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A.B. 71

Good afternoon members of the Senate Finance Committee. My name is Kelly Clark, I am the Conservation Education Chief for the Nevada Division of Wildlife. I oversee the public affairs, education, volunteer and publications sections at our agency.

I am here in support of AB 71. This bill offers us the opportunity to accept advertisements in our printed materials and on our website.

We anticipate using the advertisements in our fishing and hunting regulation pamphlets and possibly in our bi-annual newsletter, the Nevada Wildlife Almanac, which you may have seen recently. Any proceeds would go to offset printing expenses, which average between \$180,000-\$250,000 annually.

The first two years with advertising we are not anticipating any great cost savings because it will take time to establish a contract for advertising with a reputable firm and begin to gather interest for advertising with the agency. We do expect a number of companies to be interested, and we would like to follow the approach of many other state fish and game agencies that have relied on large national advertisers. As I mentioned, at least 14 states do allow advertising in their materials, about six do not.

(DO= CA, NJ, PENN. NH, IOWA KY, MINN ARK, ILL, LA, COLO, CONN, IDAHO, OKLA, DONOT= SD, FLORIDA is ALLOWED, NM IS ALLOWED, VA, WYOMING, OHIO-IS ALLOWED.)

Our original Fiscal Note on AB 71 included estimated cost savings from using outside contractors on printing as well as advertising. Since the bill has been amended to delete the printing portion of the bill, we have a slightly altered fiscal note which I can provide to the chair and staff as you see fit.

The estimated cost savings from advertising are this: Savings of \$500 in FY 03-04 and 04-05, and a savings of \$11,000 annually over the long-term beginning in 05-06. Our goal is conservative use of advertising in an aesthetically pleasing manner so as to not degrade the quality product that we currently produce.

Thank you.

EXHIBIT F Senate Committee on Finance

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