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*please return to file

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Allen —

(1) Here's the up-to-date media memo —

(2) Pls. SAVE it for my files.

J. MAD ALBINO

JMA

(3)

Need to add events from NFL memo if necessary.

The Media Game

Three divisions, several characters , a couple key areas, many important questions, a listing of events and an overlap with the **BIZZ STORY.**

DIVISION NO.] Writers and Editors

Those who live by the pen, typewriter, the CRT and the VDT or Can the Chatter, Sweetheart, and Get Me Rewrite.....

freeloaders and hacks

The Pack. Most print reporters will be filing trash daily. Possible shoot... a story a.k. a. working day in the life of one of these people. They go to the press conference, gobble up the prefab interviews. type em up and that; it. It's a vacation. Suggest we do some shooting that gives the impression that the NFL grinds out the publicity machine and these cats buy the act whole hog. one afternoon follow a reporter from the Dayton Daily News or whatever and show the PR machine at work at the Connover, get one of them talking about his florida vacation and show him asleep at the press conference or asking the usual dumb questions. also the sports writing fraternity is notorious for its conservative bent. look for dick young, king yahoo of the typewriter set. he" from the ny daily news. just get him on tape talking abou joe naMATH"s sex life, nfl arbitration, women in the press box gays in sports, drugs in sports, the sociology of sports on the modern-day sports page. he" colorful if nothing else.

the good guys. some guys do a good job and we should say this some way. t the best from the dailies is paul zimmerman of the by post. others are john jeansonne of newsday and his sidekick joe gergen, who"s a funny man. also phil musick of the pitts. post-gazette and vito stellino of the pitts press. Rodney Harvey of the dallas morning news is young enthusiastic and good. also len shapiro of the washington post, david israel of the washington star-news and lynn rossellini of the star news. lynn did gay series and we should get her to say a word or two about how she got the story,etc. get one of these people teling what a good reporter does and show how that person gets the job done. ideally find someone who has a scoop story and follow him/her thru the day--e.g. jeansonne two years ago f found that two dolphins would play wounded agaiunst doctor"orders and risk se serious injury. get close to one and follow him thru....

the guru. dan jenkins of sports illustrated will find himself a bar, and sit there with various continuous stimulants and stay awake all day and n night drinking his way to the goal line with his wife at his side. While he performs these miraculous alcoholic feats, anybody who is anybody wi will be dropping by to tell him what"going on. it:s amazing. the stroires come to him. i suggest we stick with him one night beginning around 9--say t thursday and watch what happens.

he"s a free spirit and he"ll talk all the time and he"ll eat u up the publicity.minor gurus are peter axthelm, sports ed of ne newsweek and roy blount. these crazies go wild at night and again one night with them will do a lot. blount walks on VWs and ax is a creative and addicted bettor. get blount drunk' and arrange to tape ax phoning up his bookie the morning of the game.

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For print media walsh is a good contact

9 Television
What you see is what you net

Rule no. uno. do not do anything in this area without touching base with Tom Weinberg
CBS gaS THE RIGHTS TO TELECAST THE SUPER BOWL. SINCE ITS INCEPTION TH SUPER BOWL BROADCAST RIGHTS HAVE BEEN alternated between CBS and NBC.
at this point we have no idea what NBC or ABC will be doing. Weinberg is looking into the matter and we will try to shoot roone arledge, ABC sports prez., and carl lindermann, his nbc counterpart if they make the trek here, which is likely. the main thrust of our talks with them would concern the competition among the networks for the rights to football telecasts and what they mean.especially financially, to the networks. curt gowdy, howard the mouth cosell frank gifford alex karas are all broadcasters with reps for these networks and if th they"re here we"ll be on their case.

but the main thrust will be with CBS. coverage breaks down into three areas.....journalism, sales and events

A. Journalism. Bobby wussler is the executive producer of' cbs sports. the SBX is his show. he's an ex-CBS newsman with li little background in sports, who was brought into power to make cbs competitive with the other networks. abc has the rep for the most creative and entertaining sports coverage, NBC has the contract for the most events live. in the past year and a half wussler has made CBS competitive and forced some changes in the other networks. we should ask him about the impact of cbs jounralistically.

for their nfl coverage cbs has set up what they call the NFL Today.

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lynn barnett is the cbs pr person who will be in charge of the cbs itineraries for SBX week.

journalistically hhere are several questions we want to ask these people:

a. they hype the game. mussberger sez: "That catch will be remembered as long as football is played." In general, announcers--especially tom brookshier who will be here--overuse hyperbole more than anyone else in the media. the sports establishment does the same. try to get as many bests, greatests, supers as you can on tape. with good editing we could show just what these people think of the greatest game on earth. mussberger especially should be asked ab about his absurd overstatements about the game. the journalism and the perspective are atrocious. for instance, not once all year did wehave someone tell us why dallas changed their strategy and got rid of all the older, higher-prced players.

b. issues that are avoided. gambling, drugs or topical issues that might embarass the nfl. they didn't touch the gays in sports issue when it was THEsports cocktail party chatter no. uno topic. they also show only one side of issues, such as the r rozelle issue and neglect criticism such as the players assn. and internal strife such as mr. rosenbloom's staement today.

c. tokens. they have one black. yet close to fifty per cent of the league is black.

d. grammar. most ex jock announcerscouldn' pass a seventh grade grammar test. unitas two years ago used the phrase "at this particular point" seventeen times in one game. stram reads scrpted lines or sounds as though he does.

e. anecdotes are rare and once you hear one you' sure to hear it five more times in the next two weeks.

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the nfl today is essentially a format which is easy for advertisers to buy and easy for broadcasters to operate in. the key people are brent mussberger, a young enthusiastic chicago sports writer turned TV personality, phyllis george, the token female and former miss america who fights howard cosell every week for the title of TV Football Broacast Sex Symbol of the Week. since most fans are male, phyllis wins most of the time. the third anchorperson is irv cross, the token black, a former defensive back no. 27 with the philadelphia eagles. Irv leaves something to be desired in his jounralistic coverage of football although his pass coverage as a player earned him some all-pro honors.

CBS employs a battery of exjocks and excoaches along with just a cuple professional broadcasters for the play-by-play of these games. among those who will be here are the following:

pat summerall, ex ny giant and st. louis cardinal placekicker and tight end who has won the announcer sweepstakes for SBX. he"ll do the play by play. sonny jurgensen who had a great rep as a playboy while he quarterbackedin the nfl will do the color. his paunch is a great advertisement or cutty sark which he ingests in great quantities at regular intervals. johnny unitas, alex hawkins are other ex-players who'll be here. hawkins was fired a few years baxk by cbs before wussler c came on ... he was controversial and critical. now he' s back and he's softened up his act. hank stram is a camxm former coach of a super bowl champ who does color also but who is also currently involved in a suit against the team he coached and in the market for a new coaching job.

bob stenner sandy grossman and tom o'neill are the top people coering the game as directors and producers and we should probably ask them about some of thier techniques. they do try harder and they do fall flat on some of their tries. wussler's assistantis clarence red cross. bob cochran is the nfl cat who supervises and makes laws for the tv cverage of pro football. we should talk to him about tam the restrictions.

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f. meaningless plays are shown over and over again. it is possible for an ardent pro football jerk to see the same play twelve times on television within six days. some people call it overkill.

g. players are rarely interviewed if at all when hey have controversies with owners or management.

h. the announcers rarely do homework and are eqiped to ask only the cliche questions. they more than any other group of media polluters corrupt the youth of ameica regularly. N and these ex joks get thirty grand for four months work.

i. our gal phyllis who's supposedto be th best female sports caster does the same thing every week...she plays deejay for frank sinatra with a film clip of george allen as frankie wails away with My Way. each week a new song and a new clip. more overkill.

j. the announcers are especially bad their first year. no training, no grammar.

IT'S KINDA FUNNY WHEN
YOU REALLY THINK OF MONEY
HA HA HA

The real reason cbs is here is to make money. advertisers, big bucks, etc/ they're selling entertainment. it's big bizzness, americam abscene style. and this is where this story overlaps with the bizz story.

cbs will have a staff of thirty people here selling time, entertaining, fat-arming. includng mr. big, frank smith, who's the head honcho for ALL network sales. we will try to talk with him. cbs is forking over three mill to air this nonsense

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tom w. will be getting us skeds for cbs sales people on s sunday night for the upcoming week. some of the key cbs people tom has made contact with and who will talk about cbs and money are:
jack schneider pres of cbs broadcast group, 750 mill a year in sales.
mike presbrey, director of sports sales

the top advertisers for hmm the network are ford, goodyear, goodrich, consolidated cigar and polaroid

schedule of events

cbs hospitality suite at the Carriage house beginning thursday afternoon. which is their main base of operations. they will also have an office at the super bowl.

saturday night party 6=9 miami marina dolphin room a must
thurs wtvj local cbs affiliate party at the cricket club
friday afternoon cbs football game at miami dade jc the jurgensen vs. the unitas team.
cbs fashion show on a yacht on sunday after brent phyllis and irv start in a saloon and float to the fashion show and helicopter to the OB.
tom will have shooting access to production meetings to be scheduled.
on wednesday wussler will speak with the TV academy of miami. at the dupont plaza.
sports illustrated advertising party details tk from allison
press room at connover
pitt steelers press with dan rooney on thurs night next suggest nfl crew for that one. because rooneys won't be east to get to. that' llbe at palm beach kennel club.