

**LEGISLATIVE EDUCATION STUDY COMMITTEE  
BILL ANALYSIS**

**Bill Number:** HB 255

**51st Legislature, 1st Session, 2013**

**Tracking Number:** .191762.1

**Short Title:** State University Educational Television

**Sponsor(s):** Representative Dennis J. Roch and Others

**Analyst:** Travis Dulany

**Date:** February 7, 2013

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**Bill Summary:**

HB 255 makes an appropriation to three universities to sustain current operations of their educational television stations.

**Fiscal Impact:**

\$300,000 is appropriated from the General Fund to the boards of regents of three universities for expenditure in FY 14 as follows:

- \$100,000 to Eastern New Mexico University (ENMU) for KENW;
- \$100,000 to the University of New Mexico (UNM) for KNME; and
- \$100,000 to New Mexico State University (NMSU) for KRWG.

Any unexpended or unencumbered balance remaining at the end of FY 14 will revert to the General Fund.

**Fiscal Issues:**

According to the Fiscal Impact Report from the Legislative Finance Committee (LFC):

- the universities have experienced a decrease in funding levels for their educational television programs annually and, if HB 255 is enacted, it would be the first significant increase in funding to the universities for educational television programming since FY 08;
- the FY 14 LFC recommendation for public television increases the General Fund appropriation by a total of approximately \$38,100:

<b>Institution</b>	<b>FY 13 Operating Budget</b>	<b>FY 14 LFC Recommendation</b>
<b>ENMU</b>	\$982,200	\$996,200
<b>UNM</b>	\$1,030,800	\$1,039,500
<b>NMSU</b>	\$960,500	976,000

- the Executive FY 14 funding recommendation for public television is flat with FY 13 levels;

- HB 255 represents an approximate 10 percent increase in funding to the universities for educational television programming.

According to bill analyses from the three universities:

- funds received from the State of New Mexico are combined with other revenues from non-federal sources such as:
  - grants;
  - individual members; and
  - corporate support;
- those combined funds are “leveraged” to generate federal funding from the Corporation for Public Broadcasting (CPB);
- leveraging of funds has allowed each television station to purchase equipment and build facilities;
- the additional funds from HB 255 would result in an additional \$20,000 from the CPB for each television station;
- state funding has declined for the three stations since FY 09:
  - KENW has experienced a funding decrease of \$278,500;
  - KNME has experienced a funding decrease of \$368,900; and
  - KRWG has experienced a funding decrease of \$313,500;
- funding cuts throughout the years resulted in reductions in staff through attrition and the elimination of some program purchases;
- reductions in state funding over the years not only results in less leveraged funding from the CPB, but also hinders the stations’ abilities to procure private dollars through fundraising; and
- equipment at all three television stations has reached, or is about to reach, its end-of-life cycle, meaning that the manufacturer will no longer provide support for repairs or replacement of the equipment.

**Substantive Issues:**

During the 2011 interim, the Legislative Education Study Committee heard testimony from Ms. Polly Anderson, General Manager and Chief Executive Officer, KNME.

Ms. Anderson explained that KNME has been providing education and outreach services for over 53 years. She reported that KNME operates four digital channels:

- KNME 5.1 (PBS programs);
- KNME 5.2 (PBS Spanish language programs);
- KNMD 9.1 (alternate PBS programs and PBS World); and
- KNME 9.2 (lifestyle, how-to, and travel programs).

KNME collaborates with New Mexico PBS stations KENW (Portales) and KRWW (Las Cruces) through fiber interconnectivity to deliver content and share resources in order to provide statewide coverage of major issues. With regard to funding, Ms. Anderson reported that almost 40 percent of KNME’s revenue is derived from private sources.

Among its education and outreach services, Ms. Anderson stated, the station provides:

- KNME Ready to Learn service to prepare young children for school by providing early childhood educational workshops and trainings for child-care center staff, caregivers, parents, and children statewide. Using PBS programs and materials, the trainings match state competencies with curricular goals to encourage caregivers to use PBS media as an educational tool;
- KNME PBS Kids Raising Readers, which is a year-long initiative that surrounds children ages 2 to 3, with research-based literacy content, with a special focus on children living in poverty;
- PBS TeacherLine, which offers standards-based graduate level courses in an online format;
- KNME Science Crawl, which is a collaborative venture with Albuquerque Public Schools and New Mexico science museums that allows middle school students to explore New Mexico's science and technology resources;
- KNME Science Cafes, which provides face-to-face conversation with local scientists about current science topics; and
- Ask A Scientist, a short video piece produced each month in which a New Mexico scientist answers the question, "Why did you become a scientist?"

Finally, Ms. Anderson noted that the service contains several digital resources designed for and aligned to common core standards for instruction, that are searchable by subject, grade, or other more specific search fields. According to KNME, these services were developed for P-20 educators to bring public media content together while providing access to classroom-ready, curriculum-targeted, and multi-platform digital resources with no charge for the basic service.

**Background:**

Similar legislation was introduced during the 2012 regular legislative session; however, action on that legislation was postponed indefinitely.

**Committee Referrals:**

HEC/HAFC

**Related Bills:**

SB 215 *ENMU KENW Public Television*

SB 243 *State University Educational Television (Identical)*