



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

MS. DIANE OKRENT

51W52/28

SPORTS

1/18/76

January 6, 1976

90-MINUTE "SUPER BOWL SUNDAY SPECIAL" PRE-GAME PROGRAM KICKS OFF
CBS TELEVISION NETWORK SPORTS SUPER BOWL X COVERAGE, JAN. 18

CBS Television Network Sports will go down to the sea in a ship for its coverage of Super Bowl X on Sunday, Jan. 18, beginning at 12:30 PM, ET.

An expanded 90-minute special version of the broadcasts with which it introduced coverage of 86 regular-season games, plus the NFC playoff and championship contests, opens Super Bowl Sunday on the CBS Television Network.

Brent Musburger, Phyllis George and Irv Cross, hosts of the "Super Bowl Sunday Special," will step aboard the "Thomas Cat," a 57-foot Chris Craft Constellation, at the Palm Bay Club in Miami. CBS Sports leased the craft from Neil Cargile Jr., a Nashville, Tenn., businessman-sportsman.

As the "Thomas Cat," to be renamed "The Super Bowl Special," cruises down Biscayne Bay toward the Orange Bowl, the Super Bowl Sunday hosts will entertain and interview celebrities from the worlds of sports and show business.

Included in the party-time festivities will be remote pick-ups and interviews from such locations as the Fontainebleau Hotel, the Miamarina, and The Bowl Bar, a watering hole across from the game site.

The Super Bowl Sunday hosts, who will utilize the 50-yard line presidential box for half-time and post-game activities, will arrive

(More)

CBS Television Network...2

at the Miamarina in time to sample a fur and bikini fashion show for players' wives before a helicopter picks them up for a televised ride to the Orange Bowl, about two miles away.

Along with a look at points of interest and late pre-game developments, the broadcast will show highlights of the past nine Super Bowls.

So, up to kickoff time between the Pittsburgh Steelers and the Dallas Cowboys, all the ballyhoo and high spirits already associated with the week will be summarized in CBS Television Network Sports own "Super Bowl Sunday Special."

* * *

- issued 1-6-76



SPORTS

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

1/18/76

FYI

January 7, 1976

Following are the production credits for the CBS Television Network Sports 90-minute Super Bowl X pre-game broadcast, "Super Bowl Sunday Special," to be presented on the CBS Television Network:

ON AIR: Sunday, Jan. 18 (12:30-2:00 PM, ET)

ORIGINATION: Live from Miami, Fla.

FORMAT: Viewers will get a look at a Super Bowl city via remote pickups from various locations in the area. The pre-game special, with the anchor position located aboard a 57-foot yacht en route to the Orange Bowl, will also include a look at the past nine Super Bowls, each in a different manner.

COMMENTATORS: Brent Musburger, Phyllis George and Irv Cross

REMOTE COMMENTATORS: Gary Bender, Don Criqui, Alex Hawkins, Paul Hornung, Sonny Jurgensen, Al Michaels, Johnny Morris, Lindsey Nelson, Hank Stram, and Johnny Unitas

SUPER BOWL HIGHLIGHTS COMMENTATOR: Jack Whitaker

EXECUTIVE PRODUCER: Robert Wussler

PRODUCED BY: Mike Pearl

DIRECTED BY: Tony Verna

REMOTE PRODUCERS: Hal Classon, David Fox, Tom O'Neill, and Chuck Milton

* * *



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

1/18/76

FYI

January 7, 1976

Following are the production credits for the CBS Television Network Sports broadcast of Super Bowl X on the CBS Television

Network:

ON AIR: Sunday, Jan. 18, 2:00-5:30 PM, ET

ORIGINATION: Orange Bowl, Miami, Fla.

FORMAT: Over 150 production and technical personnel will be on location in Miami, plus 10 more in a studio in New York, for the live pre-game, game, and post-game activities from the winning team's locker room.

EQUIPMENT
LOGISTICS: 18 cameras, including one in the Goodyear blimp, four videotape machines, four slow-motion, stop action discs, and two vidifonts. In addition, 60 microphones and 110 monitors will be employed for the pre-game, and post-game activities, along with three miles of video cable and four miles of audio cable at the Orange Bowl. Ten vehicles will be used for engineering and production.

COMMENTATORS: Pat Summerall, play-by-play, Tom Brookshier, analyst.

BROADCAST STATISTICS: 221 stations in the United States, including Alaska and Hawaii, will carry the broadcasts of the 90-minute Super Bowl pre-game program, "Super Bowl Sunday Special," and Super Bowl X. In addition, 378 CBC stations in Canada (308 English language and 70 French stations), plus stations in Puerto Rico, Mexico, Japan, Australia and London, England, will carry the game. American Forces Television will also broadcast Super Bowl X in Seoul, Okinawa, Berlin, Germany, the Philippines, Thailand, and Panama. Nine other countries will see the contest on videotape and 19 others on film.

(More)

AS Television Network...2

EXECUTIVE PRODUCER
OF SUPER BOWL X: Robert Wussler

PRODUCER: Robert Stenner

DIRECTOR: Sandy Grossman

DIRECTOR OF
OPERATIONS: Sid Kaufman

* * *

*FYI - p 2
issued 1-7-76*