



SPORTS

1/14/72

CBS TELEVISION NETWORK
PRESS INFORMATION
51 WEST 52 STREET
NEW YORK, N.Y. 10019

January 3, 1972

SUPER BOWL VI CLASH BETWEEN DALLAS COWBOYS AND MIAMI DOLPHINS
TO BE BROADCAST SUNDAY, JAN. 16 ON THE CBS TELEVISION NETWORK

The AFC-NFC World Championship Super Bowl VI game between the Dallas Cowboys, National Football Conference champions for the second straight year, and the Miami Dolphins, the American Football Conference championship team, will be broadcast Sunday, Jan. 16 on the CBS Television Network, starting at 2:30 PM, EST. The game will be played at Tulane Stadium, New Orleans.

"The NFL Today," a 30-minute pre-game program, will be presented at 2:00 PM, EST. "Pro Football Report" will be broadcast following the conclusion of the game.

The game will also be broadcast on the CBS Radio Network at 2:30 PM, EST.

Ray Scott, play by play, and Pat Summerall, analyst, are the game commentators. Jack Whitaker and Tom Brookshier are the announcers for both the pre- and post-game programs.

Dallas, making its second consecutive Super Bowl appearance, lost last year to the Baltimore Colts, 16-13, when the Colts kicked a field goal with five seconds remaining in the game. The Cowboys qualified for their Super Bowl VI berth by their 14-3 victory over San Francisco in the NFC title game.

This will be the first Super Bowl trip for the Miami Dolphins, who won the AFC title by defeating the Baltimore Colts, 21-0. Last year the Dolphins reached the AFC playoffs but were eliminated by the Oakland Raiders.



SPORTS

1/10/72

CBS TELEVISION NETWORK
PRESS INFORMATION
51 WEST 52 STREET
NEW YORK, N.Y. 10019

January 7, 1972

WORLDWIDE AUDIENCE TO VIEW SUPER BOWL VI GAME
BETWEEN DALLAS AND MIAMI ON SUNDAY, JAN. 16

The largest worldwide audience ever to view a sporting event is expected to watch the coverage of the Super Bowl VI football game between the Dallas Cowboys and the Miami Dolphins which is being broadcast on the CBS Television Network on Sunday, Jan. 16.

Over 500 television stations will carry the game, which will be played at Tulane Stadium, New Orleans, starting at 2:30 PM, EST. Live coverage will be presented on 212 stations in the United States, including Hawaii and Alaska, and on 295 stations in Canada, 234 of them carrying it in English and 61 in French. Puerto Rico and Mexico will also receive the broadcast, and, through the American Forces Radio and Television Service, it will go to Panama, Korea, the Philippines and Germany. The game will also be seen in England for the first time on tape delay.

Some \$4,000,000 worth of television equipment will be on hand in New Orleans for the pickup, manned by a technical crew of 65 and a production staff of 35. In addition, some 55 people will be working in 15 commercial control studios around the country.

The equipment includes 15 cameras (one of them in the Goodyear blimp) plus four stop-action, slow-motion discs, two video-tape units, 40 microphones, nearly six miles of cable and 84 television monitors. Eight vehicles will transport this gear to New Orleans, where the crew will begin to set it up a week before the game.

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Ray Scott will describe the play by play and Pat Summerall will be the analyst for the broadcast on the CBS Television Network. Jack Whitaker and Tom Brookshier will be the commentators on the pre- and post-game programs. Bill Fitts is executive producer, Chuck Milton the producer and Tony Verna the director. Howard Reifsnyder will produce the pre-game program, which begins on the Network at 2:00 PM, EST.

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issued 1-7-72



SPORTS

1/16/72

CBS TELEVISION NETWORK
PRESS INFORMATION
51 WEST 52 STREET
NEW YORK, N.Y. 10019

FYI

January 7, 1972

Following are production credits for the AFC-NFC World
Championship Super Bowl VI game to be broadcast on the CBS
Television Network Sunday, Jan. 16:

ON AIR: 2:00-2:30 PM, EST, "The NFL Today";
2:30 PM to conclusion, Dallas vs. Miami
game, followed by "Pro Football Report"

ORIGINATION: Tulane Stadium, New Orleans, live

FORMAT: 15 cameras, including one in the Goodyear
blimp, plus four slow-motion, stop-action
disc recorders, will cover the action

BROADCASTERS: Ray Scott, play by play, Pat Summerall,
analyst. Jack Whitaker and Tom Brook-
shier, pre- and post-game program

EXECUTIVE PRODUCER: Bill Fitts

PRODUCER: Chuck Milton

DIRECTOR: Tony Verna

PRE-GAME PRODUCER: Howard Reifsnyder

SPONSORS: Various

NETWORK PRESS
REPRESENTATIVES: Bill Brendle and Ron Thow

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SPORTS

1/16/72

CBS TELEVISION NETWORK
PRESS INFORMATION
51 WEST 52 STREET
NEW YORK, N.Y. 10019

January 10, 1972

Super Bowl Sunday...

FULL AFTERNOON OF FOOTBALL BEGINS AT 12:00 NOON

SUNDAY, JAN. 16 ON THE CBS TELEVISION NETWORK

A full afternoon of football, highlighted by two one-hour documentaries and climaxed by exclusive coverage of the Super Bowl VI contest between the Miami Dolphins and the Dallas Cowboys, will be presented on the CBS Television Network on Sunday, Jan. 16.

Kicking off the afternoon's presentations will be "A Man Named Lombardi," award-winning full-hour special about the late Vince Lombardi, to be broadcast at 12:00 Noon-1:00 PM, EST, on the Network. Narrated by award-winning actor George C. Scott, the film traces Lombardi's life from his youth in the Sheepshead Bay section of Brooklyn, N.Y., through his college days at Fordham and on to his coaching career, during which he became the "winningest" coach in professional football.

"Pro Football, Pottstown, Pa." will follow the Lombardi program at 1:00-2:00 PM, EST. This second hour-long special examines the inside story of minor league football from the viewpoint of three football personalities in search of individual goals.

Then it's on to Tulane Stadium, New Orleans, La., for the Super Bowl, professional football's world championship game, between the Dolphins, champions of the American Football Conference, and the Dallas Cowboys, champions of the National Football Conference in the National Football League.

In a half-hour pre-game show, starting at 2:00 PM, EST, Jack Whitaker and Tom Brookshier will take viewers on a behind-the-scenes

(More)

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visit to see some of the complex planning and preparations that took place in the weeks preceding Super Bowl VI. Also featured will be filmed excerpts of the games in which the two competitors, Miami and Dallas, won their respective division titles, plus scenes of the teams preparing themselves for the football classic of the year.

At 2:30 PM, EST, the Network cameras will focus on the playing field where the battle for football supremacy between the Dolphins and the Cowboys will take place. During the game, Ray Scott will describe the play by play and Pat Summerall will provide the analysis.

Winding up this full afternoon of football on the Network will be "Pro Football Report," featuring interviews and highlights of the Super Bowl, with Jack Whitaker and Tom Brookshier announcing.

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