

**B. "Special" or "Pay" Program: Broadcast without Bursts (Color Signals):**

**3. Received by Non-Subscribers (Free):**

- (a) Rendered in Monochrome by Monochrome receiver.
- (b) Rendered in Monochrome by Color receiver.

**4. Received by Subscribers: May be rendered by STV receiver in—**

- (a) Monochrome, *without making pay or charge operation*; or
- (b) Color, *by making pay or charge operation*.

*Note particularly:* That under the Banning proposed system any non-subscriber member of the public may receive any "B" program ("Special" or "Pay" program) *without pay or charge, Free*, being thus on a complete parity with Subscribers to the Banning system, when such Subscribers do not desire to make payment or charge operation for the particular "Special" or "Pay" program. The benefit received by the Subscriber when he makes payment or charge operation consists of having the program rendered to him in *Color* instead of *Monochrome*, whereas the non-Subscriber is restricted to Monochrome reception.

- C. Provision may be made for eliminating any "Commercials" from the audio (Sound) component of the "Special" or "Pay" Programs as received and rendered to Subscribers; such Commercials may either be allowed or disallowed on the renditions of such "Special" or "Pay" Programs as produced by Non-Subscriber receivers in the hands of the general public. This is a matter of policy to be decided by the F.C.C., or elsewhere.
- D. Reception and rendition of the "Special" or "Pay" Programs by Non-Subscribers, in Monochrome, is as perfect a rendition as may be produced by the particular receiver when rendering any conventional or Non-Subscription Program.

Mr. MACDONALD. Mr. Brotzman.

Mr. BROTZMAN. Mr. Chairman, I want to take this opportunity to thank Mr. Banning for coming down here, at his expense, to present his testimony.

I note you have been practicing since 1910, which means you have been doing it for a long while.

I do want to thank you very much, Mr. Banning, for coming.

Mr. BANNING. I am very happy to come down. I was happy many years ago to be a classmate of Barrett O'Hara. We graduated from college in the same class.

Thank you very much, gentlemen.

Mr. MACDONALD. Thank you, sir.

The last witness is Mr. Robert McKinsey, president of WJRJ-TV, Atlanta, Ga.

**STATEMENT OF W. ROBERT MCKINSEY, PRESIDENT, WJRJ-TV, ATLANTA, GA.**

Mr. MCKINSEY. Mr. Chairman and members of the subcommittee, I am William Robert McKinsey, president and general manager of WJRJ-TV, channel 17, in Atlanta, Ga.

I thank you for this opportunity to appear before you and express my views on the very important issue you are considering—subscription television broadcasting.

I come here before you to give the viewpoint of a UHF television broadcaster on subscription television programing. I will not leave you in doubt about where I stand—and where I believe almost every other present or future UHF broadcaster stands on this issue. I am in favor of subscription television and I urge this committee to do whatever it can to encourage its development.