEAKER KRISTENSEN: ...or wherever you'd want to sell, you've got to weigh, do I advertise by the newspaper, do I advertise by radio, or do I advertise by TV. And so it's not...there's just an existing market that's out there. You can't go raise your rates because as soon as you do the market is so competitive they go to another form of advertising and they...they'll get their bang for their buck there better. That's the reason if this was...if this was a matter where everybody, all the broadcasters in the state, got together and said, you know, we want to make this switch together, you'd sort of say, look, that's a business choice, that's a choice you've made. They didn't get to make that choice. That's what makes this exemption so much different. It's a very narrow one to the broadcasters. The federal government, quite frankly, is more interested in people's desire to see digital television than they are...they do not care about your local broadcasters.

SENATOR CUDABACK: Time. Thank you, Senator Schimek and Senator Bohlke. Senator Chambers, on the committee amendments to LB 171.

SENATOR CHAMBERS: Mr. President, members of the Legislature, this is a bill about which I genuinely am not sure precisely how I'm going to vote on it. These television, these broadcasters are for-profit operations. Let me ask Senator Kristensen a question first.