



Proponent Testimony of SB91
For the Senate Committee on Commerce
February 2, 2023
Allison Mazzei
President, Kansas Association of Broadcasters

Chair Erickson and Members of the Committee,

Thank you for the opportunity to provide proponent testimony in support of Senate Bill 91 on behalf of the 260 broadcast stations that are members of the Kansas Association of Broadcasters (KAB).

The opportunity to provide incentives to produce films/media in Kansas would be a substantial benefit to students pursuing degrees in broadcast. The Kansas Association of Broadcasters meets with hundreds of students each year at our scholarship interviews, during our student seminar and at our annual convention. In our conversations, many express an interest in pursuing jobs in film making, digital content creation and video production.

Unfortunately, upon graduation, many students pursue jobs out of state. Last May, the National Bureau of Economic Research released a report called, "Grads on the Go: Measuring College-Specific Labor Markets for Graduates." It revealed that Kansas was fifth worst in retaining college graduates, with the state losing 47.2 percent more college graduates than it gains. The only states that did worse were Rhode Island, New Hampshire, West Virginia and Vermont.

For college students who want to work in film, they almost have to leave the state upon graduation since industry jobs are so few here. If Senate Bill 91 passed, it would create jobs that keep young talent in Kansas while enabling them to pursue their dream careers. The KAB would be excited to facilitate connections with universities and film/digital/video productions that come to Kansas. Doing so would give recent graduates and college students opportunities to put what they've learned into action and gain real-world experience.

In addition to providing work to students, experienced broadcasters could also benefit. Kansas newsrooms and radio stations are filled with talented multimedia professionals, including photographers, producers and editors. Many of them already engage in contract work, and new film/media projects would provide opportunities for them to earn more income as well.

I appreciate your time in discussing this important matter.

Thank you,
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