

Mr. VAN DEERLIN. Does your prepared statement include a breakdown of the audience by economic levels?

Mr. WRIGHT. Yes, in terms of 14 percent of that audience was over the \$10,000-a-year-income bracket. In this presentation to the FCC, this blue book which we have handed you it has a very full breakdown of the kind of audience.

Mr. VAN DEERLIN. And I gather from those statistics that the level excluded by reason of money is only about 30 percent of the population?

Mr. WRIGHT. On page 21 of the blue book it shows that we only had 1.5 percent of our subscribers in the zero to \$3,999 class; 44.8 percent were in the \$4,000 to \$7,000; 43.3 percent were \$7,000 to \$10,000, and 14.4 were in the \$10,000 and over.

Mr. VAN DEERLIN. Do you agree with the Commission's ban on advertising?

Mr. WRIGHT. We suggested it.

Mr. VAN DEERLIN. Thank you, Mr. Chairman.

Mr. MACDONALD. Mr. Harvey.

Mr. HARVEY. Thank you, Mr. Chairman.

Mr. Wright, I am sorry that I missed the first part of your statement. We have a very important Republican conference taking place at the same hour that this hearing is taking place. That accounts for the fact that we have been trying to alternate here.

I first of all want to associate myself with the remarks of my colleague on the other side of the aisle, Mr. Kornegay, and say that I share the words he expressed completely.

I would say after looking over your STV magazine for September 30 to October 13 that you have almost unsold me with regard to any feelings I had with regard to STV before that time because this is the poorest bill of fare I think that I have seen and I would hate to think that this is what STV is going to be in the future.

I would even go further than that, and say that I think what the motion picture makers have been foisting on America is almost a national disgrace. If this is going to be the lot of television viewers as well, I think that this committee ought to consider very, very seriously what we are doing.

I would hate to see this magazine come into my household and I would hate to see it passed around, among my children. I would share the view that I do not control that television set, nor does my wife. These children today know how it operates and operate it very well.

There is not only one TV set in the household but in the majority of households there are two or three, even four in many households.

I just think that the STV industry certainly should give that great concern which apparently it has not given to date.

There is another thing that bothers me and that is I notice you mention in your statement there would be no siphoning of talent. Let me ask you this: Aren't stars in the category of—I mentioned the other day Richard Burton and Elizabeth Taylor, let us take Frank Sinatra—aren't those stars themselves the ones who control whether they appear on STV or whether they appear on commercial TV?

Mr. WRIGHT. Yes, sir; there is no question about that. That is the way it always has been and I assume it will always be that way.