



February 15, 2019

Dear Members of the Committee on Government Administration & Elections:

On behalf of television and radio stations throughout Connecticut, the Connecticut Broadcasters Association hereby goes on record in **opposition to bill H.B. No. 5043**, which proposes to have Connecticut operate on Atlantic Standard Time. Such a change would be extremely disruptive to viewers and listeners, who currently enjoy access to a mix of local and national programming which is available in the Eastern Time Zone.

If Connecticut moved to Atlantic Standard Time, prime time television programming would air from 9:00 PM-midnight, causing the late local news to air at midnight rather than 11:00 PM. New York sports teams that are broadcast in Connecticut would not change their start times, causing a similar impact on program schedules. Major events like the Super Bowl, Oscars, and Grammy Awards, would not change their schedule to accommodate the Atlantic Time Zone. And Radio would also be affected, with nationally syndicated programming, like that available from NPR, having to air one hour later than it is currently available, again creating disruption to programming schedules and listener habits.

A move to Atlantic Standard Time would create further confusion for viewers and listeners when Daylight Savings Time is observed, putting Connecticut in synch with those states in the Eastern Time Zone for some parts of the year, and out of synch at other times of the year. For example, sometimes the late news would air at 11:00 PM in Connecticut, sometimes it would air at midnight. And all of this would be exacerbated in parts of Fairfield County, where many residents commute to New York and operate on Eastern Time.

Finally, there would be negative economic repercussions to stations if this proposed change occurred. The disruption would cause viewing and listening to decrease. Viewing and listening is what drives advertising revenue. And advertising revenue is what broadcasters rely upon to create local programming that is of interest to viewers and listeners. It would become a lose-lose proposition.

There are similar bills being considered in other New England states. These bills are being strenuously opposed by their respective local broadcasters. We strongly believe that switching to Atlantic Standard Time is not a good idea for Connecticut, nor for the rest of New England. We encourage you to contact us if you would like to further discuss our concerns.

Sincerely,

Michael Ryan  
President  
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cc: Representative Kurt Vail, 52<sup>nd</sup> District