

Rubicam). Half of the game is still available.

WBZ-TV Boston will televise six Patriots' exhibition games. The three home games are being aired as delayed broadcasts: against the New York Giants (Aug. 2), the Green Bay Packers (Aug. 15), and the Philadelphia Eagles (Sept. 5). The three away games are live: against San Diego at Norman, Okla. (Aug. 6), at Atlanta (Aug. 21) and at Cleveland (Aug. 30). Len Berman, the sports director of WBZ-TV, is doing the play-by-play, and former Green Bay defenseman, Willie Davis, is the color man.

Miller beer (McCann-Erickson) is the one major in-game sponsor, with the rest of the time to be spotted out to various participating advertisers. A 30-minute weekly *Patriots' Preview Show*, to precede the Sunday network telecasts on WBZ-TV, will also be spotted out. Mr. Berman will be host of that interview-and-discussion show.

## New York Jets

WOR(AM) New York heads into the last year of a three-year contract to cover all six Jets' exhibitions and the 14 regular-season games. Thirty stations, covering New York, New Jersey, Pennsylvania and Rhode Island, will receive WOR's feed of the games. Marty Glickman has returned as the play-by-play man, with Dave Herman continuing on color. *The Pregame Show* has been expanded to 45 minutes with the addition of coach Lou Holtz, who will join Mr. Glickman and Mr. Herman in telling listeners about what to look for in the upcoming game. As it did last year, the postgame show will feature Mr. Herman in a live telephone discussion of the game with callers. These sidebars will be spotted out to various advertisers.

Ingame sponsors so far: General Mills (Campbell-Mithun), Hess oil (J. Walter Thompson), Newark District Ford Dealers (Ketchum, MacLeod & Grove), the E.R. Squibb Co. (direct) and Manufacturers Hanover (Young & Rubicam).

WNEW-TV New York will televise all three of the Jets' away exhibition games live: at St. Louis on July 31, at Houston on Aug. 21 and at Pittsburgh on Sept. 4.

Charlie Jones (play-by-play) and Sam DeLuca (color) have returned to do the announcing. Ingame sponsors so far: Hell Oil (J. Walter Thompson), Datsun (Parker), Miller beer (McCann-Erickson) and Tom McAn shoes (Independent Media).

## AFC Central

### Cincinnati Bengals

For the ninth consecutive year, WLW(AM) Cincinnati is broadcasting the Bengals games—14 regular and six preseason skirmishes. A network of approximately 47 stations in Ohio, Kentucky, Indiana and West Virginia will carry the coverage. WLW is in last year of three-year pact.

Phil Samp, sports director of WLWT(TV) Cincinnati, will supply the play-by-play coverage and color commentary will be by Jim Crum of WLWC(TV) Columbus, Ohio.

A WLW spokesman said that about 98% of the coverage has been sold. Major sponsors are Chevrolet Motors (Campbell-Ewald); Marathon Oil (direct); Union Central Life Insurance (Adams, Gaffney & Associates), and Burger Brewing (Sive Associates).

WLWT is telecasting five exhibitions, two on a delayed basis. Coverage is being sent to WDTN(TV) Dayton, Ohio, and WLEX-TV Lexington, Ky. Bill Brown handles play-by-play duties and Omar Brown the color. Major sponsors signed to date are Steak 'N Shake Restaurants (Ruben, Montgomery & Associates) and Fisher Bros. (direct). Station is in second year of a three-year contract.

### Cleveland Browns

WHK(AM) Cleveland is going into its ninth straight year of broadcasting the Browns games with a schedule of 14 regular and six preseason skirmishes. The station expects to have a network of 22 stations in Ohio and Pennsylvania. Gib Shanley is again the play-by-play announcer and Jim Mueller supplies the color commentary.

Approximately 75% of the football coverage has been sponsored to date. Ingame advertisers are Pabst Brewing (Ke-

nyon & Ehardt); Chrysler-Plymouth Dealers (Young & Rubicam) and Blue Cross (Carr Ligett). Half-hour pregame and postgame shows are conducted by Messrs. Shanley and Mueller and are sponsored by Datsun Dealers (Parker Advertising) plus other clients to be announced later.

WVES(TV) Cleveland is telecasting three exhibition games (all live) on Aug. 7, Aug. 23 and Sept. 3. Mr. Shanley is on play-by-play. Advertisers to date are Genessee Beer (Esty) and Toyota (Dancer-Fitzgerald-Sample).

## Houston Oilers

After an 11-season affiliation with KILT(AM) Houston, the Oilers have moved to KRTH(AM) there and begin a multi-year contract by feeding gridiron action to a 10-station network in Texas and Louisiana. Play-by-play responsibilities go to Ron Franklin, with Ron Stone handling color and Jerry Trupiano doing the 20-minute pregame and post-game shows.

The club, which purchased time on KRTH, has sold out the full schedule of six exhibition and 14 regular games. Ingame sponsors are the Texas Dodge Dealers Association (BBDO), Jack In The Box Restaurants (direct), Kentucky Fried Chicken (direct), Southwestern Bell Telephone (direct), AC-Delco local dealers (direct), Chrysler-Plymouth (Young & Rubicam) and Lone Star beer (Glen, Bozell & Jacobs).

Pregame and postgame sponsors are RCA local dealers (Art Jones), Turn Key Auto Parts (Johnny Sheppard Advertising) and East End Bank (direct).

KRTH also plans its own sports package to begin well before the scheduled 1 p.m. kickoff. The station will begin broadcasting football news and features such as interviews with players, coaches and fans, at 9:15 a.m. and will continue its program for a half-hour after the postgame show.

KPRC-TV Houston returns to telecast one exhibition game which will have Bill Worrell and Mike Edmonds on play-by-play and Anita Martini on color. Sponsors are generally participating. The list includes Southwestern Bell Yellow Pages (Gardiner Advertising), Texas Commerce Bank (Ketchum, MacLeod & Grove), *The Houston Post* (Goodwin Dannenbaum), Houston Olds Dealers (Ross Hancock), Gatorade (Clinton E. Frank), Michelob (D'Arcy-MacManus & Masius) and Toyota (Dancer-Fitzgerald-Sample).

## Pittsburgh Steelers

The Steelers are welded to WTAE-AM-FM Pittsburgh for the seventh year and the first of a new three-year contract. The coverage of seven preseason and 14 regular-season games started with the Steelers-College All Star contest on July 23 and is being fed by WTAE to 40 stations in five states.

Returning to describe the play-by-play

### What the major schools get from radio and local TV

Conference	Teams <sup>1</sup>	Radio stations	TV stations	Total rights
Atlantic Coast	7	247	7	\$130,500
Big Eight	8	343	30	208,900
Big Sky	7	42	7	9,350
Big Ten	10	307	29	309,600
Ivy	8	21	4	12,350
Mid-American	9	26	5	26,250
Pacific Eight	8	127	11	227,000
Southeastern	10	619	73	323,500
Southern	9	55	5	10,425
Southwest	9	155	11	145,000
Western Athletic	8	75	6	79,500
Others and independents	32	334	44	279,700
<b>Totals</b>	<b>125</b>	<b>2,351</b>	<b>232</b>	<b>1,762,075</b>

<sup>1</sup> Does not include conference members not fielding football team

<sup>2</sup> Independent figures do not include Notre Dame