

MISS MARGERY HIBBERD
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January 2, 1968

1-14-68

GREEN BAY MEETS OAKLAND FOR WORLD TITLE IN SUPER BOWL
EXCLUSIVE ON THE CBS TELEVISION NETWORK JAN. 14

The world champion Green Bay Packers, winners of a record third straight National Football League championship, meet the American Football League champion Oakland Raiders in the second annual AFL-NFL World Championship Super Bowl game, to be broadcast live and in color from the Orange Bowl in Miami Sunday, Jan. 14 at 3:00 PM, EST, exclusively on the CBS Television Network.

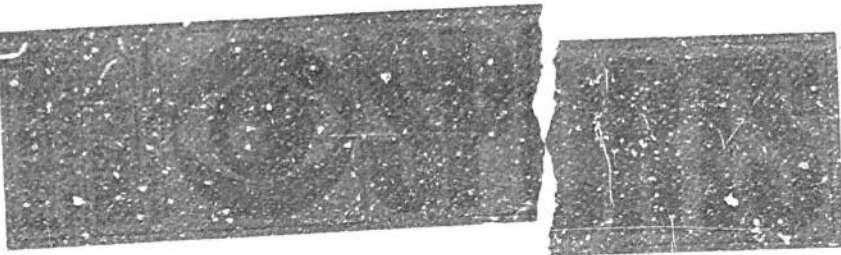
Ray Scott will describe the play by play and Pat Summerall and the Buffalo Bill's Jackie Kemp will provide the analysis.

Thirty minute pre-game and post-game broadcasts will be hosted by Jack Whitaker.

The Packers earned their second straight Super Bowl engagement by defeating the Dallas Cowboys in the NFL championship game, 21-17. The Packers on December 23 won the NFL Western Conference championship by defeating the Los Angeles Rams, 28-7. Last season the Packers won the first Super Bowl game by defeating the Kansas City Chiefs, 35-10.

The Oakland Raiders won their first AFL championship by routing the Houston Oilers, 40-7, last Sunday. In regular AFL season play the Raiders compiled a 13-1 record.

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1-14-68

FYI

January 10, 1968

Following are production credits for the second annual Super Bowl game to be broadcast exclusively on the CBS Television Network.

- ON AIR: Sunday, Jan. 14; pre-game program at 2:30 PM, EST, game broadcast at 3:00 PM, with a 30-minute post-game program.
- ORIGINATION: Orange Bowl, Miami
- SUBJECT: Live color coverage of the Super Bowl game between the NFL Green Bay Packers and the AFL Oakland Raiders for the world championship of professional football.
- TALENT: Ray Scott, play by play; Pat Summerall, analyst; Jackie Kemp, special commentator; Jack Whitaker, host of pre-game program, Whitaker and Frank Gifford, post-game program from team locker rooms.
- PRODUCER: Bill Creasy
- DIRECTOR: Tony Verna
- EXECUTIVE PRODUCER: Bill Fitts
- PRESS REPRESENTATIVES: Bill Brendle (New York)
George Vescio (Hollywood)

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FEATURE

1-14-68

(TIME VALUE: Jan. 14)

January 4, 1968

Super Bowl...

GREEN BAY AND OAKLAND: THEY DO THE BASIC THINGS BEST

"Football is a simple game, and it's the team that does the simple things best that usually comes out on top."

That analysis is by Pat Summerall, a man who should know. Summerall, the former end and place-kicking specialist of the New York Giants, will be an analyst for the climactic Super Bowl, the AFL-NFL World Championship game between the Green Bay Packers and Oakland Raiders, to be seen in color Sunday, Jan. 14 on the CBS Television Network. The exclusive coverage from Miami's Orange Bowl begins at 3:00 PM, EST.

Summerall's statement on what makes a football team super is born out by the teams that will be meeting for the world championship.

"Green Bay and Oakland are the best executioners of basic football in their respective leagues," says Summerall. "They run, throw and block superbly, and that really is what football is all about."

"Football is still a simple game, not something as scientifically or technologically advanced as a missile computer, as some people make the game out to be."

"There is certainly nothing razzle-dazzle about the Packers' game," continues Summerall. "And Oakland, too, is about the same sort of team. They pound, pound, pound at their opponent until they force a break."

(More)

Summerall points out that neither team is a statistical stand-out. "But the Packers and Raiders have that balanced attack on offense and defense which can be described as magnificent. They're big and tough and love to hit, and, again, that's what football is all about."

Summerall expects that Green Bay and Oakland will play the same type of game that won them their respective league titles.

"I doubt if either team will try anything new or fancy," he says. "Oakland's quarterback, Darryl Lamonica, will probably call the same steady game that led the Raiders to their fine record. If their attack should stall, they've got George Blanda, the AFL's leading scorer, to kick a field goal.

"And Green Bay is Green Bay. You can't look at a piece of paper for proof that they're the NFL champions. The proof is in the effort Green Bay makes as a team. The Packers play with the pride of champions."

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1-14-68
January 9, 1968

TEAM ROSTERS FOR SUPER BOWL, JAN. 14

Following are team rosters for the AFL-NFL World Championship Super Bowl game between the Green Bay Packers and the Oakland Raiders, to be broadcast live and in color, exclusively on the CBS Television Network, Sunday, Jan. 14 beginning at 3:00 PM, EST.

GREEN BAY PACKERS

<u>No.</u>	<u>Name</u>	<u>Pos.</u>	<u>No.</u>	<u>Name</u>	<u>Pos.</u>
12	Bratkowski, Zeke	QB	63	Thurston, Fred	G
13	Horn, Don	QB	64	Kramer, Jerry	G
15	Starr, Bart	QB	66	Nitschke, Ray	LB
21	Jeter, Bob	DB	68	Gillingham, Gale	G
23	Williams, Travis	RB	72	Wright, Steve	T
24	Wood, Willie	DB	73	Westherwax, Jim	DT
26	Adderley, Herb	DB	74	Jordan, Henry	DT
30	Mercein, Chuck	RB	75	Gregg, Forrest	T-G
33	Grabowski, Jim	RB	76	Skoronski, Bob	T
34	Chandler, Don	K	77	Kostelnik, Ron	DT
36	Wilson, Ben	FB	78	Brown, Bob	DE
40	Brown, Tom	DB	80	Long, Bob	FL-E
43	Hart, Doug	DB	81	Fleming, Marv	TE
44	Anderson, Donny	RB-K	82	Aldridge, Lionel	DE
45	Rowser, John	DB	83	Brown, Allen	TE
50	Hyland, Bob	T-G	84	Dale, Carroll	FL
55	Flanigan, Jim	LB	85	McGee, Max	E
56	Crutcher, Tommy	LB	86	Dowler, Boyd	E
57	Bowman, Ken	C	87	Davis, Willie	DE
60	Caffey, Lee Roy	LB	89	Robinson, Dave	LB

(More)

OAKLAND RAIDERS

<u>No.</u>	<u>Name</u>	<u>Pos.</u>	<u>No.</u>	<u>Name</u>	<u>Pos.</u>
00	Otto, Jim	C	50	Benson, Duane	LB
3	Lamonica, Daryle	QB	52	Williamson, John	LB
11	Eischeid, Mike	K	53	Birdwell, Dan	DT
16	Blanda, George	QB	55	Connors, Dan	LB
20	Powers, Warren	DB	62	Kruse, Bob	G
21	Bird, Rodger	DB	63	Upshaw, Eugene	G-T
22	Todd, Larry	OE	65	Hawkins, Wayne	G
23	Sherman, Rod	OE	70	Harvey, James	G
24	Brown, Willie	DB	73	Sligh, Richard	DE-T
25	Biletnikoff, Fred	OE	74	Keating, Tom	DT
29	Williams, Howie	DB	76	Svihus, Bob	OT
30	Hagberg, Roger	OB	77	Lassiter, Isaac	DE
33	Cannon, Billy	OE	78	Archer, Dan	G-T
34	Otto, Gus	LB	79	Schuh, Harry	OT
35	Dixon, Hewritt	CB	81	Wells, Warren	OE
40	Banaszak, Pete	OB	83	Davidson, Ben	DE
42	Laskey, Bill	LB	84	Herock, Ken	OE
45	Grayson, Dave	DB	85	Oats, Carleton	DE
47	McCloughan, Kent	DB	88	Kocourek, Dave	OE
48	Budness, Bill	LB	89	Miller, Bill	OE

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