

**LEGISLATIVE EDUCATION STUDY COMMITTEE
BILL ANALYSIS**

Bill Number: HB 309

50th Legislature, 2nd Session, 2012

Tracking Number: .189111.1

Short Title: Higher Ed Public Television Operations

Sponsor(s): Representative Rick Miera

Analyst: Travis Dulany

Date: February 9, 2012

Bill Summary:

HB 309 makes an appropriation from the General Fund for higher education public television broadcasting operations.

Fiscal Impact:

A total of \$143,400 is appropriated from the General Fund to three universities for expenditure in FY 13 as follows:

- \$47,500 to the University of New Mexico (UNM) to improve the KNME-TV public television broadcasting operations;
- \$47,500 to New Mexico State University (NMSU) to improve the KRWG-TV public television broadcasting operations; and
- \$48,400 to Eastern New Mexico University (ENMU) to improve the KENW-TV public television broadcasting operations.

Any unexpended or unencumbered balance remaining at the end of FY 13 will revert to the General Fund.

Fiscal Issues:

According to the KRWG-TV bill analysis:

- New Mexico Public Television experienced a 30 percent cut in state funding over the last two years;
- federal funding levels to New Mexico public television are dependent upon the level of Non-Federal Funding Sources (NFFS) each station receives;
- increased NFFS qualifies New Mexico public television stations for additional federal funding in future years through the Corporation for Public Broadcasting;
- if HB 309 is not enacted, New Mexico public television stations will likely lose increased federal funding in FY 14;
- non-commercial, educational public television stations, such as KRWG-TV, depend on multiple public and private funding sources;
- KRWG-TV serves rural New Mexico's low income communities and provides educational, news, and public affairs programming;

- state support is the primary funding source for KRWG-TV; and
- KRWG-TV does not receive direct instruction and general (I&G) funding from NMSU.

According to the Higher Education Department (HED):

- KNME-TV states that the funding requested would help fill the gap from three years of budget cuts, and, for every dollar that is cut in the KNME-TV budget, \$0.20 is cut in federal funding;
- KNME-TV has lost approximately \$300,000 of state funding and approximately \$80,000 in federal funding in the last three years;
- KRWG-TV has faced a 12 percent loss in federal funding for every dollar lost in state funding;
- although ENMU requested increased state support through HED, the department recommended no increase in funding for higher education television stations for FY 13;
- additional funding for public television was not requested by UNM, nor NMSU;
- this appropriation circumvents the formal budget review process HED has set for higher education institutions; and
- HED recommends that this “request” not receive funding in the FY 13 budget, but be resubmitted for funding in FY 14.

Substantive Issues:

According to HED, New Mexico public television reaches 95 percent of New Mexico’s population, representing outreach and education by Albuquerque Public Schools, UNM, ENMU, and NMSU;

Background:

During the 2011 interim, the LESC heard testimony from Ms. Polly Anderson, General Manager and Chief Executive Officer, KNME-TV.

Ms. Anderson explained that KNME-TV 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-TV (Portales) and KRWG-TV (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 tens of thousands of digital resources designed for and aligned to common core standards for instruction, and it is searchable by subject, grade, or other more specific search fields. According to KNME-TV, 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.

Related Bills:

None as of February 9, 2012.