

Mr. SPRINGER. Do we have anything in the record how much that cost?

Mr. MACDONALD. Yes. To correct the witness, it was my recollection that in Hartford the total cost averaged about \$100 a year.

Mr. SPRINGER. Thank you, Mr. Chairman.

Mr. MACDONALD. I just have one last question if the committee will indulge me.

I know one of the members of our subcommittee is very interested in this. I don't know if you are qualified to answer it or not. I know you put together the NCAA package. He was very interested in this so-called fake time outs put on so that the commercials can come on the TV. It was alleged by a number of people that sometimes the people would have a drive underway but they had a command from the network man down on the field and he would give the signal it is time for a commercial and action on the field would stop then and there.

That as I understand it is in professional football. I was wondering if it is also true in college amateur, so-called amateur football.

Mr. HALL. This has been a matter of grave concern to, first, the team and the coaches. Obviously since the advertiser dollar is paying for this he has to get an agreed number of commercials.

The situation did arise in the past in college football and there was a notable case of a team—as you know, Mr. Chairman, when you are moving—that stopped and that is why the opposing team might take time out to get the steam down, stop the momentum.

Every effort has been made and I must say the commercial networks have been very sympathetic with the problem and to my best information and belief that is not very likely to happen in college football this fall because the men who are on the job there who are assigned by the networks to cover the game are aware of this problem and will use their good judgment but it still does remain the fact they have paid for an *x* number of commercials and they are entitled to get them in somehow, somewhere. They are just going to try to guard against doing it at the wrong time.

Mr. MACDONALD. It is true in pro but it is also true in college?

Mr. HALL. Yes; but they are doing their best not to overdo it.

Mr. MACDONALD. They are using their best judgment?

Mr. HALL. Right.

Mr. MACDONALD. Thank you very much, Mr. Hall.

The next witness is Sidney Dean. Is he in the room? He represents Americans for Democratic Action. If not, with unanimous consent if he submits a statement it may go into the record at this point.

(Mr. Dean's prepared statement follows:)

STATEMENT OF SIDNEY W. DEAN, JR., CHAIRMAN, COMMUNICATIONS COMMITTEE,
AMERICANS FOR DEMOCRATIC ACTION

ADA'S CONCERN

ADA is a non-partisan, independent organization of private citizens in local chapters throughout the country, concerned that the social, economic, and political institutions and policies of the United States serve the public interest in a free, just, humane, and expanding nation. ADA's exclusive concern in national policies for subscription television is that they serve, and not thwart our vital needs and objectives for a national system of high-capacity, broad channel carriers of communications services to the public and business over the air and by cable. ADA concurs with leaders in the communications industries and tech-