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January 17, 1990

SUPER BOWL XXIV TO BE BROADCAST LIVE BY CBS SPORTS
FROM THE LOUISIANA SUPERDOME IN NEW ORLEANS, JAN. 28

Pat Summerall Will Call Play-by-Play for His 19th Super Bowl;
Six-Time Emmy Award Winner John Madden Will be Analyst

Super Bowl XXIV, the greatest annual sporting event in the United States, will be broadcast live by CBS Sports from the Louisiana Superdome in New Orleans, Sunday, Jan. 28 (5:00 PM, ET, to conclusion; actual kickoff scheduled for 5:15 PM, ET), on the CBS Television Network. This year the Denver Broncos will face the defending Super Bowl champion San Francisco 49ers. The broadcast of the game will be preceded by "The Super Bowl Today," CBS Sports' two-hour pre-game program (3:00-5:00 PM, ET).

Pat Summerall, for the seventh time, will be the play-by-play commentator for the game. John Madden, owner of a Super Bowl ring for the Oakland Raiders' victory in Super Bowl XI, will be the analyst on his fourth Super Bowl broadcast.

Brent Musburger will host "The Super Bowl Today," a special two-hour edition of the top-rated series "The NFL Today," beginning at 3:00 PM, ET. Broadcast live from a special set constructed at the Louisiana Superdome, the program will feature regulars Irv Cross, Will McDonough and Dick Butkus, along with guest analyst Mike Ditka, coach of the Chicago Bears. In addition, CBS Sports NFL analysts Terry Bradshaw, Dan Fouts and Ken Stabler will be featured in the program, as well CBS Sports reporters Pat O'Brien and Lesley Visser.

The "CBS Chalkboard," the device Madden uses to diagram plays on the air, heads a list of state-of-the-art electronic equipment to be used in broadcasting Super Bowl XXIV. Fifteen cameras will focus on the game itself, feeding 10 videotape machines with slo-mo and super slo-mo capability for replays and highlights. A Chyron and a Dubner graphics generator will be used for the presentation of statistical information on screen, along with an Abekas still-storage device, by which photos of players and coaches are available for instant recall on the screen.

CBS Sports' involvement with the Super Bowl began with Super Bowl I on Jan. 15, 1967, at the Los Angeles Coliseum, when the Green Bay Packers whipped the Kansas City Chiefs, 35-10. For that game CBS Sports and NBC shared a video feed but employed separate announcing teams. CBS Sports used Jack Whitaker, Frank Gifford, Pat Summerall and Ray Scott, while NBC teamed Curt Gowdy, Paul Christman and Charlie Jones.

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CBS Television Network...2

That first broadcast attracted 39.9 million viewers on CBS and 35.5 on NBC. The next Super Bowl, carried exclusively by CBS Sports, drew an estimated 51.3 million viewers. By contrast, Super Bowl XXIII was seen by more than 111 million viewers in the United States. The most-watched Super Bowl was XX between the Chicago Bears and New England Patriots when more than 127 million viewers tuned in.

Super Bowl XXIV will be seen live and on videotape in more than 50 countries, foreign locations and U.S. military installations and venues.

Ted Shaker is the Executive Producer, CBS Sports.

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**THE NFL ON CBS SPORTS -- SUPER BOWL XXIV
SUNDAY, JAN. 28**

"THE SUPER BOWL TODAY"

TIME: 3:00-5:00 PM, ET--LIVE

ORIGINATION: Louisiana Superdome
New Orleans, La.

HOST: Brent Musburger

ANALYSTS: Irv Cross
Will McDonough
Dick Butkus

GUEST ANALYST: Mike Ditka

CONTRIBUTING CBS SPORTS
ANALYSTS: Terry Bradshaw
Dan Fouts
Ken Stabler

REPORTERS: Pat O'Brien
Lesley Visser

PRODUCER: Eric Mann

DIRECTOR: Duke Struck

SUPER BOWL XXIV: SAN FRANCISCO 49ERS VS. DENVER BRONCOS

TIME: 5:00-9:00 PM, ET--LIVE

ORIGINATION: Louisiana Superdome
New Orleans, La.

ANNOUNCE TEAM: Pat Summerall--Play-by-Play
John Madden--Analyst

PRODUCTION TEAM: Bob Stenner--Producer
Sandy Grossman--Director

OTHER PERSONNEL: A staff of approximately 90
production and technical
personnel will be involved in
CBS Sports' broadcast of Super
Bowl XXIV.

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CAMERAS:

Fifteen cameras will be used to cover the game and events around the stadium, with one additional camera in a blimp.

OTHER EQUIPMENT:

* 10 videotape machines including two Super Slo-Mo's

* one Chyron graphics generator for the on-screen presentation of printed statistical material

* one Dubner graphics generator to display statistics as well as animate various program elements

* one "CBS Chalkboard" for diagramming plays on-screen over tape replays; one "Coaches' Clicker"

* one Abekas still-storage unit for on-screen player photos

AUDIENCE:

Super Bowl XXIII (January 1989) was seen by over 111 million viewers in the United States.

This year's CBS Sports broadcast of Super Bowl XXIV will be seen live and on videotape in more than 50 countries, foreign locations and U.S. military installations.

COORDINATING PRODUCER, NFL:

Chuck Milton

EXECUTIVE PRODUCER, CBS SPORTS:

Ted Shaker

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(212) 975-4907

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CBS SUPER BOWL SPORTS SHORTS

"GLASNOST" STRIKES AGAIN

In addition to a hundred million or so viewers in the United States and countless others around the world, this year's Super Bowl XXIV between the Denver Broncos and the defending champion San Francisco 49ers will be seen live by a tiny group of fans in an unlikely corner of the globe. That day, Verne Lundquist will host the premiere of "CBS Sports Presents Olympic Winterfest", the Network's series of winter sports programs leading to the 1992 Olympic Winter Games in Albertville, France, from a floating hotel docked off Leningrad, U.S.S.R. The city will host the European Figure Skating Championships the following week, a preview of which will be included in the program. Lundquist will be joined by a half dozen U.S. Marines stationed at the U.S. Consulate in Leningrad who have been invited by CBS Sports to watch the Super Bowl live from the hotel and who are probably still marvelling at their good fortune.

NO INTERFERENCE CALL

Viewers of CBS Sports' broadcast of Super Bowl XXIV Jan. 28 (5:00-9:00 PM, ET) will literally be witnessing a "first". The broadcast will mark the first time the Super Bowl will be transmitted on a switched fiber optic network, which is provided by Vyvx National Video Network. The advantage of fiber optic transmission is a decrease in the chance for signal interference. New Orleans' location, on the edge of a satellite footprint, only enhances the possibility of interference, so this year viewers may notice an improvement in the quality of the Super Bowl broadcast.

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