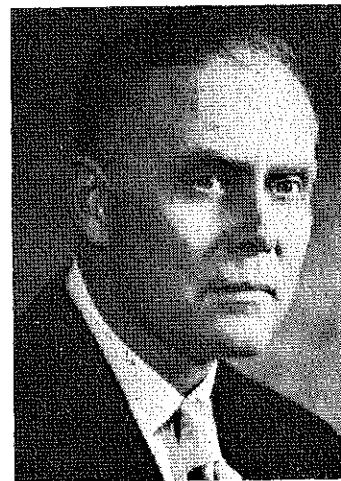


Senator Thurston Morton addressing the assemblage.

Panel — "Equine Practitioners and Their Role in Thoroughbred Racing"



*Dr. William O. Reed
Moderator*



Dr. George F. Badame



Dr. Manuel A. Gilman



Dr. Joseph C. O'Dea

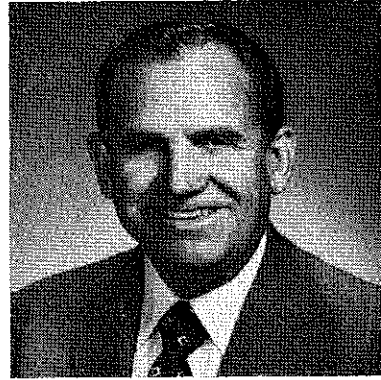
Panel — "Racing and the News Media"



John S. Knight, Moderator



Joe Agrella



Richard E. Bailey, Sr.



Stewart Hooker



Dave Hooper

EIGHTEENTH ANNUAL ROUND TABLE DISCUSSION
ON
MATTERS PERTAINING TO RACING
HELD BY
THE JOCKEY CLUB
IN THE
NATIONAL MUSEUM OF RACING
SARATOGA SPRINGS, NEW YORK
SUNDAY, AUGUST 16, 1970

PARTICIPANTS:

Moderator — John F. Kennedy, Executive Secretary of The Jockey Club

Joe Agrella, Turf Editor, The Chicago Sun-Times

David C. Alexander, Turf Writer

Edwin D. Axton, Jr., Secretary, Kentucky State Racing Commission

Dr. George F. Badame, Veterinary Practitioner

Braulio Baeza, Jockey

Richard E. Bailey, Sr., President, Hughes Sports Network, Inc.

Phillip J. Baker, General Manager, Continental Thoroughbred Racing Association

Frank M. Basil, President, The New York Racing Association Inc.

James E. Bassett III, President, Keeneland Association

John A. Bell III, Member of the Kentucky State Racing Commission; Vice President,
The National Association of State Racing Commissioners

John L. Brennan, President, Harness Tracks Security, Inc.

J. Newton Brewer, Jr., President, The National Association of State Racing Commissioners;
Chairman, Maryland Racing Commission

J. Elliott Burch, Trainer

Gerard A. Burke, Steward

Elmer Campbell, President, International Union of Journeymen Horseshoers of the
United States and Canada

Joseph F. Carlino, Attorney and former Speaker of the New York State Assembly

R. Anthony Chamblin, Editor and Publisher, Horsemen's Journal

John S. Clark, Counsel, New York State Racing Commission

Everett A. Clay, Director of Public Relations, Hialeah Park

*Leslie Combs II, Breeder, Owner

John I. Day, Director of Service Bureau, Thoroughbred Racing Associations

Thomas J. Deegan, Jr., Chairman of the Board, Thomas J. Deegan Company, Inc.

Aimé Des Rosiers, Chairman of the Board, Windsor Raceway; General Counsel, Blue
Bonnets

Walter H. Donovan, Chairman, Racing Research Fund, Inc., Vice President, Garden State Park and Hialeah Park
Francis P. Dunne, Steward
Henry Durham, Executive Director, American Horse Council
William S. Evans, Director of Sales, Keeneland Sales
Humphrey S. Finney, Chairman, Fasig-Tipton Company, Inc.
John M. S. Finney, President, Fasig-Tipton Company, Inc.
D. O. Forrest, Supervisor of Administration, Ontario Racing Commission
George J. Fritz, Secretary, The New York Racing Association Inc.
Dr. Manuel A. Gilman, Chief Examining Veterinarian, The New York Racing Association Inc.
Joseph A. Gimma, Chairman, New York State Racing Commission
John W. Greathouse, President, Thoroughbred Club of America
Robert L. Green, Manager, Greentree Stud; Owner of Hardboot Farm
Fred D. Grossman, Assistant to the Editor, The Morning Telegraph
*Louis Lee Haggin II, Secretary-Treasurer and Steward of The Jockey Club
*A. B. Hancock, Jr., Breeder, Owner
Charles Hatton, Columnist, The Morning Telegraph
Kent Hollingsworth, President, National Turf Writers Association; Editor, The Blood-Horse
Stewart Hooker, Publisher, The Morning Telegraph
Dave Hooper, Turf Editor, The Miami Herald
*Walter M. Jeffords, Jr., Breeder, Owner
Nick Jemas, National Managing Director, Jockeys' Guild, Inc.
H. A. Jones, Director of Racing, Monmouth Park
Sam Kanchuger, Director of Press Relations, The New York Racing Association Inc.
Robert F. Kelley, Public Relations; Vice President, National Museum of Racing
Frank E. Kilroe, Vice President-Racing, Los Angeles Turf Club, Inc.
Haden Kirkpatrick, Chairman of the Board, Record Publishing Company, Inc.
*Peter F. F. Kissel, Breeder, Owner
*Robert J. Kleberg, Jr., Trustee, The New York Racing Association Inc.
*John S. Knight, Editorial Chairman, Knight Newspapers, Inc.; Breeder, Owner
Patrick W. Lynch, Vice President, Public and Press Relations, The New York Racing Association Inc.
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Landon C. Manning, Sports Editor, The Saratogian
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Harry J. Millar, Secretary, New York State Racing Commission
*James P. Mills, Breeder, Owner
Gayle A. Mohny, Attorney
John J. Mooney, Executive Vice President, The Jockey Club, Ltd., Ontario
Thruston B. Morton, President, American Horse Council; Chairman of the Board, Churchill Downs
John A. Nerud, Trainer; Director of Tartan Stables racing and breeding operations
Joseph C. Nichols, Turf Writer, The New York Times
Patrick W. O'Brien, Vice President, Racing Operations, The New York Racing Association Inc.

Dr. Joseph C. O'Dea, President, American Association of Equine Practitioners
Leo G. O'Donnell, Steward
Joseph M. O'Farrell, Vice President and General Manager, Ocala Stud
Jerome V. O'Grady, Assistant to the President, Pinkerton's, Inc.
Dr. F. A. O'Keefe, Breeder, Owner
*William Haggin Perry, Steward of The Jockey Club
Harry Peterson, Secretary, Association of Official Racing Chemists
William L. Pfeiffer, Member of The New York State Racing Commission
*Ogden Phipps, Chairman of The Jockey Club; Trustee, The New York Racing Association Inc.
*Ogden Mills Phipps, Breeder, Owner
Joseph P. Pons, Breeder, Owner
George T. Poole, Trainer
*George A. Pope, Jr., Breeder, Owner
Earl S. Potter, Steward
Jack Price, Breeder, Owner, Trainer
Robert E. Quirk, Agent-in-Charge, New York Track Division, Thoroughbred Racing Protective Bureau
Calvin S. Rainey, Assistant Secretary of The Jockey Club; Steward
Frank C. Rand, Jr., Breeder, Owner; President, Turf and Field Club
Dr. William O. Reed, Veterinary Practitioner
Alex M. Robb, New York State Thoroughbred Breeders Service Bureau
*Joseph M. Roebing, Breeder, Owner
Saul D. Rosen, Editor, The Morning Telegraph
Donald P. Ross, Jr., Assistant to the President, Delaware Racing Association
John L. Rotz, Jockey
*E. Barry Ryan, Breeder, Owner
Fred H. Ryan, Vice President and General Manager, Los Angeles Turf Club, Inc.
John D. Schapiro, President, Thoroughbred Racing Associations; President, Laurel Race Course
*Reeve Schley, Jr., Breeder, Owner
Joe Servis, Assistant Secretary, Jockey's Guild, Inc.
*Gerard S. Smith, Steward, The Jockey Club; Trustee, The New York Racing Association Inc.
Harold Snowden, Manager, The Stallion Station
Lynn Stone, President, Churchill Downs
Brian Sweeney, General Manager, California Thoroughbred Breeders Association
*E. P. Taylor, Chairman of the Board, The Jockey Club Ltd., Ontario
Whitney Tower, Turf Editor, Sports Illustrated
Thomas E. Trotter, Racing Secretary, The New York Racing Association Inc.
*Daniel G. Van Clief, Breeder, Owner
Ben Walden, Thoroughbred Breeders of Kentucky
Brigadier F. C. Wallace, Chairman, Ontario Racing Commission
Thomas M. Waller, President, American Trainers Association
Gene Ward, Turf Writer, Daily News
*Reginald N. Webster, President, Thoroughbred Owners and Breeders Association
David A. Werblin, Breeder, Owner; Secretary, Monmouth Park
Clifford W. Wickman, Vice President, Thoroughbred Racing Protective Bureau
Jacques D. Wimpfheimer, Vice President, Thoroughbred Owners and Breeders Association
*Member of The Jockey Club

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MR. PHIPPS: Will the meeting please come to order. I wish to welcome all of you to our eighteenth Round Table Conference and I hope you enjoy it. I will now turn it over to Jack Kennedy who has I think a very interesting program for you all.

MR. KENNEDY: Thank you, Mr. Phipps. Good morning—we would like to get right into the program. Our first panel is concerning equine practitioners and their role in Thoroughbred racing, and relationship with racing officials. In the chair is Dr. William O. "Bill" Reed, veterinary practitioner in New York and Florida; Dr. Joseph O'Dea from Genesco, New York, President of the American Association of Equine Practitioners and a Steward at Finger Lakes in New York; from Toronto, Ontario, Canada, Dr. George Badame, a Fellow of the Royal Academy of Veterinary Surgeons, and Dr. Manuel Gilman, who all of you know is the Examining Veterinarian in New York. Bill, will you take over?

DR. REED: Thank you, Jack. Mr. Phipps, members of The Jockey Club, gentlemen: Jack mentioned our theme today is the role of the equine practitioner and what he can do, what the profession can do for racing and for the horsemen. One of the most formidable and feared equine diseases we have ever had in this country is equine infectious anemia. This disease was first reported in Manitoba, Canada in 1881. That's in the North American Continent. It was reported in Canada before it was reported in the United States. It is believed to be present in most of the states in the United States. Development of testing procedures to diagnose the disease has been extremely difficult due to the complexities of the disease. Very recently at Cornell a new test was developed which shows much promise. The test is called the agar-gel-immunodiffusion test. It has the distinct advantage of being able to be completed within 48 hours.

We have been very concerned about the presence of equine infectious anemia in our Thoroughbred population at the race track in either inactive or in carrier form for some time. Very recently Dr. Gilman drew blood samples from some 200 horses here at Saratoga, sent them to Cornell and received back a negative diagnosis on all the horses. This represents some 10% of the entire equine population, which is a good indication of where we stand presently and this gives us some degree of reassurance. At the same time tests on other breeds of horses ran as high as 31½% of positive tests. This is not to indicate that we are at any time in a position of safety. We are not. Sooner or later we hope that vaccine can be developed which will completely eliminate the disease.

Dr. O'Dea, as President of the American Association of Equine Practitioners, what has the veterinary profession done to improve the standards of equine practice?

DR. O'DEA: Well, Bill and gentlemen, I think probably the greatest event in the life of the equine practitioner was the development about fifteen years ago of a forum wherein the veterinary practitioners of America, and of the world for that matter, could get together and at one time thrash out their problems. The American Association of Equine Practitioners was founded just fifteen years ago with eleven men. Those first five years of our existence were pretty much devoted to stabilizing field practices so that there was a uniformity and agreement about the best way of handling the average field situation.

In about 1960 General Wayne Kester, whom many of you know, was elected president and General Kester, as the theme of his term in office, decided that we were now in a posture that we could go forward and really get into the matter of research. During his term of office he spoke to virtually every breed association in America and in some foreign countries, and really hammered away at the idea that here was a growing industry of great enormity which really did not have

the supporting research that it required. Those of you who have really been in the field and close to the horse know that so much of practice on the backstretch, in the breeding shed and on the stud farm was a matter of extrapolation, was a matter of history. General Kester's efforts really bore a lot of good and in that first year the American Quarter Horse Association sponsored a program in nutrition through the Morris Animal Foundation and since that time they have actually devoted over \$500,000 to their nutritional effort. The Arab Association came with a grant to Texas A & M and delved into several of the matters required and I think few of us realize that the basic research on thiabendazole, which is now a product which we use a lot from the standpoint of the control of the strongyle, was done at Texas A & M.

The good that we have accomplished in the past ten years I think has come about by reason of the fact that we have this forum, that we now have 1,499 members from 27 different countries. Our Association has helped with the development of the British Equine Veterinary Association, so we do have a good exchange with all the countries of the world. Our situation now is such that the practitioners themselves are working with the researchers, helping the researchers who are presently making the effort. As we will probably hear later, as we have heard in the past from the American Horse Council, we have a terrible situation in regard to a lot of our research projects from the fact that we are in the middle of things, we are on the threshold of finding out what we want to find out and just don't have the money to do these things. But I am sure the American Horse Council can tell you more about that and better than I can.

In the last three or four years we have established a system of questionnaires, in-depth questionnaires, pages long, which we send out to all practitioners of the world and of this country. We have had a tremendous response from these. These are questionnaires of the problems that the practitioner finds in the field. Using these as a guide, we have developed a series of symposia at the University of Kentucky, at Ohio, Cornell and Penn, and these are in-depth symposia which actually look into various problems. We have had one in Kentucky on infectious diseases; we had one in Ohio on the therapeutic agents; we had one in Penn on orthopedics and we had one just recently, two weeks ago, at Cornell on basic nutrition. The three-day in-depth symposium really accomplished a lot, from the fact that, if nothing else, it got together the people who are working on parallel situations and they showed each other all the things not generally known. So the research is going forward, the surveys are going forward, the symposia will be held in the future, and I do think that we are on the right track and that the profession itself has accomplished a great deal.

DR. REED: Joe, you might be interested to know that the Grayson Foundation last year spent about \$117,000 for research. Unfortunately this is a very small amount of money. I'm not trying to hustle money for the Grayson Foundation, but for an industry this large, this is an infinitesimal amount of money to be spending for research or some of the more prominent problems that may seriously affect racing too.

Dr. Badame, what would you consider to be one of the most prominent problems, as you see it as a practitioner up in Canada, that affects racing.

DR. BADAME: The biggest problem, I think, in racing today facing the practitioner is unsoundness. Taking a long-range view of it I think that we are going to have to do something about it. Various treatments and surgery have come a long way, but I think we have to revert to the breeder, and he is going to have to breed sounder horses. In other types of breeding, breeding beef cattle, dairy cattle, poultry, swine, they have taken a very scientific approach to this. The dairymen

went a long way breeding dairy cows that would produce outstanding pounds of milk per day, per year, and they are finally coming back to paying more attention to the udders, the feet and the joints. These big, heavy cows with the heavy udders end up with arthritic joints. And now in their artificial insemination units they categorize the various bulls that will pass on these genes that are favorable to the various deficiencies in the cows. I think we are going to have to do the same thing with horses. I think we have come a long way in breeding fast horses but now we've got to breed horses that will stand up as well as go fast. One just has to go to a yearling sale and look all the yearlings over and you can pick out yearlings that have these defects already without having been trained—unbroken yearlings. You see these various joints that you know will break down after they are put into training or before they ever race.

I think the best way to go about this problem would be to start with the stud. You can get an insight into the production of a stud from his first crop. If he is bred to 40 mares, with a little luck you might see 30 foals, and by the time they are two-year-olds, the deficiencies show up pretty early. As their various genes are disseminated in their broodmare bands, they show up whether they are good or bad. I think this would be the place to start—to categorize the studs. I know it would be somewhat of a discrimination, but if it is going to be scientific, somebody is going to have to start it someplace along the line. It is pretty hard to appraise the mare because she can only produce one foal a year, but a stallion is much easier to appraise. In my practice I see this hereditary pattern all the time. You'll see the produce of one stallion, as a group they're sound, naturally, but they are not all going to be sound. Then you see another stallion's progeny and you'll see practically the same defects in his that you wonder about.

I am thinking a lot along the lines of joint troubles. As far as unsoundness goes it is the occupational hazard of the horse. I am thinking in terms of the horse that just doesn't get to the races because he is so unsound. Some horses racing hard and racing over a period of two or three years are bound to pick up some trouble along the line. But I'm thinking in terms of the horse that doesn't get to the races, and usually it is some type of joint trouble. He's either straight in the pasterns or his joints are out of line and it seems to follow a pattern. I don't know exactly where the breeders can start, but looking over a ten or fifteen year period at the unsound horses I've seen, I think you are going to have to start pretty soon.

DR. REED: How do you feel about the racing of two-year-olds from a medical standpoint?

DR. BADAME: I'm not for or against racing two-year-olds.

DR. REED: Pardon me for interrupting. I'm not suggesting that we stop the racing of two-year-olds, but what suggestions do you have regarding two-year-old racing from the medical standpoint?

DR. BADAME: I think every two-year-old would have to stand on his own merits. If he's a sound two-year-old and going along fine it's a good thing that he be brought up to the races and raced. If you are developing an athlete you just can't take a three-year-old that never went to the races. You might do it, but it would be an exception in my mind to be able to bring him up to his peak, say to stakes caliber, just from scratch as a three-year-old. Developing an athlete is a progressive thing, step by step, and by starting out as a two-year-old and playing by ear, if he has some little trouble and isn't responding to the training properly, back off on him, yes. It is a good idea to train two-year-olds, and race them if they are up to that point, but I do not think two-year-olds should start over eight or nine times. If you had a two-year-old you could get to the races and that could stand up to racing, I think eight or nine times would be the maximum racing that

he should have—even less, if possible, so that you don't interfere with his development. There's no question about it, excessive racing of two-year-olds will interfere with their development. We see it all the time. You see a two-year-old raced fifteen or sixteen times and as a three-year-old he comes up empty. You might take blood tests, you might examine him, and you can't find anything wrong with him, but his glandular system or something has been injured someplace along the line. In some cases it is permanent, sometimes they come back as four-year-olds, but it depends on the individual case.

DR. REED: Thank you, George.

Dr. Gilman, you are probably on top of the problem of racing more than anyone I know of because of the number of days we have in racing. What is being done at the present time on the backstretch that the general public does not know about in regard to the efforts to prevent unsoundness in horses, or taking care of horses immediately after injury, and so on?

DR. GILMAN: They've tried most everything they can think of here in New York. One of the most important things we have is the magnet. We run this magnet through the horse paths and on the track periodically. You'd be surprised what we pick up—from nails for shoes to cigarette lighters, anything that might have fallen out of an exercise boy's pocket in the morning, or was dropped by somebody walking across the track. I think we prevent a lot of break-downs that way. We have two magnets in New York and I believe they should be used periodically at all tracks.

Also, in the horse paths that we have, rocks and stones usually accumulate, particularly in the lower areas. We have tried to cover these horse paths with the Tartan track or Triple Crown track and I think it has worked out pretty well. Certainly an exercise boy can see a rock on that which he cannot in deep dirt. Horses coming off the track in the morning when they have been possibly just galloped and are feeling full of themselves tend to jump pretty good, as everybody knows, and when one puts his foot down on a rock or stone which is on a road surface, he could bruise the foot and be sore for the next month.

People have tried different surfaces for the stalls themselves. The horse is in his stall for twenty-three hours a day, and of course everybody knows some are very expensive horses and are not too smart. Some people like board floors, which are all right if a horse is a quiet type, but when you have rye straw on the board floors it gets very shiny and slippery. A dog, or some noise, or a manure truck or something like that could scare a horse and if he is lying down he would get up, his legs would slip out from under and he could possibly break something or pull a muscle. That's what I have against the board floor but on the other hand there are no holes in the stall. Some people put clay in the middle of the stall and just have the boards on the sides. A lot of horses dig and they could break themselves down just rolling and getting cast in the stall.

Recently, people have been experimenting again with the Tartan type of surface for the stall, and also with the Triple Crown. We tried it in the receiving barn at Aqueduct because there they don't even need any straw. The straw is in the way when they put bandages on or anything else, and they don't have to use muzzles if there is no bedding in the receiving barn. But you have to use a drain, otherwise it starts to smell. It was very unsatisfactory because we didn't put a drain in but I understand Mrs. duPont has hers down with a drain and she likes it very well and it is a much safer stall.

As far as the track is concerned—I don't want to get involved with the track—we try to keep the cushion at three inches and to keep the stones and the rocks out. These tracks that we have now, when it rains hard the horses are running

right on the base, and it is the same thing as having no cushion on the top. It doesn't take more than a pebble to break a bone in a horse's foot, or to make him take a misstep when going 35 or 40 miles an hour. That misstep could break a sesamoid, could break anything. So you must keep the stones down to a very small size. We have a sieve and periodically we sift the whole cushion. Anything over possibly half the size of a dime is taken out. I think that is very important.

With reference to what to do with horses when they do break down, recently we have had more success with irreparable fractures than we have had in the past. That's due mainly to two things. One, when a horse stops, we don't move him until we put a cast on him right on the track. When a horse fractures his cannon bone or sesamoid, he hasn't got much feeling in the leg. He is very excited and he'll just grind the bones and possibly make a compound fracture out of a simple fracture. We have a compressed air cast right in the horse ambulance which will stop the hemorrhage and hold everything in place until we get the horse on the backstretch, take x-rays and analyze the case.

If we have to destroy a horse on the track—and I think every track should utilize this simple thing—we have a screen that folds out. We open up the screen between the horse and the people and the public never sees the horse. It is good relations not to have them see the horse destroyed. Also, we do not allow photographers around.

After the injured horse gets to the backstretch, if it is a more or less hopeless case and the trainer, or particularly the owner, wants to try to save the horse, you can always delay. You may not be able to save the horse but you can destroy him next week as well as today. We have new casts today that are fiberglass and are put on in three or five minutes. They are much lighter than the plaster casts and much stronger. You can cut windows in to treat wounds, you can do almost anything you want. They are cooler and will last a lot longer. I believe they are a great improvement. Even in knee fractures, where you have three or four bones that are fractured, you possibly can hold the knee together with one of these casts.

DR. REED: Manny, I don't want to put you on the spot, but what do you think about the synthetic track bases, or tracks themselves, in relationship to the possible reduction in the number of injuries, and so on?

DR. GILMAN: Everybody would like to see a perfect track. I don't even know what it is, and I don't know whether anybody else does. But I do know that horses stand up better on the turf than they do on the dirt track. There are less breakdowns and horses will stay sounder longer. When you get weather like we've had here the last couple of weeks the turf becomes almost as hard as any dirt track could ever possibly get to be, and then it's not too good. But in general, the turf is better. Now, why is it better? Because horses don't run down on the turf. A horse that does run down on a deep track, as he's running, will start going sore because his fetlocks are not only bruised but torn, and when a horse starts putting his legs down in a race gingerly, then he is putting stress and strain in other parts and the next thing you know he breaks down. The deeper a track gets, the worse it is. And of course if you don't put enough water on the track and don't keep the cushion compact, the track breaks out from under the horse's legs and there are missteps as he goes along. Any horse with a bad stride will not run on that and again will tend to break down.

As far as the synthetic track itself is concerned, I don't like it, with all due respect to the people who put out the material. The faster a horse runs—and that in general means the faster the track is, the horse will run faster—the more apt he is to break a leg or have an accident, take a misstep. These synthetic

tracks are very spongy, the horse's stride is longer, and a horse runs much faster. Down at Tropical Park cheap horses are running a mile in 35. That's the way Personality ran here the other day. And these in Florida were \$3,500 horses. That's one of the reasons I don't like it, but the jockeys have other reasons. Now they are talking about putting a synthetic track down as a base. If any type of a synthetic track could possibly replace the clay base that we have and then put a dirt cushion on top of it, it might work. They are trying that at Roosevelt Raceway right now. I don't know how successful they are going to be. But the cushion will have to stick to the base, whatever it is.

DR. REED: I think in conclusion we should remember that horses in training, particularly the good horses, are extremely highly specialized athletes. They give their all, they do the best thing they can possibly do. As a consequence certain things have to give. Anything we can do to change this for the remaining life of this horse, or to give him as much of a useful life, to maintain soundness as long as possible, is distinctly to the advantage of racing. It is very unfortunate today that we have so few top handicap horses around. In my opinion, anyway, this is one of the reasons. Anything we can possibly do to assist this will certainly give longevity to a very highly specialized athlete.

Jack, I don't want to take up any more time.

MR. KENNEDY: Thank you, gentlemen. Would anyone like to direct a question to Dr. Reed or any member of this panel?

I think one thing that Manny Gilman brought out is very important, and this is the air cast. They are able to load horses into the ambulance by immobilizing the fracture and not having the sight of the horse lying on the race track in front of the public. In many cases they can put this compressed air cast on the horse, temporarily hold the leg together, and he can be loaded in the ambulance and taken to the backside. Is that correct?

DR: GILMAN: That's right.

MR. KENNEDY: Our next panel has as its subject, "Racing and the News Media." In the chair is Mr. John S. Knight, a member of The Jockey Club, editorial chairman of Knight Newspapers, Inc., and winner of the 1968 Pulitzer Award for Distinguished Editorial Achievement. Mr. Knight's newspapers have also won eleven other Pulitzer Prizes for enterprise and public service. Mr. Knight is a former past president of the American Society of Newspaper Editors, and the Inter-American Press Association. He is also recipient of many, many awards for distinguished journalism. He is the owner of the Fourth Estate Stable. I will ask him to introduce his panelists—if you will, Mr. Knight.

MR. KNIGHT: Mr. Chairman, Senator Morton, gentlemen:

As Mr. Kennedy has said the subject assigned is "Racing and the News Media." Members of the panel are Dave Hooper, Turf Editor of the Miami Herald; Joe Agrella, Turf Editor of the Chicago Sun-Times and the former president of the National Turf Writers Association; Stewart Hooker, Publisher of the Daily Racing Form and the Morning Telegraph and Richard Bailey, President of Hughes Sports Network, Inc. Mr. Bailey's company is one of the leading telecasters of golf, football, racing and baseball events. He has produced the Race of the Week as well as telecasts from Hialeah, Bowie, Garden State, Santa Anita, for more than ten years. He is currently racing a stable of horses so he understands the problems of ownership, as well as those pertaining to the tracks and news coverage of the sport. "News media" is a term which I dislike. It lumps together the best and the worst in print and broadcast journalism and it is poised precariously upon the credibility brink.

Mr. Agnew finds us wanting, and, sad to relate, so do much of the reading and

listening public. This is because the press is a sitting duck for the unbelievability charge, because of the positions we take. The two immutable rules of press reporting are: criticism by government rises in direct proportion to the amount of news printed or broadcast which reflects unfavorably upon government policy; and secondly, criticism by the general public rises in proportion to the amount of news read or heard which does not fit the reader's or the listener's preconceived ideas of what the news should be.

In this audience of hardy souls who have endured and survived the Internal Revenue Service, strikes by pari-mutuel clerks, burgeoning bleats from the backstretch, shortages of help and the latest national proposals from the HBPA, I must assume there are those present who have some words of condemnation for the performance of the press as it pertains to the horse industry. Otherwise you are simply not in tune with the mood of the country.

Therefore, the panel welcomes your criticism, constructive or otherwise, and in turn we hope to be accorded the privilege of comment or rejoinder.

Since the time is limited I am going to ask Mr. Stewart Hooker to make the first statement, which I believe is somewhat critical, and then if you wish we can consider this as a reverse press conference, and since you've been interviewed, perhaps unfavorably, or you consider your case has been mishandled by the press, I hope you will attack one of us. I will give you plenty of time to reply while attempting to keep the discussion moving at the same time. Mr. Hooker.

MR. HOOKER: Thank you, Mr. Moderator. The advantage of my vantage point, I suppose, is that the subject that we are to discuss here this morning is the general news media and not the trade publications which cover racing every day of the year. My purpose here this morning is to offer some constructive criticism, I hope, of racing coverage by the general press. It is my firm conviction that racing does not have a good press generally, not by any means the coverage that it really deserves. With the exception perhaps of a dozen of the leading metropolitan papers around the country, it seems to me that racing takes a back seat to baseball, football, basketball, golf and sometimes even the lesser sports. I invite you to ask yourself how many times did you pick up a late sports extra and found the inning-by-inning baseball scores, but a footnote, on the front page perhaps, explaining that the race results will be found on the inside. Or again, how many times have you started looking into the sports pages for news of a big race coming up and found not even a word in the way of an advance story. Unless it is the Kentucky Derby or one of the Triple Crown races, or perhaps one of the other big races like the Woodward or the Hollywood Gold Cup, something like that, race advances in the general news media are extremely rare. Again, how many times have you thumbed through eight or ten pages of your Sunday sports section before you come to the race page. You usually find it towards the back.

Now newspapers like the Los Angeles Times, the Newark Star Ledger, the New Orleans Times-Picayune, the Miami Herald, and of course the large New York and Chicago dailies, will provide the racing fan with a great deal of advance information, sometimes as much as a page or more of racing news. But these are the exceptions. Even the New York Times lists nothing more than entries and probable odds at area tracks but carries no selections. The New York Times of last Monday, for example, had a very short paragraph on the opening of the Atlantic City Race Track which was celebrating its Silver Anniversary—nothing about the past history of Atlantic City, which could have been an interesting subject. And it didn't even list the entries for the Atlantic City Race Track that day.

I would summarize my pet beefs in this fashion:

Neglect of racing entirely in most middle-sized and smaller communities.

Not enough Page One spreads on racing news and results in the larger cities. Over-emphasis on anything that is derogatory to racing.

A noticeable lack of advance stories in the case of the big races coming up.

A turf writer who consistently writes with a jaundiced eye and cynical tone about anything pertaining to racing. There are some of these, and fortunately they are in the minority because I think most turf writers love the sport as much as we do.

And finally, the occasional story written by a rewrite man or reporter who never saw a race track, and whose ignorance of the game is reflected in his copy. You can find many examples of that in going through papers throughout the country.

I am reminded of an incident of many years ago when Arthur Brisbane was the editor of the New York Mirror. Brisbane looked over his sports pages one day and he saw a lot of space devoted to racing. He decided it was too much, that it was overdone. He ordered everything cut out, and the circulation dropped so substantially and suddenly that two days later he reinstated everything. It seems to me that some sports editors around the country even today are not taking advantage of what Brisbane learned years ago. More often than not it is the sports editor and not the turf editor who decides what space will be allotted to racing coverage.

To sum it up, we are talking about the greatest spectator sport in the North American continent, a sport which brings more people through the turnstiles every year than any other—43,000,000 in the United States alone last year, for example. Now if racing is big enough to attract this kind of an audience, it is big enough to rate better coverage in the nation's sports pages. Despite this, I say again, the No. 1 spectator sport just does not get top billing in the general news media.

I would have one suggestion in closing which I hope might improve racing coverage in some of these areas. I would like to see one of the great racing bodies invite the sports editors of all but the smallest newspapers in the United States and Canada to a racing seminar. It seems to me that in the course of a two-day concentrated discussion of all facets of racing, starting with the starting gate or maybe with even the foal being dropped, and with some of the fine movies that I have seen available on racing, a great deal of the smoldering or non-existent interest in racing might be generated. I think in the end that racing would benefit from the increased coverage which might result from such a meeting.

MR. KNIGHT: Thank you, Mr. Hooper. I think I know the answers to some of these questions but I don't want to deny the panel members an opportunity to speak.

Mr. Hooper, I know you are sometimes critical, both of editors and other aspects of racing. Can you do this in about five minutes?

MR. HOOPER: Yes sir, Mr. Knight. First of all I want to thank The Jockey Club for inviting us.

I'd like to preface my remarks by saying that I feel that 95% of the nation's turf writers love their work and they love being part of this Thoroughbred industry. However, occasionally, I find that our work seems to be misconstrued as publicity and not as reporting. Time and again managements, horsemen, trainers, jockeys, jockeys' agents in particular, will come up and say, "How about a little publicity?" Well, that's up to the director of press relations and the publicity departments of the tracks. Our job is to report, not publicize. Occasionally in reporting we find it necessary to be critical, and when the racing writer is critical I think you will find he will make a sincere attempt to offer constructive criticism and try to be objective. We don't like to be accused of knocking the game as we do love the game and we like to see things done well and done right.

Having been in racing just under a decade now and having covered racing in Baltimore, Lexington and Miami, I find that the toughest subject for a racing writer is reporting on medication rulings and the legalization of particular types of medication to be used. It seems that no matter how articulate the writer tries to be, Mr. Average Racing Fan reads only "drugging" into the copy even though the word may not even be there. For example, last fall in Florida I reported that steroids were legalized. Since that time I have gotten letters, at least one a month and sometimes one a week, stating, "I'm through coming to the race track because of its indiscriminate use of drugs." And of course nothing is further from the truth. But it seems that our explanations fall on deaf ears as far as the public is concerned. There have been times when the racing press has fallen down on the job in regard to medication rulings, and of course the classic example is the 1968 Derby. There were headlines across the country "Derby Winner Drugged" and so on. A number of sports columnists who cover racing only periodically used the word "drugging" in their copy. The conscientious, every-day racing writer who is at the track and understands better about medication, I believe, made a sincere effort to describe the medication used as an analgesic and compared it with an aspirin for a human. You must consider, I think, that not even the medical editor on a newspaper has to explain the different types of drugs that are used on humans and particularly drugs that help athletes. Yet the racing writer is faced with this and we could use your help in trying to explain these things.

Mr. Hooker has touched on race advances being rare in the nation's press and so on. I'd like to get into just a little area on the stereotyped reporting that we seem to have. Again I will use a personal example. When I moved from Lexington to Miami one of the first things that my executive sports editor said is, "I am not a racing fan, but I do want to read your copy every day to check it, but I also want to want to read it. Now there is only one way you can make me want to read it. Do not report so-and-so won such-and-such purse by four lengths at Timbuktu yesterday. I couldn't care less. What I want you to do is delve into different human interest subjects, and then you will not only make page one of the sports section instead of page six, the racing page, but you will find that the average sports fan who generally does not care for racing may be attracted to your column." In recent years of course we have had the advent of the girl jockeys and this has been of great human interest and the news of them got into papers where very little coverage had been given in the past. I am sure Mr. Jemas in our audience probably feels it was over-played. But nonetheless this is the type of human interest thing that will make the papers that normally do not cover racing.

MR. KNIGHT: Dave, thank you very much.

Joe Agrella, former president of the National Turf Writers Association. Five minutes.

MR. AGRELLA: Thank you, Mr. Chairman. Dave Hooper of course gave many of my own thoughts, especially on this publicity thing. So many people in the racing business think that newspapermen are supposed to act like publicity men. I know a few people in Chicago get awfully mad at me when I tell them I am not a publicity man for the race track. I try to write objectively and tell what happens. Mr. Hooker complained about the New York Times, which I think does a very good job. That's one of the few large papers in this field I am familiar with. In this morning's New York Times, for instance, on page one, was a long story on the Alabama Stakes, No. 1. No. 2, there was an eight-column head on the Travers coming up next week. No. 3, there was a Saratoga sales story. No. 4, there was a long story on the Nijinsky syndication. No. 5, there was a 400-word story on Liberty Bell, which had a crowd of 23,000 people Saturday, 8,000 more than on

an ordinary Saturday, because they had a kind of old-timer's day: admission was \$1.00, and I think beer was 15 cents and hot dogs 10 cents, which is a pretty good idea. The Times also had Saratoga charts from yesterday, Monday's entries and Monday entries at Atlantic City. I don't know what edition it was, but it had to be a fairly decent edition with all eight or nine charts at Saratoga. I think the larger papers as a whole do a fairly good job on race coverage. In Chicago the two morning papers cover it adequately. The two afternoon papers, I think, do a poor job.

MR. KNIGHT: Recently?

MR. AGRELLA: All right—recently, Mr. Knight. I don't know why. It may be the top echelon which means three, four or five people, not one man as when Mr. Knight was in Chicago. And I don't mean the racing edition, I mean the story coverage, day after day. The two afternoon papers have a good race page for the turf edition, but otherwise their story coverage is very, very poor.

Mr. Hooker speaks of papers in smaller communities. I don't know what towns he refers to, but local news is big news. If you are 50 or 60 miles from a racing center, I don't think most of the people in that town would give two hoots about racing and I don't know why the sports editor really should run any racing news, or very little. It is the local news that sells papers.

I think the racing reporters could be a little more critical at times. I know I have been and there are times when I haven't been. Currently in Illinois we have a new Racing Board composed of seven people, none of whom I believe have ever been associated with Thoroughbred racing. I've been kind of patient with this Board. I haven't really gone after them because I've sort of given them a little waiting period. But they've been pretty awful.

MR. KNIGHT: This is not an unusual situation.

(Laughter)

MR. AGRELLA: This is not an unusual situation. It is one I think the papers can't do anything about. I've written about the terrible members of the Racing Board many, many times. It doesn't do a bit of good. Well, we've had some pretty good ones in Illinois. We've had people like Don McKellar who I think is here today. We've had people who were at least horse people, like Bill Miller, and Mr. Peabody years ago. We've had horse people on the Board. But this present Board has no experience and they have just finished a long, long hearing on Mr. Levin and the ownership of Arlington Park—whether they should take the license away—and this is something that should have been done last November before they even gave out the dates, because it is still the same ownership as far as I can see. We have come up with some allegations and headline stories which are not good for the sport.

MR. KNIGHT: Thank you very much. We'll come back. Now, Mr. Bailey, of broadcast journalism. I gave his credentials, and he has some views. If you will give us your summary, then we hope to get into some discussion.

MR. BAILEY: I'm glad Joe ran over five minutes because I am not a long talker.

In television, racing is more or less regional as far as telecasting goes right now. The only three big races that have held up are the Triple Crown. As you know, racing is not known all over the country. There are many states that do not have racing and don't know anything about it. Most of the advertisers in television are national sponsors. They like to have coverage everywhere, but when they do have coverage in every state they want to be sure that they are going to get an audience. It seems that when the Triple Crown comes on the papers play it up

all over and people who don't know anything about racing are interested in watching the Derby, the Preakness and the Belmont Stakes.

One of the main problems though, I think, in selling racing nationally is that it's got the stigma of reaching older people and most national advertisers want to reach people aged 18 to 35. Racing seems to have the identification that most of the racegoers are 30 and over, although we see many young people around. I think one of the problems in racing, as far as getting national coverage, is getting the younger racegoers interested in racing and building up additional youngsters to come to the track. I think all tracks have to make an appeal of "go to the races" and make it more than just for the grown-ups. I realize that in a lot of states they have laws that prohibit bringing teen-agers to races, and so forth, but if there is a way to do that I think we should explore it and it would make a big difference in racing as a whole and the possibility of getting these races on nationally.

Another reason for lack of national coverage is because racing in its own area is very important to the people. The ones that are watching racing know the horses that are racing in one particular area. Unless it is a real big race, the papers don't cover it and naturally the local radio and television stations don't cover it. I think it is important that we get the local radio and television stations involved in racing, in wanting to cover it, wanting to give it coverage on the news programs, on the sports programs in the evenings, and build up interest that way.

MR. KNIGHT: Thank you, sir.

Before we get into a colloquy here, I would like to have some audience participation. Now you men here, many of you are very open on certain occasions about the press and now you have an opportunity to challenge these gentlemen or agree. Mr. Taylor.

MR. TAYLOR: Thank you. I think race track managements can help the press in one respect, one very important respect, more than they do. At our tracks in Canada we have had for several years the 48-hour entry rule. As you know, it is common at many tracks not to disclose the entries until an hour or two after the official time, and that puts the press at a great disadvantage. It has been mentioned, and I think Stewart Hooker has mentioned, that there is too much discussion on what has happened than on what lies before. From the race track's standpoint, we of course prefer to see an article about racing the next day or that afternoon, and with the 48-hour rule our owners like it, our trainers in Canada like it. We have no trouble at all. It does give the morning paper a better opportunity to have a story about the races that day and it gives the evening paper a better chance to cover in the early edition the next day's racing. So I think that's one place where the track managements can help the press by seriously considering the introduction of the 48-hour closing.

MR. KNIGHT: Thank you, sir. I would agree with someone who said that the executive sports editors are difficult to educate. They also have a tremendous problem since the paper has to be balanced with other editorial content. In a city like Miami in the winter we have acres of agate type and this gets into jai alai, Pompano, dogs and horses and it is very difficult in the allocation of this space. I know Mr. Hooper's lead article is often truncated somewhat, and I think unfortunately so, and I told you we would correct that, sir.

Are there any other questions? Mr. Deegan.

MR. DEEGAN: Mr. Chairman, I wish to address myself to Stewart Hooker. He was talking about the seminar for the sports editors, which I think is excellent. It is in fact long overdue. I would like to recommend that it be expanded in the context of racing as a total industry today, and include managing editors. Speaking

about the sports factor today, we have legislative reporting, off-track betting in New York, taxes, strikes, a backstretch issue and similar ones around the country that go way beyond the executive sports editor. The managing editor, and most of them are not educated on these points at all, should be brought into such a seminar.

MR. KNIGHT: One of the reasons why editors can't win is because the Los Angeles Times was praised here for its racing coverage, but here comes an official of Oak Tree to say, "We still believe the policy towards racing presented by the Los Angeles Times is the wrong one," and he praises several other papers in the region.

Mr. Hooker, you wanted to make some observations.

MR. HOOKER: I am willing to, and I think I did, at least I intended to make a categorical exception of the large city dailies and I think I mentioned New York and Chicago. But I still think the New York Times has some short-comings as far as racing coverage is concerned. They have excellent coverage of the local tracks, and they do carry the advances, as you mentioned, Joe, but I don't think they go far enough. They give you the minimum coverage on racing in their pages as the Atlantic City incident last Monday illustrated. I don't think they go far enough. They are national, they are as near to being a national paper outside of something like the National Observer as I can think of, and yet they stop pretty much with the track in the area.

As far as local news being the item that sells the paper, this is a basic assumption which is essentially true, but my point is this, that baseball, football, basketball and some of the other sports get coverage in Huntsville, Alabama and somewhere in Mississippi, and New Orleans, and so forth and in all these other cities which are fringe cities or smaller cities and yet racing gets next to nothing. For example, the New Orleans papers which cover racing to the nth degree during the winter season, both the States-Item and the New Orleans Times-Picayune, practically ignore racing the rest of the year. And I think that is wrong. They have football and they have baseball. They don't have any national baseball team in New Orleans, but you will find that the front page of this particular issue, which happens to be July 28, is filled with football and baseball stories. I think if racing is important enough to have several months of racing during the wintertime and have page after page of racing coverage, it is important enough not to ignore in the off-season. Even in a city like Syracuse, New York, which is in a state where they have racing almost the year-round now, all they have in this particular edition of the Syracuse Post Standard is a listing of the Aqueduct results and the Aqueduct entries and nothing else. As a matter of fact in this particular issue, trotting gets more space than racing. I think that even though racing is localized in some of the large cities and gets the coverage it deserves perhaps as far as the local track is concerned, they couldn't very well ignore it. But it doesn't go far enough in the coverage of racing as a national pastime in the sense that the smaller papers will cover football and baseball even though there is no such team in the area.

MR. KNIGHT: I have a few papers in some of those benighted regions and they have no racing. They are inordinately interested in basketball and automobile racing, so when I suggested some modest change in this, their idea of a story was the first race at Aqueduct, which is of no interest unless something happens and there's a spectacular picture. It's a difficult thing to solve. Does anybody here have anything to say?

MR. ROBB: I think if we are going to shoot at something, whether it is public relations or anything else, it is a good thing to have more or less exact figures on what you are talking about. Now the gentleman spoke about our audience prob-

ably consisting of people for the most part of over 35 years of age. I think we should go out for the 18 to 35. I just want to mention that about twenty-odd years ago, we had had the daily double in New York and then it was cut out. I don't remember whether I was managing Belmont at the time or not, but at any rate I got the job of engaging the data people to find out whether or not the people actually wanted the daily double back in New York. So we got the data people specifically to find out whether they wanted the daily double back, but while we were at it we thought it would be very nice if we learned a lot of other things about the people who went racing—ages, sex, how often they attended the races, and so forth. We got all that information and it was of immense value, certainly to me at Belmont. Now it may be that that sort of a poll has been made within the last twenty years, but if it hasn't, I suggest that it be done again because we are all talking for the most part on what we feel is a situation. Actual figures gotten in that way will give us some real information as to what our audience at the tracks consists of.

MR. KNIGHT: Thank you, sir. We made a study at Tropical Park last winter. The average age I think was 53. Is that right, Dave?

MR. HOOPER: Yes, it was the mid-fifties.

MR. ROBB: We were able to find out what our hard core was at Belmont. We found out how many were women, how many came five times, ten times, twenty times, and so on. But there are other questions that have come up since those days and if they could be included in any kind of a poll taken, it would be of value.

MR. KNIGHT: Thank you, sir. Mr. Bailey.

MR. BAILEY: If you can go by the Nielsen studies, they have a breakdown for television viewers of horse racing. I know this doesn't give you what you are asking for, but it does give the television side. It will break down the men, women, children in all age groups.

MR. KNIGHT: Thank you very much. Are there any other questions? Mr. McKellar.

MR. McKELLAR: Jack, isn't the problem here basically to identify who your readers are? Those who are in this room, for example, owners, trainers, breeders, riders, and others connected with the sport are intimately involved with the sport, and then you've got the players, the bettors. Now when the horses leave Louisiana, you are just talking to yourself if you worry about who is going to read your stuff. The bettors aren't getting any action in Louisiana, so there is nothing to report about. I go to Carolina and I can't read a word in Jack's paper as to who won where. So really, to reach people who are interested, as I say, is futile. What we need is to develop more players, and you get more types and more coverage of the sport.

MR. KNIGHT: Well our problem there, sir, is that we can't find anyone in the community that is remotely interested in horse racing. They have steeplechase, they have horse shows, basketball, the University, automobile racing. They seem to dominate.

MR. McKELLAR: If they could bet on horses in Charlotte, it might be more interesting.

MR. KNIGHT: Well, that leads to another point, and we had to get around to it sooner or later. Now, Don, you advocate off-track betting, I believe, because of your experiences in Australia and New Zealand, and in a little talk with you one day I said, "Well, in our states I think perhaps this wouldn't be as responsibly run." I think there are two questions here. One is the philosophy of off-track betting and the other is how will it work as applied to New York State where it

has been legalized. From my conversations with various men from New York I find they don't know as yet precisely how this will be conducted.

MR. McKELLAR: When it comes there will be more space on racing in newspapers, radio and television, believe me.

MR. KNIGHT: In other words, you think the betting booth may extend southward.

MR. McKELLAR: Yes, sir.

MR. KENNEDY: Mr. Knight, Mr. Brian Sweeney of the California Thoroughbred Breeders Association wishes to be recognized.

MR. KNIGHT: I did not see him and I apologize. So recognized.

MR. SWEENEY: I think we have to do a lot more in the development of our sport in the national press media. In the Los Angeles Times, as has been mentioned, there is very little publicity on racing, but I think we have to start with ourselves. Racing management has to sell the game, educate the people and develop a lot of dedicated sports writers. I think a lot of our sports writers are far too casual about racing today and seldom treat it as the exciting sport it is. There are some who have a feeling for it, such as Whitney Tower who writes in Sports Illustrated and presents it as it should be sold, and that does a great deal for racing, with its national coverage.

A typical example of good press coverage is that being given to Nijinsky in newspapers all over this country.

I believe that it is a direct result of the way the story is handled at the source. In other words, the newspapermen in England, Ireland, and France treat racing as a major sport and write their stories accordingly. The reaction to a story written in this vein is that it usually ends up in print.

In contrast, there is an extremely newsworthy racing story taking place at Del Mar right now and that is Jockey William Shoemaker's attempt to establish a record in number of wins. The coverage in this story is extremely light in newspapers outside of California and, indeed, the Los Angeles Times does not have a reporter at Del Mar. What we need is a national organization such as the promotional groups who report the major football leagues to sell racing the way it should be sold—in a grand manner. The TRA does some of this but not to the extent that we obviously need to go.

Perhaps we need a national public relations outlet. There are many situations in racing which have a great human interest and these should be developed by track publicists and made available to the racing writers.

MR. KNIGHT: I think Mr. Hooper did allude to the feature story or the human interest story. I believe the Willie Shoemaker story has been widely publicized. One of our problems, and I believe either Mr. Hooper or Mr. Agrella may have mentioned it, is that many tracks expect the newspapers to be their publicity agents. I was not for Florida summer racing but I told them that I would not oppose it if the community wanted it. I knew this meeting couldn't possibly succeed, yet I am now getting letters from people who are down there, and of course they have a right to lose their money, but they expect us now to pick this up and by some magic change the attendance from an average of 3,000 to 7,000 a day. Well, this is impossible because it is hot, the horses are not very good and it's not much of an attraction.

Dave, have you anything more to say on this?

MR. HOOPER: No, Brian took the words right out of my mouth, really. I think if we did have a national public relations outlet that could get to every sports columnist or sports editor it would help.

MR. KNIGHT: I don't like the phrase "get to."

(Laughter)

MR. HOOPER: I mean, have them on the mailing list. This is a possible way to crack papers that normally cover no racing. But again, I believe it would have to be on the human interest angle. Joe Tanenbaum, the Gulfstream publicist, and I talked before I came up here, and he made the point, he said, "Here is one of the biggest industries in the country and it has no national PR firm."

MR. KNIGHT: We have five minutes left. In deference to Senator Morton we do not want to delay him but I see a hand raised. Will you identify yourself, please?

MR. CLAY: Everett Clay.

The question seems to be which comes first, the chicken or the egg. If human interest stories and news stories received greater play, you might build interest.

I think one of the main concerns of racing coverage has been the lack of education of the executive sports editors of the wire services. You may or may not know one of the major wire services covers most of its races on television and another major wire service covers just the bare results. I think what we have to do is to educate the executive sports editors of the wire services. There should be a program to educate the people who write these stories to print in the paper. That was one of baseball's great problems, the education of writers.

MR. BAILEY: I think Ev is right. However, I think there is a better solution to it than just national publicity and going around that way. I really think all racing associations have to get together. I don't know whether it's the racing association's responsibility, or TRA, or whatever it is, but I think that everyone should get together and sponsor racing on television. Television made football, television made baseball, and as Ev said, a lot of the sports writers are covering racing as they see it on the screen. There are a lot of towns that can't afford to have newspapermen cover racing for them, but if racing is shown in a lot of these cities where they don't know anything about racing, they eventually are going to have to get into it. I think a national weekly telecast will all of a sudden build interest in racing. It did it for football. Pro-football was a long time coming about. Look at it today. I think you need a national telecast. You cannot find sponsors that are willing to pay for this national telecast. I think racing has to get together and sponsor it themselves, and then as it becomes popular nationally you could perhaps get advertisers to come in.

As Mr. Sweeney stated, a lot of responsible people in racing that have businesses of their own are reluctant to sponsor racing because they are afraid of the identification that it may have with the product that they sell. This is true. It is happening all over, and that has to be wiped out. I think the only way it is going to be wiped out, though, is for racing to get to be on television, and promote it. Let people know what it is, and show them that there are good people in racing. The best people in the world are in racing. This is what has to be done, that's my opinion.

MR. KNIGHT: Because of the time differences in the country, would your race of the week or your national broadcasts be on a regional basis? In other words, in some states they'd feature California, and some New York.

MR. BAILEY: There are several ways of doing it. There are some races that should be nationally televised all the time. There are other ways of setting up regional telecasts within their own areas, but when you go regionally you are not covering the best races, you have to cover the best race of the week that you can at that time. Although it is unfair to a lot of the other tracks, you can divide that up into 52 weeks or whatever number of weeks a year you are televising, and you can give five minutes of that to other tracks and show some of the feature races that they have run. You won't be able to cover the race they are running that

particular day, but you can give some coverage to each track individually of what they have done during the week or the Saturday before, some kind of coverage. This is the only way it can be done because you just can't cover every track on one telecast. There is a big difference in the time of the day, there is a big difference in what it would cost. For instance, there is a three hour difference in time between New York and California as we all know, but if you televise a California race nationally, you would be in prime time in the rest of the country and you'd have to pay double what it cost during the time in New York, New Jersey, or an eastern track.

MR. KNIGHT: Two observations about the newspapers. I applaud the coverage of racing by television. I think it does precisely what you are talking about. But I would like to commend The New York Racing Association for the wonderful advertisements they have been carrying in the newspapers in New York. I think it is very, very well done. As far as the sponsors getting in trouble with the consumers, or possible buyers, we face that in newspapers constantly by many people who call up and want to know here in Miami why do we run entries of Santa Anita. They are convinced we are doing this to encourage betting and to have illegal betting. This criticism descends upon us constantly.

Gentlemen, I think our time has expired. We had a little warm-up luncheon yesterday at the Reading Room and we found this subject so fascinating we were still there about three in the afternoon. I know there are many views that would like to be expressed, but as I say, Senator Morton is our principal speaker, and we will now yield to you, sir.

MR. KENNEDY: To not close this chapter finally, I would like to know if from the other side of the desk Jim Kilroe would say something about the 48-hour closing.

MR. KILROE: I think for minor meetings, the additional publicity they get in the regional newspapers with the 48 hours is extremely important. I think there is considerable risk at a winter track that runs in inclement weather. If the bad weather holds and you have a six-horse race, with another 24 hours of the weather factor against you it is a question of whether the additional newspaper space would compensate for whatever loss you might have in actual business.

MR. KENNEDY: Thank you, Jim. Tommy Trotter, have you any comment on this?

MR. TROTTER: Jack, I agree with Jimmy about the minor tracks, and I'm thinking of some of the tracks where I worked in Arizona and Colorado where they would accept it. But here in New York I do not think it would be well received.

MR. KENNEDY: Well, let me ask you directly. Do you think you would have trouble getting the same caliber card with the 48-hour closing that you do under the present set-up?

MR. TROTTER: I think we would meet with some resentment from the horsemen.

MR. KNIGHT: On some future panel I hope we will have time to discuss the inadequacies of track managements in some areas.

(Laughter)

MR. PHIPPS: Our next speaker is a man who has served his country very ably as Senator from Kentucky. He has for the last year been doing us a great service, and I mean a truly great service, as President of the American Horse Council. It is my privilege to introduce to you Senator Thruston Morton.

SENATOR MORTON: Thank you, Chairman Phipps and gentlemen. I attended this meeting last year and again this year and I am struck always with my not being a horseman, but I sincerely enjoy the exchange of information on important subjects related to racing.

It has been only a year and a half since the inception of the American Horse Council and a lot of water has gone over the dam for the horse industry. But the most important factor for the industry has been that we were, indeed, able to erect a dam. Of course, I do not refer to any great civil engineering feat, but to the fact that horsemen have been able to structure an organization to bring together the entire industry, to channel the flow of the industry, and to make maximum use of the industry's energies through a unified effort.

No longer is the great surge of our 12-billion-dollar industry going to be wafted away by the arbitrary winds of change. No longer is the great flow of the horse industry going to be diverted into small tributaries to stagnate and eventually dry up. The wisdom you have demonstrated in combining forces with other interests has clearly shown that the era of fragmentation and diversion is gone forever.

The Jockey Club and its Chairman can justifiably take a good deal of the credit for the successful organization of the American Horse Council, for it was The Jockey Club, through its able leadership, that came forward last year as a charter member and helped hammer out the form and substance of the Council.

Of course, we know that the original motivation for creating the American Horse Council was that of critical times or, to express it more accurately, the very survival of the industry was at stake. Those were dark days and ominous tax clouds were gathering over our industry. Strident voices were echoing in the halls of Congress and it seemed almost certain that the industry would be dealt a mortal legislative blow in what was to become the 1969 Tax Reform Act.

Well, we really had an up-hill battle and most of you know what happened and finally became law. While we did not win a total victory—and I don't claim one—we were able to obtain a bill with which we can live. In this connection, I would be remiss if I did not mention the untiring efforts of my long-time friend and colleague, Senator George Smathers, whose legislative efforts as General Counsel for the American Horse Council can only be described as brilliant—and I am not given to hyperbole.

Let me set forth briefly for you some of the Council's accomplishments as they relate to the Tax Reform Bill. The Council, with your individual and collective support, was able to prevail upon Congress to:

Reject the several bills pending before Congress that would have vastly restricted the deductibility of farm losses against non-farm income and would have effectively forced horsemen to the accrual accounting system.

Reject the present administration's proposal to limit farm loss deductions against non-farm income to \$5,000.

Reject the previous administration's proposal to limit farm loss deductions against non-farm income to \$15,000.

Remove farm losses from those items of "tax preferences" subject to additional tax.

Exclude farm losses from the very complex "minimum tax provisions".

Reject the requirement that you show a profit in three out of every five consecutive years in order to be allowed to deduct losses against other income.

Extend to two out of seven years the time in which a taxpayer in the horse industry must show a profit in order to take advantage of the presumption that he is in business for profit. In all other industries, the presumption arises only when a profit is shown in two out of five years.

Another significant accomplishment that came out of the battle was the Council's success in working out an agreement with the Treasury Department to have an IRS horse advisory group established. The primary purpose of the group will be to assure that the Hobby Loss Provision of the new tax law is administered fairly. This represents the first time in history that such a group has been authorized to reflect the interests of the equine industry on tax matters.

IRS Commissioner Randolph W. Thrower has asked the Council to nominate qualified and knowledgeable horsemen for this important group. This we have done, and Commissioner Thrower informs me that he will make the appointments soon.

I can assure you, gentlemen, that if the IRS group had not been formed and if the original provisions of the tax bill had not been altered in the manner that I have just described, you and many other horsemen around the country would be meeting to liquidate the estate of a dead industry—there is simply no question about it.

But since this did not occur you may breathe a sigh of relief and ask: What's the purpose for going on with the American Horse Council now that the crisis is over?

Well, in the first place, the crisis is not over. I've served in Congress for more years than I care to remember and, believe me, I know whereof I speak. Tax matters are considered in each and every session of Congress—and broad reforms come around like clockwork every two or three years. If horsemen now believe that vigilance is no longer necessary, they will have to pay the price and, as I have pointed out earlier, none of us can afford the price—a dead industry.

I would like to digress from tax matters for a moment—although I will amplify a few other problems in this area a little later in my remarks—and point out that there are many other activities of the Council that deserve your continued support.

Not in the least among these is this matter of statistical research. Prior to the Council's effort, no one knew—had the slightest idea—of the overall impact of our industry on the economy of the country. The Council, in cooperation with Spindletop Research of Lexington, Kentucky, was able to compile an excellent report which contained detailed and definitive information on the size and scope of the industry. The information contained in this report has proved invaluable in our campaign to describe our industry to legislators, economists, and that growing group of Americans that have a healthy recreational interest in horses.

The Council's statistical research efforts have revealed what most of us suspected, but had not heretofore quantified. Some of the more startling figures on the industry that came to light as a result of the study were, for instance, that the horse industry pays annual wages of over a billion dollars; the total invested capital in the commercial horse amounts to well over 2 billion dollars; and almost 2 million acres of land valued at over a billion dollars is being devoted to the commercial use of horses. In addition, we have found that the horse population is now pushing the 8-million mark, over twice the figure of 1960, and is growing at an unprecedented rate.

In this area of statistical research, we must remember that an ongoing effort is necessary to keep the information current, for it is only in this manner that we can confidently make business decisions on the data and accurately portray the industry to others. Fortunately, we were able to prevail upon the Census Bureau of the United States Department of Commerce to once again include horses in the agricultural census after a ten-year lapse, and this will certainly help us in this effort. But this will not reflect the growth in urban and suburban horse population, and much more has to be done here, because the majority of pleasure horses (over 90% of the total population) are found in these areas.

It has only been in the last few weeks that the Council's able Executive Director and Assistant General Counsel, Henry Durham, reported the Council's successful efforts in uniting the various horse publications. They had their first meeting in Chicago and Henry tells me of one development—and many came out of that meeting—that is of particular significance in the statistical research area. It seems that the major publications conduct readership surveys for publishing purposes and have agreed to work with the Council in submitting uniform questions which will make these surveys effective tools for collecting data. This will mean that our sampling of the industry, which is scheduled for completion in January, will include no less than 50,000 horsemen representing all breeds and all functions. It is anticipated that the results of these surveys will provide the most significant figures on our industry yet published. You may be interested to know that John Hurley, who has been doing an excellent job in editing all of the Council's publications, estimates that horse magazines in this country have over 1 million subscribers, and this does not include Triangle publications. Bear in mind, too, that these magazines are probably read by no less than 3 million people, since they are passed around among family and friends.

And now I would like to turn to a subject that I am sure is of vital interest to all of you here today—the establishment of a new quarantine station at Fort Tilden, New York, to replace the 40-year old facility that now exists in Clifton, New Jersey. This issue has been hanging fire, so to speak, for quite some time but we may be beginning to see the light at the other end of the tunnel.

Secretary of Agriculture Clifford M. Hardin has recognized our problems with the Clifton facility and understands that the delapidated structure threatens the health, and even life, of horses moving in and out of the country. He further recognizes, and has so stated it to me, that the construction of a new facility at Fort Tilden would seem to be the most reasoned approach to alleviating the problem.

Unfortunately, Secretary of the Interior Walter J. Hickel, on the counsel of many Interior officials, disagrees. It is his position that the proposed facility would be incompatible with the Interior's plans for converting the area into a recreational facility with public beaches and the like.

It is the Council's position that the station at Fort Tilden will in no way interfere with the recreational use that Interior has in mind. In the first place, we are only talking about 27 acres out of a total of 315. Fort Tilden is an elongated bit of land and our proposed facility would be situated on the far tip out toward the Atlantic. 288 acres, and most of it is seashore, would remain for Interior's recreational project and our station would in no way impair the environment for their purposes. It is our job to convince Interior of this, for we must have agreement between Interior and Agriculture before plans can proceed.

I have several reasons for my optimism in believing that the matter will be resolved soon. One is that the City of Clifton has already paid Agriculture \$100,000 of the total \$500,000 cost to purchase the Clifton site for a municipal center. They have conveyed to Congress and to Interior that they are anxious that an agreement can be reached in order for them to commence building.

Another, and more compelling reason, is that 18 alternate sites have been inspected and have been found to be either unavailable or unsuitable by the Department of Agriculture.

In light of this, the Council hopes to arrange another meeting between the two Secretaries and we feel we have a good chance of having the matter resolved in our favor.

Of course, when you are talking about quarantine stations, you are necessarily talking about the health of horses. And the health of horses can only be improved

through a continued and expanded program of equine medical research. We at the Council feel that much more can be done in the private sector to improve the overall condition of the horse, and we have been encouraging this. We *know* that much more can be done in the public or governmental sector and, to be quite candid, we feel that we have been shortchanged in this area. The federal government today spends more money on pigs, sheep, goats and cows than it does on horses.

Well, our original tack in trying to obtain increased scientific equine research funding was to present our case to officials of the Department of Agriculture in the hope that they would make the request in their overall appropriations request before the House Subcommittee on Agricultural Appropriations. Although the Agriculture officials were sympathetic, and they did mention in their testimony before the Subcommittee that the horse industry should not be overlooked, they did not make a specific request for increased horse funding, I must admit, with good reason.

It is simply a fact of life that the budget squeeze is on. The White House has reflected, both publicly and privately, the Nixon Administration's intention to hold the line on spending.

And so, officials of the Department of Agriculture, with this uppermost in their minds, quite naturally requested that the horse research funding for 1971 remain at the same level as this year. Frankly, they felt that they would be lucky to hold on to their present appropriation considering the political climate on the Hill and the administration position.

Senator Smathers once again rose to the occasion and marshalled forces, with expert witnesses, to make our case before the House Subcommittee on Agricultural Appropriations. Congressman Natcher, from Kentucky, second ranking member of the Subcommittee, indicated that this was not the most propitious time to include an increase, and the Subcommittee subsequently reported out the agricultural appropriations bill without an increase, undoubtedly for the same reasons I mentioned before.

The Council, undaunted, followed the bill to the Senate Subcommittee on Agricultural Appropriations and vigorously made the case for the industry here. However, it just seemed that any increase was not to be, for the Senate Subcommittee sent the bill to the Senate floor with no additional horse research funding.

And then my good friend, Senator Marlow Cook had an amendment introduced by another of my former colleagues, John Sherman Cooper, that called for an increase in horse research funding of \$100,000. In addition, Senator Gaylord Nelson (D. Wis.) introduced another amendment providing another \$60,000 for research on horse parasites by non-chemical means. Both amendments passed by slim margins—the Cook amendment by a too-close-for-comfort count of 40-38. Thus we were literally able to snatch victory from the jaws of defeat. We now have a 20% increase of the amounts previously funded if, of course, we can hold it in the Senate-House conference committee. Senator Spessard Holland (D. Fla.) and Senator Roman Hruska (R. Neb.) ranking members of the conference committee, think that we can, but anything can happen when the trade-off begins in conference. Parenthetically, I should mention that if any of you know or have any contact with the members of the conference committee, now is the time to express your support for the retention of the amendments.

And now, as I promised earlier, I am going to come back to the subject of taxes, because taxes and government research funding have a common thread; that is, they both hinge on an effective legislative program.

I believe we have an effective legislative program and I further believe that no

one could more effectively structure and pursue our goals in this area than Senator Smathers.

But one thing struck me when I was following the Congressional debate on both the tax bill and the horse research funding. It was the monumentally inaccurate image of the horse industry that our opposition conveyed through their remarks.

During the debate on horse research funding, for instance, let me quote to you what Senator John Pastore said on the floor of the Senate. He said, "This is a waste of money. As a matter of fact, if we had fewer race horses, we would have less betting. If we had less betting, we would have less gambling. If we had less gambling, we would have more money in the pockets of people to spend for bread."

Now I know Senator Pastore well and I know him to be one of the most conscientious senators in Washington. And yet, this is obviously his opinion of what we represent.

As another example, let me quote Senator Metcalf's remarks on the same subject—and I know you consider him to be our nemesis, but his observations do illustrate my point on our image problem. Senator Metcalf said, "If anyone came to me and said, 'Well, let us have a research program for fighting cocks,' that might be justified because we do not have very many hobby farms for fighting cocks. But we do have an outrageous situation so far as horse racing is concerned. All we have to do is look at the sports pages of the newspaper every day and we can read where some race horse has been retired to stud by a million-dollar corporation. We do not need to help these people with a \$100,000 research bonus."

It is obvious that both these gentlemen just don't get the picture, and they represent the majority of the opposition to one degree or another. I don't impugn the motives of the opposition; I rather feel that we have not done an effective communications job. Nowhere in the recent legislation is there a mention of thoroughbred race horses. Nowhere is there a mention of million-dollar studs. Yet the minute they hear the word horse, they immediately conjure a vision of the wealthy, the privileged, special interests and tax write-offs.

Now it is just political fact that if this is the prevailing image, legislators and their constituencies are not going to shed too many tears over legislation affecting this group, be it fair or unfair.

I have been in elective office for a good part of my adult life. I know what goes through the minds of legislators when they must make a decision and cast a vote on a particular issue. And, believe me, a lot of it has to do with image.

As an analogy, let me cite the example of the boating interests. If legislation is pending in this area and the debate is centered around the status of 100-foot yachts, the boating people are in deep trouble.

I recently attended the Keeneland sales and, as you know, they were quite successful. \$510,000 for one yearling is really not bad, and it shows that the thoroughbred business is prospering. This particular sale got network coverage and was printed in every newspaper in the country. This is good and all of us are pleased. Heaven knows the racing business deserves to be good, since it contributes over \$500 million in real estate and ad valorem taxes alone.

But the Keeneland sales, coming as they did on the heels of the Senate debate on horse research funding, contributed to the false image of our industry that is held by our opposition.

There is a lot of work to be done on this problem of image. We know that the American Horse Council represents the entire spectrum of the industry, but many remain unconvinced—and this is not good. This is why we must continually emphasize the overall picture of the industry and be constantly striving to broaden the

Council's base. This, as Council policy, will be beneficial to you and will enable the Council to function more effectively on your behalf.

At this point I would like to say a few words in rebuttal to those who hold the view that the Council represents a narrow interest. One of the Council's constituent members is the National Horse and Pony Youth Activities Council. This organization is exclusively representative of young people—500,000 of them—and their membership is growing every day. Consider the youngsters who participate in 4-H horse programs that rely on our industry for support, as another example. Henry Durham has just met with the director of the National 4-H Service Committee and he was told that the 4-H horse program has grown 600 percent in the last 10 years and is by far the largest 4-H animal program. There were 224,000 youngsters participating last year and, according to the director, 250,000 are probably participating today.

Many of the Council's present constituent members have sizeable youth programs—The American Quarter Horse Association, the Morgan Horse Club, the Pinto Horse Association of America, for example. In addition, the American Horse Council presently has under active consideration a pleasure horseman program which, if established, will include youth, not to supplant present youth programs but to enhance them.

You're not going to find any of these youngsters shooting speed, or dope of any kind, or on the juvenile crime records, or rioting and causing wanton destruction. This is because our industry provides character-building horse programs that will insure a better America for tomorrow.

Our industry does a lot of good for the entire country. With the infusion of 12 billion horse-industry dollars into the economy, hospitals, schools, scholarship programs, parks and playgrounds are provided. I could go on, but these are the points we must get across to the disbelievers, and the only way we are going to be able to do this is to broaden the support of the American Horse Council.

Speaking of support, let me fill you in on how successful we have been in encouraging membership in the short span since our beginning. Four breed registries, the Jockey Club included, constituted the total membership when we began. We have doubled this and we now represent eight breed registries, which hold membership in what we term our member-body membership category.

Sponsor-body memberships, which are non-breed registries with a horse interest, have gone from zero at the beginning to 14 at present.

Altogether, including our individual memberships, the American Horse Council now has a constituency of well over a million horsemen.

We represent these horsemen and their horses, from the muzzle to the tail, from the hoofs to the ears. It is not the Council's job to worry about the type of configuration that lies between these dimensions, as long as it is a horse. Our membership is open to all horsemen and although at present AHC membership looks good, I hope it will continue to grow.

But membership is not the end of our efforts; indeed it is only the beginning.

We must continue to encourage and expand economic and scientific research; we must continue to foster and maintain a favorable climate with related industries; we must continue our administrative representation programs; and, perhaps above all, we must gird for the tax battles that are sure to come with future legislation.

You, with the Jockey Club, are an integral part of the Council; without your support much of what we have accomplished would have been impossible. I urge you to continue this support by setting up a systematic program which will be extremely helpful, especially in our individual membership efforts. And remember to keep us informed of special statistics and interests which affect the industry so we can continue to effectively represent you.

I think we have clearly demonstrated in this first year and a half of operation that our united efforts—the efforts of the American Horse Council, the efforts of The Jockey Club and the efforts of all our constituent members—can pay dividends. So let's make the coming year a year of consolidation to insure that the industry enjoys the advancement it deserves.

Thank you.

MR. PHIPPS: Thank you very much Senator Morton, for such an excellent talk. This will now close the meeting. There are cocktails downstairs and then lunch over at the race track as guests of The New York Racing Association.