

say, this program brought to you by XYZ Corporation with a picture of the logo and that's all that was said. Now you see a picture of the logo and it is brought to you by XYZ Corporation. It's been serving the American public for X number of years with fine products and they are going to be finer and pretty soon they will have a picture of that product unless we're careful. And we all know what happens in advertising. Why do they cancel programs? They cancel programs because they don't have the right number of people watching or because their content does not happen to come across the way they want it to come across and this is on the commercial TV network system. They make these decisions based on what they are going to be putting out as a product on the airways. What I want to have in the arsenal of the educational telecommunications network or the public radio system, if we set one up, is the ability to say we do not have any program influencing from you or anyone else and we are going to try to put a limit on this amount of advertising. That's not referred to in this bill, but I think that that would be the intent of it, that we would not turn this into an advertising situation where the person who is putting up the money is influencing the programming on the ETV network. So I very strongly support the bill. I'm not worried about any of the particular incidents that happened or may happen as far as the politicians are concerned. I think they are smart enough to figure that out and they're not going to let that happen, but it would be nice for them to have that ability to say, no, this is a problem, this is a misdemeanor, this is something that we cannot even think about doing, therefore, I cannot talk to you about that particular item. And we just eliminate that as a possibility. We keep the integrity of the ETV system as we have it right now. I strongly support Senator Vickers' bill. Thank you, Mr. President.

SPEAKER NICHOL: Senator Warner, then Senator Higgins.

SENATOR WARNER: Well, Mr. President, members of the Legislature, if this was a resolution, I'd vote for it. I have a lot of reservations about putting in the statute, trying to even...I agree with the intentions to take away the, or to give statutory backing to say no, but I also can read into it that you may even be making it more difficult. I do have one direct question on though, that bothers me even more because I see private companies are prohibited from advertising and then further down in that same section,