the three network affiliates applies to UHF broadcasters throughout the country.

The problems I face are the same ones that have caused many of them to go off the air and huge financial loss for those who have struggled to stay on the air. Subscription television will provide us with the means of providing healthy and vigorous competition with the network affiliates—from which the public is bound to benefit.

I urge you, gentlemen, to give subscription television a chance.

That concludes my statement.

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

Obviously you acknowledge a prejudice and an understandable one for subscription or toll TV, whatever name you want to give it. But do you not think there would exist a problem of siphoning of programs?

Mr. MCKINSEY. I honestly don't think so, Mr. Macdonald.

Mr. MACDONALD. The argument has been made, and persuasively by some witnesses, that the good programs would tend to go, through the natural law of economics, to those who would pay to see the good programs, just leaving the really bad programs on so-called commercial TV.

I am not saying who is right or wrong about it but it is a problem in my judgment.

Mr. MCKINSEY. I believe the FCC would be watchful and certainly would have the authority to step in if this were to happen. I honestly don't think it will happen. Now the present networks are not able to present brandnew movies. I think they never will be. This would immediately destroy the box office value of a movie. But we would be able to do that, we would be able to put them on and 2 or 3 years later the people without subscription television would still be able to see those movies just as they do now.

Mr. MACDONALD. Mr. Brotzman.

Mr. BROTZMAN. Thank you, Mr. Chairman.

I will just acknowledge the fact that you have given us this testimony and thank you very much.

Mr. MCKINSEY. Thank you.

Mr. MACDONALD. Mr. Brown.

Mr. BROWN. I also want to thank you for your testimony. I am uncertain about where you are going to get the programing that you can't afford to get now if you have STV.

Do you really think you will get that much income from 10 percent of your market?

Mr. MCKINSEY. We would be putting our money on the line to the extent that we think we would.

Mr. BROWN. At what kind of prices?

Mr. MCKINSEY. I would say at approximately slightly under the price you would pay if you went to see the event in person.

Mr. BROWN. Let me ask you just two other questions if I may. You say the cost was $65,000 a month to stay on the air. Is that a minimum cost or are you a Cadillac kind of station?

Mr. MCKINSEY. This is a very minimal operation.

I have 22 full-time employees and three part-time employees as compared to, for example, WSB television which has 27 men in its news department alone.