

MINUTES

EDUCATION COMMITTEE  
MARCH 7, 1977  
3:05 p.m.

Members Present:

Chairman Vergiels  
Mrs. Gomes  
Mr. Goodman  
Mr. Horn  
Mr. Kissam  
Mr. Schofield  
*Mr. Rhoads* <sup>MMK</sup>

Guests Present:

Vic Hyden, State Department of Education  
Patricia G. Stephens, NECC  
Dr. Ronald Hawley, KLVX-TV  
Donald G. Potter, NECC  
Jack E. Lemen, NECC  
W.L. Kurtz, Washoe County School District  
Ann Lynch, Nevada PTA  
John Gamble, State Department of Education  
Helen Cannon, NECC  
E.L. Newton, Nevada Taxpayers Assoc.  
Bud Vidmar, NECC  
Judith E. Lemen, PTA  
Scott Scowcroft, CSSD  
Eldon Westlund, Rural Counties, ECC  
Shirlee Wedew, State Board of Education  
Joe Anderson, Nevada State Library

AB 324, 325, 326

Chairman Vergiels called the meeting to order in Room 214 at 3:05 p.m. and introduced Jack Lemen, Executive Director of the Nevada Educational Communications Commission, who read a prepared statement, Exhibit A, giving the history of the NECC over the past ten years, the monies involved, the services proposed and asking for passage of the three bills which support the commission, construct an educational network and operate a satellite project. Mr. Lemen then introduced various proponents of the bills.

Dr. Donald G. Potter, UNR and vice chairman of the NECC, testified that educational TV would augment present programs in the public schools and expand offerings for postsecondary education, as well as provide cost reduction in computer services between UNR and UNLV, make available national public radio to UNR and UNLV, notify the people of the state of emergencies and "would do more for education in the State of Nevada than any other single action the legislature could take." His statement is included as Exhibit B.

Mr. John Gamble, superintendent of the State Department of Education, noted his support and involvement with NECC since 1964

and 1965. He supported the three bills, commenting there are operating funds for it in the current budget; that a network of educational TV has great potential as an informational medium for employees of the Nevada State Department of Education, providing information and communication throughout the state; and that the negative effects of such things as violence on TV have provided the positive effects constructive programming could have.

Helen Cannon, Chairman of the Board of Trustees of Clark County and a member and past chairman of NECC, pointed out the value of Channel 10 in Las Vegas and endorsed the unlimited uses for a state-wide network now.

Dr. Ronald Hawley, General Manager and Director of Channel 10 in Las Vegas, a public television station, told how the use of classroom TV has grown in Clark County until now every elementary classroom has a set and in 1976 79% of the teachers used at least one ITV series weekly and in K-3 93% used TV weekly while 66% in the intermediate grades used it weekly. He also stated his feeling of a need for programs about Nevada by Nevadans and said public TV is broadening its appeal and northern Nevada should have educational TV as well as southern Nevada.

Ann Lynch, legislative chairman for the PTA, cited passage of AB 324, 325 and 326 as one of the legislative goals for the State PTA for this year because of the need to replace the violence on TV and feels educational or public television is the best alternative and at the same time provides a tool for continuing education for all Nevadans, young and old, and urged the committee not to throw away the time, effort and money which has been spent during the last ten years to lay the foundation for this program.

Joe Anderson, State Librarian of Nevada, supported the three bills as a "means of more efficient access to learning and teaching resources" throughout the state and solving problems of competency for the general public and as a means of co-ordinating library and information services between the library and the public. His statement is attached as Exhibit C.

Mr. Lemen stated he has 80 separate letters from school districts throughout the state supporting these bills, which he will make available to the Education Committee, and introduced others in the audience who supported passage of these bills. Those introduced include Wally Kurtz, Media Co-ordinator of the Washoe County School District and vice chairman of the NECC; Vic Hyden, State Department of Education Media Specialist; Elton Westlund, new NECC commissioner; Shirley Wedew, State Department of Education; Eleanor Waugh, past chairman of Friends of Channel 5; Scott Scowcroft, Carson City School District Media Director; Bob Best, Nevada State School Board Association, Patricia Stephens, NECC office manager; Bud Vidmar, satellite co-ordinator for the state, and Judy Lemen.

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Speaking in opposition to the bills Ernest Newton of the Nevada Taxpayers Association, congratulated the authors of the bill for presenting the best bill they have ever presented but at the same time taking exception to a number of their statements. He stated his feeling that emergency notification and data transmissions are amply handled by current communications systems; that costs of constructing and maintaining such a network are understated; that educational TV is basically a delivery system and that films and tapes could be delivered to outlying areas less expensively and as efficiently by other methods, which would be the case anyway should the single path network go out; and finally, that everyone wants something like educational TV as long as someone else pays, including the school districts who turned it down two years ago because they could get more instruction per dollar by other methods. He concluded with his personal opinion that public TV is less objective than commercial TV and that utilization as stated by Dr. Hawley is not satisfactory.

A discussion followed dealing primarily with costs and educational value of the three bills. In response to Mr. Horn's concern about the proportion of funding going to salaries and to Mr. Schofield's persistence in questioning the educational value, Mr. Lemen agreed to provide the committee a written statement about salaries and funding and to work up a cost-benefit analysis of the proposed programs. Mr. Gamble reiterated his feeling that TV is potentially the greatest learning tool and Mr. Lemen observed that it the time vs. cost factor in commercial television which has led to the development of public and educational TV.

The meeting was adjourned at 5:00 p.m.

Respectfully submitted

*Harriet M. Krauff*

Assembly Attache

Supplement to Education Committee Minutes

March 7, 1977

Following the adjournment of the regular meeting, a short meeting was held by the Education Committee in Room 214. Mr. Schofield moved that the Education Committee refer these three bills, 324, 325 and 326, to the Ways and Means Committee with a memorandum that the Education Committee feels they have educational value but cannot address itself to monetary measurement or monies involved. Mrs. Gomes seconded the motion and it was passed with only Mr. Rhoads voting "no." Mr. Goodman will refer it on the Floor.

Chairman Vergiels scheduled a discussion of outstanding bills for Monday, March 14, and AB 346, AB 371 and AB 389 for Wednesday, March 16.

EDUCATION  
LEGISLATION ACTION

March 7, 1977

SUBJECT AB 324, 325, 326

MOTION:

Do Pass  Amend \_\_\_\_\_ Indefinitely Postpone \_\_\_\_\_ Reconsider \_\_\_\_\_

Moved By Mr. Schofield Seconded By Mrs. Gomes

AMENDMENT:

Moved By \_\_\_\_\_ Seconded By \_\_\_\_\_

AMENDMENT:

Moved BY \_\_\_\_\_ Seconded By \_\_\_\_\_

VOTE:	MOTION		AMEND		AMEND	
	Yes	No	Yes	No	Yes	No
GOMES	X	_____	_____	_____	_____	_____
GOODMAN	X	_____	_____	_____	_____	_____
HORN	X	_____	_____	_____	_____	_____
KISSAM	X	_____	_____	_____	_____	_____
RHOADS	_____	X	_____	_____	_____	_____
SCHOFIELD	X	_____	_____	_____	_____	_____
VERGIELS	X	_____	_____	_____	_____	_____
TALLY:	6	1				

ORIGINAL MOTION: Passed  Defeated \_\_\_\_\_ Withdrawn \_\_\_\_\_

AMENDED & PASSED \_\_\_\_\_ AMENDED & DEFEATED \_\_\_\_\_

AMENDED & PASSED \_\_\_\_\_ AMENDED & DEFEATED \_\_\_\_\_

T E S T I M O N Y

of Mr. Jack A. Lemen, Executive Director

AB 324, AB 325, AB 326

NEVADA EDUCATIONAL COMMUNICATIONS COMMISSION

Mr. Chairman, Members of the Committee:

Thank you for this opportunity to address AB 324, 325, and 326. The Nevada Educational Communications Commission on this day begins testimony that really culminates ten years of activity and extensive planning in the area of telecommunications development in Nevada. First of all, I would like to read an article which I think will put consideration by the legislature this year in proper perspective.

"When KLVX, licensed to the Clark County School District, Las Vegas, went on the air March 25, 1968, it signaled the first major step in Nevada's master plan to utilize all forms and methods of transmitting television programs to the schools and the general public.

For this master plan includes not only the present broadcasting from this channel 10 station, but also four Instructional Television Filed Service channels, TV translators to cover the sparsely settled outlying sections of the state, CCTV systems in all schools, and microwave transmitters for an eventual state network.

During the past several years, the Nevada State ETV Advisory Committee had been working on plans for instructional and public television. In May of 1966 the state obtained a one year grant from the United States Office of Education for what was known as Project INNOVATE. One of the realized goals of that unusual project was the present master plan for television.

These plans became a reality when the Nevada Legislature, in the closing days of the 1967 sessions, enacted a bill giving the state an Educational Communications

Commission. This enactment has since been hailed by many persons as one of the finest bills of its type in the United States, for Nevada had taken the strongest parts of all similar bills passed in 35 other states and combined them into one. They had also wisely used and applied the experience that had gone into studies and decisions of other state ETV commissions when writing their bill."

(This article was printed in the Fall of 1968 by RCA.)

Ten years and roughly \$800,000 later, we come before you to finally propose the activation of the Nevada Educational Television Network and the continuation of the Nevada Educational Communications Commission and the Satellite project.

First of all, let us discuss our Commission. The NECC consists of five Commissioners, really representing educational users throughout the State through their school boards, universities, and educational departments. They built an inventory of needs of which the Commission has the responsibility to provide. Over the years, those needs included audio-visual series, Sesame Street, consultancy and advisory services, and development of a system to provide similar instructional media. During the ten-year history of the Commission, twenty-nine alternatives were considered to provide a viable means of serving the State's boys and girls and adults requesting educational materials. Within those twenty-nine alternatives, the Commission, staff, and an overwhelming majority of educators agreed that a broadcasting network system was by far the most economical, realistic, and reliable system to serve these needs. The emphasis on that broadcasting system has been the real statute behind the operation of the Commission. Although it takes a number one priority placement in the

activities of the Commission, there are many other activities accomplished. Among them is production and distribution services, representation services nationally, regionally, and locally, planning and involvement of national policy as well as Nevada policy, coordinating with all educational departments statewide, and advisory services to county school districts on an ongoing basis.

The Commission is also responsible for the operation of the Nevada T.V. Satellite program.

Today, you are considering three bills so closely inter-related, that to separate them doesn't do the program justice. Before we delve into the second bill for the network, let us just briefly discuss how closely inter-related they are.

The NECC funding request is to be used principally for administrative control functions of all three programs, - the Commission, the network, and the Satellite. The planning, research, and development for all of these programs comes from the Commission and its staff. We would obviously hope that that planning will continue as the Commission moves into a construction and operating role during the next biennium.

AB 325 proposes construction of the Nevada Educational Television Network. A great deal of information has been provided to you, and its relationship with the Commission, and for that matter, the Satellite program. The operating budget for the T.V. network is currently listed as a request in the State Department of Education budget.

Your attention to the T.V. network proposal is really what this is all about. As you know, we have worked extensively to provide



information concerning this proposal, and as you also know, a great deal of frustration has developed because of it. The frustration in my office is probably doubled because of the information I receive nationwide concerning the developments of educational television. Let me give you a few examples. The public/educational television system as we know it now, is the largest network in the world, comprising 266 stations. Research has shown that instructional television to the schools has improved achievement levels in the areas of reading and mathematics. Everyone agrees now nationwide that television is having a major impact on our children's upbringing and does provide true accomplishment in the classroom.

Some of the recent facts are astonishing. Studies prove that there is powerful evidence showing that a simple talking face on television can generate very high levels of attention and comprehension, even if it's the same face that the students normally see in the classroom. Essential Learning Skills, an area not unfamiliar to this legislature, has all of a sudden surfaced as a nationwide proposal to remedy the graduate competency problem. This series alone if used correctly, could do a great deal to offset our reading and mathematics problems in Nevada.

Everyone in this State agrees that now it's time to finally begin completion of the work we so faithfully started ten years ago. We are looking at a good program designed to provide resources on an ongoing basis to the citizens of our State.

Statewide ascertainment is completed. We know what the communities and schools want, and we have known it for ten years. The programming is available, arrangements have been made to receive it,

contract negotiations are completed, and all of the partners are in agreement. By this Fall, our application will be in Washington, and we can begin the long, hard task of construction. From that standpoint, we would like to point out that the federal government is making available to us a grant of \$600,000 to assist in construction. Nevada is very high on their priority list, as they recognize the inequity of the lack of broadcasting facilities in smaller communities.

We took this guideline into mind as we developed the Plan and we attempted to make sure that equal opportunity to receive the programming signal existed statewide. We also agreed to form a new partnership with the State Department of Education, so that adequate resources would be available to both parties. This agreement by far now emerges as the single, most important decision on the part of the Commission. With this in mind, we are proposing that the legislature, before inflation once again takes its toll and federal funding is no longer available, approve our request for the construction of the educational television network.

Before we leave these two bills, AB 324 and AB 325, we feel something has to be said about our Commission. There has never been any doubt as to what final plan should be proposed and administered within Nevada. Although many compromises have been considered, the Commission has steadfastly held to the development of the T.V. network as their primary goal. Two Commissioners have provided that loyalty since 1967, and also participated in the initial planning group which started in 1964.

We also submitted a third bill requesting funding for the operation of the T.V. Satellite program. You might remember in 1973,

we were part of a federal project operating satellite transmission of career education materials to nine satellite receiver sites in Nevada. That program switched from federal to State July 1, 1975 and became a program based on a consortium of users. At this time, we are awaiting final approval to use the satellite and its receivers to program higher education and medical resources to these same nine sites. Approval should be forthcoming before July 1st of this year, and we hope to fire up the satellite as an adjunct to the T.V. network.

I think you can see that our three primary areas are very closely inter-related, dealing primarily with delivery of educational materials to schools and communities. That has been our mandate since 1967 and we think you will agree that those of us not enjoying this type of programming throughout the State will certainly benefit from the experience of others and the achievement so enthusiastically developed in Clark County. Now is the time to provide this service to the rest of the people in the State, who have not kept up with this modern technological development. We see major support not only in Nevada but from the federal government. We hope you agree with us and will assist us in this goal. You have been very helpful already and I know we can continue in this endeavor to provide this valuable educational resource to all citizens of Nevada.

T E S T I M O N Y

of

Dr. Donald G. Potter, Vice-Chairman

Nevada Educational Communications Commission

Mr. Chairman, Members of the Committee:

There are 260 ITV stations in the United States utilizing local, regional, and national programming for education and the public at large.

In Nevada, 35% of the population currently has no ETV programming capability, and in many areas, programming is received from California or Utah.

The first priority of the Nevada Educational Communications Commission since its inception has been the expansion and development of educational and instructional television.

To provide augmentative programs in art, music, science, career education, and others for the public schools, and to provide university and community college courses for credit, as well as the expansion of offerings in continuing and adult education, medicine, law, nursing, highway, handicapped, inservice training, and others, is the purpose of the educational television network.

In addition, the system would provide cost reduction in computer services between the University of Nevada-Reno and the University at Las Vegas. The system could also provide national public radio to radio station KUNR at the University of Nevada-Reno, and at Las Vegas sometime in the future. The system may serve to notify 93% of the State population for emergency action notification.

The facilities will be available to all public users at no cost during regular working hours. The use of currently existing television close-circuit systems of the public schools, the university, and community colleges, will be enhanced.

During my ten-year tenure as a member of the NECC, neither I or the Commission have faltered in the belief that a State network for educational television would do more for education in the State of Nevada than any other single action the legislators could enact.

I urge favorable consideration of Assembly Bills 324, 325, and 326. Thank you for your attention.

# NEVADA STATE ADVISORY COUNCIL ON LIBRARIES

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MIKE O'CALLAGHAN, *Governor* • Alice Lohse, *Chairman* JOSEPH J. ANDERSON, *Vice Chairman, Secretary*

7 March 1977

Honorable John M. Vergiels, ~~Chairman~~  
Assembly Education Committee  
Fifty-Ninth Session, 1977  
Nevada State Legislature

Dear Mr. Chairman:

As State Librarian of Nevada, I speak in support of AB324, AB325 and AB326 which support the continuation of the Nevada Educational Communications Commission, provide for the construction of the Educational Television Network and enable the operation of the Television Satellite project. I have been an interested outsider with regard to the last ten years of planning and other activities of the NECC and recognize now, as then, the validity of the concept which has been developed. It seems to me that it would be extremely regrettable if the planning and development funds from the many different sources, which have gone into the planning activities should come to a dead end at this time when realization of the planned objectives is so close.

Given the demographic pattern and geography of our state, the delivery of most public services usually costs more per unit and I recognize that costs are of major importance in any given program. A special concern today should focus not only upon the fiscal impact of these three Assembly Bills in Hearing, but upon the results of a valid planning process initiated in 1964 and carried through to date, which recognizes the validity of this investment in improved communications statewide.

The completion of the Educational Television Network will provide a means of more efficient access to learning and teaching resources of the state. The operation of the Television Satellite project should go a long way toward resolving problems of competency, especially in the areas of reading and mathematics, not only with regard to children and youth, but also complimenting extension and education programs for our adult citizens. The broadcast and transmission capabilities implicit in this overall concept can reach into the farthest corner of Nevada as well as the urban centers which currently have the easiest access to cultural and learning experience.

Honorable John M. Vergiels

7 March 1977

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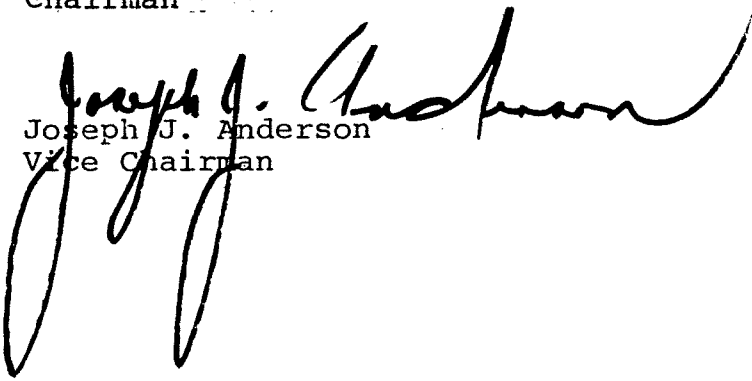
The Nevada State Advisory Council on Libraries and the State Library have kept abreast of the planning within the NECC for several years and continue to be supportive of the objectives. We see a number of benefits to the coordination of library and information services and resources from this project and would be in a position to use the Educational Television Network as a "pay customer" especially in the area of training library personnel for better service to users.

It is our hope that the Assembly Education Committee and the other Committees of this Legislature, through whom these Bills must pass, will give every consideration to the support of this concept as being a truly unique contribution to the quality of life in Nevada and ~~recognition of the value of the planning process toward reaching~~ identified goals and objectives.

Respectfully Submitted,



Alice Lohse  
Chairman



Joseph J. Anderson  
Vice Chairman