



214 SW 6th Ave., #300  
Topeka KS 66603  
(785) 235-1307  
[allison@kab.net](mailto:allison@kab.net)  
[www.kab.net](http://www.kab.net)

Date: Feb. 16, 2021  
To: Senate Judiciary Committee  
From: Allison Mazzei, President of the Kansas Association of Broadcasters  
RE: Written Testimony on SB 150 – Opponent

Good Afternoon Senator Warren and Members of the Committee,

I'm Allison Mazzei, president of the Kansas Association of Broadcasters. I represent the 260 broadcast stations that are members of the KAB.

I write today to express opposition to SB 150 because it violates the First Amendment and would have a detrimental impact on broadcasters if passed.

Attorney advertising is the #1 category for local TV stations in Wichita and is an important component in their revenue streams that allow them to serve the people of Kansas with the news and weather information they need to stay informed and safe. Currently, attorney advertising accounts for approximately 20% of television revenue placed in the Wichita market (excluding political advertising).

Should this bill pass, broadcasters believe it will lead law firms to significantly reduce their advertising budgets which, in turn, hurts Wichita broadcast stations.

Also, it is unclear what type of harm has been caused by legal advertisements in the state of Kansas that would warrant this bill. The Legislature should demonstrate evidence that the harm caused by certain advertising tactics is so great that regulations to protect the public from that harm outweigh the First Amendment. Advertising regarding attorneys' services is "commercially protected speech," according to the First Amendment, and truthful advertising should be allowed as a matter of public policy.

We ask that you uphold the First Amendment, consider the negative ripple effects this bill would impose on all industries, and not pass SB 150.

I appreciate your time in discussing this important matter. Thank you.