

Broadway production on the air and they guess wrong they have lost a fair amount of money.

Isn't that going to be the case?

Mr. HALL. I would say that I would be quite surprised if the owners of the events that would like to extend their box office would refuse to make them available unless they got the money up, whether it was going to be accepted or not. I would expect that in most instances they would go on a trial basis. If it happens to go in this area, well and good.

I will agree that the owner of the STV station involved will have other costs which, as you might say, will go down the drain if nobody happens to want to buy it.

I certainly agree this can happen. We have five theaters that seat about 2,500 people each and we provide live entertainment in these five areas. We have one in Wallingford about halfway between Hartford and New Haven.

We have another one less than 75 miles away. The very show, I will give you a good example, "Sweet Charity," that might be a bomb with us. The same show, the same star can go 75 miles up the line and do a fantastic business. We just don't know how to measure the difference in area to area.

I agree that the STV operator will put something on in Kansas City that will be successful for many and he may find out if he owns a station down in Lincoln, Nebr., that that one was a bomb. This will probably happen.

But I think the STV people have said, "We want to take our chance in the marketplace, it is our dough. We are going to take these gambles."

I don't think the owner of the event will. I think he will go along and say, "Let us try it out. If they take it in Kansas City and don't like it in Lincoln, we will pick up what we get in Kansas City."

Mr. BROWN. I have one question that relates to the expansion of both baseball and football leagues since the advent of television.

Now I am trying to figure out how that relates or would relate to STV. Is there a presumption on your part that STV would encourage the interest in and support of local sports teams or would discourage it or would have no effect on it?

Mr. HALL. I think STV would, as I indicated previously, enable events, and I am talking specifically about college and pro football, games which no matter what transpires here in Washington will not be available to the public.

The NCAA plan is serving a very important purpose. So that those games not being available on free TV will now become available in my opinion on STV.

Mr. BROWN. I understand your point about blackouts. What I am trying to ask is this. I must admit that I thought when they started telecasting free all the baseball and football games around the country, even though they were blacked out in local areas, that we would have a deterioration of the attendance in the park generally because people could sit in the comfort of their home and watch the game, and that you would also have a falloff of the less-competitive teams, those that were losing every Saturday, and that they would not be commercially salable and that you would begin to get a concentration of fewer highly expert teams.