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Date: March 13, 2023
To: House Committee on Education
From: Justin Fluke – Owner/President of KNZA Radio Group and Chairman of KAB Board
RE: Verbal Testimony on S 13 - Proponent

Hello Chairman Thomas and members of the Committee, and thank you for your time,

I'm Justin Fluke, president and owner of KNZA Radio Group in Hiawatha, Kansas and also current chairman of the board for the Kansas Association of Broadcasters. My company has five local radio stations and four other streaming sports channels. I'm here today to express support of SB 13.

In an effort to adapt and embrace technology advances and fill an increasing demand of broadcasting more live and local high school activities, we started adding the video streams to our broadcast in 2012. We have partnered with local schools on all of these platforms to provide this service and also involve many students every year to give them education and real-world experience in the broadcasting and growing video production industry. In some cases, students do the majority of the work from broadcasting to operating cameras to running graphics and the scoreboard as well as local business ads during the live events.

So many times over the past 10 years, these students and our business have not been allowed to broadcast post-season games and state events involving their school that they had covered all year because of KSHSAA having an exclusive contract with NFHS. Not only do these students not get to enjoy and experience broadcasting the biggest games of the year for their school, but loyal family and friends are forced to a pay-per-view platform as their only other option with broadcasters that are not connected or personally invested and haven't covered and seen their team play.

In addition, our local broadcast company loses important revenue from local advertisers who also want to support and be part of these broadcasts. Instead, all advertising and pay-per-view income goes to NFHS, a company headquartered in Indianapolis, IN.

My company along with KAB strongly supports S 13 and believes there should be no exclusive agreements that prohibit any local broadcaster from being able to cover a regular or post-season activity, whether they are broadcasting for the home or visiting team. I appreciate your time in discussing and lending thoughtful consideration to this important matter. Thank you.