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RE: SB 102 Eliminate Daylight Savings Time

TO: Senate State Affairs Committee

The Alaska Broadcasters Association and its member stations wish to advise you of our opposition to SB 102.

From a broadcasting perspective, programming received via satellite and transmitted live to our audiences would have to be held for an hour in servers, requiring additional investment in equipment and operators required to oversee the delay and rebroadcast.

From the viewer and listener perspective, delay of programming additionally means that audiences cannot interact in real time with call-in shows, cast votes in talent-based programs, or participate in corollary social network interaction that is prevalent in our industry.

From a business perspective, the extra hour (six months a year) exacerbates communications difficulties already caused by our location. Customer and vendor contacts, training webinars, conference calls etc would be complicated by our being out of sync with the rest of the country.

Live Sports, which will change time periods when Alaska does not, creates a number of challenges. Football games will start an hour earlier and east coast evening games will start at 3:00 in the afternoon. Most problematic to television broadcasters is fulfilling the FCC requirement that three hours of children's programming air each week, no earlier than 7am. Live sports are generally scheduled to start at 10am, allowing stations to meet this weekly obligation.

For these reasons, we encourage you to vote no on eliminating daylight savings unless and until the rest of the country does as well.

Sincerely,



Yvette Morales
President