

# BROADCASTING

## TELECASTING

Vol. 39, No. 11

WASHINGTON, D. C., SEPTEMBER 11, 1950

\$7.00 A YEAR—25c A COPY

## HEAVY GRID SCHEDULES SOLD

### Record Billings Assured

FOOTBALL billings promise to set alltime records as sponsors all over the nation are completing schedules that will bring leading college, professional and high school games to weekend radio and television audiences.

Despite spirited bidding for rights to games and increasing efforts by schools to get more money out of sponsors, the fall radio campaigns will include most of the major college contests.

Customary last-minute juggling and dickering by timebuyers was at a peak last week but another few days will find sponsors ready to announce complete schedules.

Still noticeable was an increased trend to sports networking by sponsors through independents and regional station groups [BROADCASTING, Aug. 28 football roundup].

Coast-to-coast, the highlights in the fall football scene look about like this:

- Atlantic Refining Co. plans greater radio-TV budget, setting its sights on extensive coverage in the East.

- Tidewater-Associated Oil Co. announces a full radio schedule, with TV arrangements still pending, in the West.

- Networks apparently holding

**SINCLAIR dealers (Gary, East Chicago and Indiana Harbor, Ind.) conclude arrangements for Big Ten coverage over WWCA Gary. L to r are Bill Sykes, dealers' general manager; James P. Fitzgerald, WWCA account executive; Hal Holman, WWCA national representative; V. L. Brophy, Sinclair's midwest merchandising executive, and his assistant, J. E. Bardone.**

their own. CBS' weekly roundup of college games will be sponsored by a national advertiser this year.

- Reappearance this fall of Chevrolet Dealers, Standard Oil of Indiana, and other traditional football sponsors.

- Sponsorship of Notre Dame games by American Trust Co. with feeds to more than 15 stations in the East and Midwest. More pickups, radio and TV, probably will be made of Fighting Irish games than of any other college schedule.

DuMont TV will telecast Notre Dame games again this year. Chevrolet Motor Division of General Motors will sponsor all home games over 23 stations. Network still has an eye open for sponsors of Yale-Princeton, Yale-Columbia games which are fill-ins for gaps created by Notre Dame games

played away. After games, Colgate-Palmolive-Peet will sponsor *Football Chat*, a 10-minute summary.

CBS again will carry its three-hour weekend roundup of leading college football games with a sponsor. Beginning Oct. 7, R. J. Reynolds Co. (Camels) sponsors the 20-game series. Price for the package was about a quarter million dollars. Connie Desmond will handle description.

On television, Esso Standard Oil Co. will sponsor 18 Army, two Navy and one Columbia games over 21 CBS stations. Red Barber, CBS sportscaster, will handle games on TV.

MBS reports co-op sponsorship of games from all over the country with Ohio State's schedule predominating. Mutual also plans a

pickup of the Michigan-Army game to be played at Yankee Stadium. Network reports Gillette Razor Co. probably will pay the bill for exclusive Army-Navy game coverage although the contract is yet to be signed. R. J. Reynolds Co. also will sponsor five-minute roundups before and after the *Game of the Week* series. All Mutual stations will be fed.

NBC radio football coverage has not yet been set. NBC-TV reportedly plans a three-pronged coverage of Eastern football. Home games of Pennsylvania at Philadelphia; Harvard at Cambridge, Mass., and Princeton at Princeton, N. J., totaling 21 contests, are expected to be covered by NBC cameras. To facilitate handling, regional relays probably will be set up with some games carried into the Midwest. Some 16 stations will carry the telecasts, sponsored by Atlantic.

Sylvania Products Co. sponsors football on ABC radio, starting Sept. 30 with the North Carolina-Notre Dame tilt. Schedule includes outstanding games, according to pre-season estimates.

ABC-TV as yet has to obtain a sponsor for its coverage of Penn's seven home games. On Sundays, Sun Oil Co. foots the bill for National League pro football games, beginning Sept. 16. Network's hour long film Thursday

*(Continued on page 80)*

## SOONERS' GRID ROW Regents Stymie Sponsor Plan

A POLITICAL tempest erupted in Southwest radio and sports circles last week as the U. of Oklahoma board of regents balked at plans calling for broadcast rights to its football games under sponsorship of the Oklahoma Democratic Party.

After several days of conferences and political party maneuvering, Joseph Bernard, vice president and general manager of KOMA Oklahoma City, told BROADCASTING he believes the Democratic party will release KOMA from its contract if the university's regents formally reject the party as a sponsor. KOMA may offer an alternate sponsor, he said, adding that the station has no intention of participating in any squabbles between the university and the political parties.

Dr. George L. Cross, university president, stated that "broadcasts

of university activities under political sponsorship will not be permitted by the regents." He added that the university's overall contract with KOMA was a "tentative" one subject to approval by the board.

Station officials later wrote to Dr. Cross and requested a meeting to resolve the dispute, which drew strong demands from Republican officials "for equal time." Floyd Carrier, State Republican chairman, had promised the protest will be carried "all the way up to the FCC if necessary."

James H. Arrington, Democratic Party chairman, said, however, *(Continued on page 93)*

**STANDARD Oil of Indiana again sponsors all Colorado U. football games for KOA Denver for fourth year in a row. L to r are T. J. Wolfe, firm's Colorado division manager; Ward Egbert, firm's assistant general manager; Starr Yelland, KOA sportscaster; Duncan McColl, KOA sales manager.**

