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FISCAL IMPACT REPORT

SPONSOR: Maes DATE TYPED: 03/03/01 HB _____
 SHORT TITLE: Film & Video Festivals SB 597
 ANALYST: Gilbert

APPROPRIATION

Appropriation Contained		Estimated Additional Impact		Recurring or Non-Rec	Fund Affected
FY01	FY02	FY01	FY02		
	\$ 85.0			Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

Relates to SB310

SOURCES OF INFORMATION

LFC Files
 State Department of Education (SDE)

SUMMARY

Synopsis of Bill

Senate Bill 597 appropriates \$85.0 to the State Department of Education (SDE) for expenditure in FY02 to provide film and video festivals for children and families in Santa Fe, Albuquerque, Taos and Las Cruces.

Significant Issues

The festivals funded by this bill are intended to provide media literacy training that emphasizes the availability of nonviolent and unbiased media. In addition, a community consortium that includes public school libraries, public libraries and other community groups will support these festivals and will provide ongoing media literacy training materials and programs for children ages six through twelve.

Media literacy education concentrates on an understanding of how media may influence behavior and associated productively responses.

FISCAL IMPLICATIONS

The appropriation of \$85.0 contained in this bill is a non-recurring expense to the general fund. Any unexpended or unencumbered balance remaining at the end of FY02 shall revert to the general fund.

ADMINISTRATIVE IMPLICATIONS

This bill would require SDE staff to coordinate information dissemination, community and school meetings, and other efforts to develop the community partnerships required. Additionally SDE staff will be required to facilitate the festivals, determine appropriate materials to be used and media to be presented, and develop guidelines for media literacy training in elementary schools.

CONFLICT/DUPLICATION/COMPANIONSHIP/RELATIONSHIP

SB 310 appropriates \$75.0 to the Economic Development Department for expenditure in FY02 to support a media employment and media education initiative to reach middle school and high school students in Taos County.

OTHER SUBSTANTIVE ISSUES

According to the SDE, current New Mexico content standards and benchmarks include items specifically related to media literacy. Health standard four states, "Students will analyze the influence of culture, media, technology, and other factors on health." Benchmarks for this standard include "Explain how media influences thoughts, feelings, and health behaviors" (K-4), and "Analyze how messages from media and other sources influence health behaviors" (5-8). Language Arts standard three states, "Students will use literature and media to develop an understanding of people, societies, and the self." The festivals and media literacy program outlined in this bill would support student progress towards meeting these standards in the selected communities.

LG/ar