

As I said, unfortunately college athletics are supported primarily by the box office. That is a mistake but there it is. So in the subsequent plans we provided the blackout rule and the professionals picked that rule up for the same reasons that we established it.

To show you what happened, I recall the statement made: "Why don't the networks insist that there be no blackout." I will say in the case of college football I doubt that NCAA would ever accede to that. If the networks said, "Either give us the whole works or not at all," I think it would be not at all and that certainly would not be in the public interest.

On the other hand, I don't think Congress would have any right to tell the colleges that they have to damage their box office and what supports the college financial structure of the Nation.

So we do have the blackout rules, still have the blackout rules in force.

To show you what can happen. You have a sellout game. In the first rule I said if we have sellout games we are now going to get into trouble with the public because they can't get a ticket and they are going to turn on college football and say quite properly, "I can't buy a ticket and I can't see the game."

So I said that we will provide that in the event the game becomes a sellout and is so declared by both directors of athletics, that then the game will be available for commercial television within the blackout area, provided, in the case of college football, no other game is to be played within that area that will be seriously hurt by the telecast.

A specific example arose, the Michigan-Michigan State game was a sellout. As chairman of the committee I called up Fritz Crisler.

I said, "Fritz, you are a sellout and you and Biggie Munn can both declare this and can make it available to WJR in Detroit," an area where tremendous interest in that game existed and people could not buy a ticket. Under that rule it was done.

To show you what can happen and what did happen, Mr. Crisler, the director of athletics of Michigan, was inundated by telegrams, letters, and phone calls, the gist of which was, "If we had known that your game was going to be televised we would not have paid \$5 for those lousy seats behind the end zone."

I think you might recognize that there are more so-called bad seats—that is, the average member of the public considers them bad seats—available in a football stadium than there are good.

In the Yale Bowl we can pack 65,000 to 70,000 people in there. There are 25,000 seats goal line to goal line on each side.

In other words, 12,500 on the Harvard side and 12,500 on the Yale side. That leaves an awful lot of seats that people would rather not pay \$5 for, if that happens to be the price, if they can stay home and see it for free. Now that is one of the answers.

Mr. MACDONALD. Thank you.

I might also add you can be on the 40-yard line in the Yale Bowl and see the game better from a helicopter.

Mr. HALL. That is right.

I do not want to say this for the record but that is not the best designed stadium to see sports from.

Mr. MACDONALD. Mr. Kornegay.

Mr. KORNEGAY. Mr. Hall, I have certainly enjoyed your testimony.