



**For Immediate Release**  
**Oct. 17, 2020**

## **Yes on 1 statewide television campaign debuts Monday**

To coincide with early voting, the Yes on 1 campaign will begin airing a television spot in Clark and Washoe counties Monday. The :15-second spot, titled “Finally,” will focus on how a “yes” vote on Ballot Question 1 will benefit Nevada’s higher education system by finally bringing accountability, transparency, and oversight to the Nevada System of Higher Education (NSHE) and Board of Regents that has operated for decades without a system of checks and balances in place.

The spot supplements the current paid advertising and social media campaigns that are funded by a large coalition of donors. The Yes on 1 campaign is spearheaded by Nevadans for Higher Quality Education and supported by a bipartisan, statewide coalition that includes education, business, labor, chambers of commerce, former community college presidents and other statewide leaders concerned about higher education in our state. While Nevada is 16<sup>th</sup> in per-student funding spending \$1 billion biennially, the state is ranked just 46<sup>th</sup> in college attainment. Additionally, our college graduation rate at all state higher education institutions is below the national average.

The spot can be viewed [here](#).

### **About Ballot Question 1**

Ballot Question 1 will provide accountability, oversight, and transparency to Nevada’s system of Higher Education (NSHE) and the Board of Regents by removing them from the State Constitution. The question is formerly known as AJR5 and was passed with bipartisan support by the State Legislature twice (2017 and 2019). If Question 1 passes in the upcoming election, all of the powers, duties, and elections of the Board of Regents are preserved in NRS 396.020 and 396.040. There is no fiscal note attached to the ballot question. To learn more about the campaign, please visit: [www.Yeson1forHigherEducation.com](http://www.Yeson1forHigherEducation.com).

### **Contacts:**

**Andrew Woods, Campaign Manager**  
702.323.4603; [Andrew@Yeson1forHigherEducation.com](mailto:Andrew@Yeson1forHigherEducation.com)

**Melissa Warren, The Warren Group/Faiss Foley Warren**  
702.528.6016; [melissa@twgpr.com](mailto:melissa@twgpr.com)