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trucking industry been able to survive federal mandates? Is the power industry subject to any federal mandates? Have they been able to survive federal mandates? Is the construction industry subject to any federal mandates? Have they been able to survive federal mandates? What, in fact, can you think of a single kind of business that does not experience some federal mandates? And, further, if they did not comply with those federal mandates would there not be substantial sanctions imposed and could those sanctions not put them out of business? Federal mandates are a fact of life as we do business as a state and as individuals in the United States. The proposition that this is somehow a unique situation obviously does not persuade me. I know too much about other federal mandates and the effect that they could have on other businesses, if other businesses did not comply. I can only imagine that the special treatment that would be extended in this bill will immediately become a rallying cry for others who are similarly situated. Now there is an interesting argument that somehow this...the cost of digital conversion cannot be borne by the industry without the benefit of a sales tax exemption. If you believe the fiscal note that it's only about half a million dollars a year, you wonder why an industry as rich and powerful as the broadcast television industry couldn't absorb half a million dollars a year. They maybe spent more than that on sky boxes. If, on the other hand, you recognize that the real benefit to them is more in the magnitude of \$4.2 million then you begin to understand why this is important to them. But even at that, is it something that really impairs their ability to do business, or aren't they like other businesses that will ultimately be able to pass on the cost to the people who use their services? Senator Kristensen says they're in competition with radio and they're in competition with newspapers, and that's certainly true, but there are certain kinds of programming that only work on television and you get money for doing it and it isn't...

PRESIDENT MAURSTAD: One minute.

SENATOR WICKERSHAM: ...always the local advertising programming. It is the national programming that you run that you will get money from and that won't be cut off. Someone suggested that we should have a concern for the individuals who also will bear a cost for digital conversion. I tend to agree