

ABC Gets '84 Olympic Games For Record \$225 Million Price

LOS ANGELES (AP)—ABC, which made its past Olympic coverage a key part of the network's rise to rating dominance, has paid a record \$225 million to televise the 1984 Summer Olympics from Los Angeles, Olympic officials announced Wednesday.

ABC plans more than 200 hours of live programming from the 1984 Games, said Roone Arledge, ABC news and sports chief. That means the hourly cost will be more than \$1 million.

The 1980 Summer Olympics from Moscow will be telecast by NBC,

which paid about \$160 million for the rights.

ABC telecast the Summer Games in 1972 and 1976, and a widely held belief in the television industry is that ABC's promotion of its programs, particularly in 1976, helped ABC become No. 1 in the ratings.

In a joint announcement, the International Olympic Committee and the Los Angeles Olympic Organizing Committee said, "We believe this to be the largest, single television agreement ever negotiated."

The formal announcement, which

had been outlined by industry sources Monday, was made at a news conference by Monique Berlioux, executive director of the International Olympic Committee, and Peter V. Ueberroth, managing director of the Los Angeles Olympic Organizing Committee.

The contract must be approved by the IOC executive board, but that approval is expected Oct. 25 when the board meets in Nagoya, Japan.

According to the agreement, ABC will spend \$100 million for U.S. television rights and \$125 million to the Los Angeles Olympic Organizing Commit-

tee for production and support services, which, Arledge said, could include help in areas such as transportation and providing results of the contests.

ABC also must provide a "clean broadcast signal" for foreign users and a broadcast center where the signal would be picked up.

Arledge said the network costs in addition to the four stated commitments "could exceed another \$100 million, but much of that will be recoverable."

Arledge noted that ABC has televised six of the last eight Olympics

and said "the fact that these Summer Games will originate in Los Angeles will enable us to provide more live coverage than ever before, and we anticipate that coverage will exceed 200 hours."

When questioners compared the 1984 cost with NBC's cost for the 1980 Games, Arledge chuckled and said: "The 1984 Games will be twice as good as those in 1980. Being in the United States and being live, the interest will be huge. I don't know how the others figured their bids, but we decided what we could afford, figured in inflation

and made our offer."

CBS reportedly bid \$160 million for the '84 Games and NBC reportedly bid \$150 million, but the IOC and LAOC representatives said they had agreed with the networks not to discuss the bids.

"We intend to more than recover our costs," said Fred Pierce, executive vice president of the American Broadcasting Companies, Inc. and president of ABC-TV. "We have received letters of anticipation saying, 'Should you be the successful bidder, we'd like the opportunity to sponsor the Games.'"

Four Title Games Set For 'Show-Me' Bowl

ST. LOUIS (AP)—All four Missouri high school football championship games will be played Nov. 24 at 50,000-seat Busch Memorial Stadium under a "Show-Me Bowl" format outlined Wednesday by the State High School Activities Association.

The facility was selected over Kansas City's Arrowhead Stadium, which has more seating, because of contract terms reached with the Busch Stadium's owners, the Civic Center Redevelopment Corp., said Executive Secretary Jack Miles.

A contract signed with Glennon Walsh, CCRC Director, calls for rent of approximately \$9,000 plus \$1,500 or 10 percent of gate receipts, whichever is larger.

Under a contract proposed by Arrowhead, according to Miles, the rent would have been about the same in addition to \$5,000 or 15 percent of the gate profits.

The high school championships, until now, have been played at four sites the same day, each on the field of one of the participating schools. A factor in the change, Miles said, was the transfer of the games to an all-weather playing surface.

high schools

Miles said the Show-Me Bowl was drawn up by a football advisory committee and later approved by 62 percent of the superintendents for the association's football-playing member districts.

Under the revised format, the football playoffs will begin one week earlier and be held within an 11-day period. Quarterfinals will be Nov. 14 and semifinals Nov. 17.

The bowl program will begin with the Class 1A championship game at 12:30 p.m. It will be followed by the Class 2A game at 3 p.m., the Class 3A game at 5:30 p.m. and the Class 4A game at 8 p.m.

Ticket outlets for the games will be announced. Ticket prices are \$2.50 for students, \$3 for adults and \$4 for those purchased on the day of the games. Each ticket is good for all games.

The four state title games last year totaled about 10,000 in paid admissions. The class champions were Jefferson City in 4A; Chillicothe, 3A; Mount Vernon, 2A; and Cass Midway, 1A.

LINE

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er Booger Brooks, but he quit school to become a welder.

NFL HISTORY is in the making Sunday in Chicago with the first matchup of starting black quarterbacks, Vince Evans of the Bears and Doug Williams of Tampa Bay . . . Bill Walton asks why, if the Trail Blazers claim he is worth \$20 million, they never paid him that much? . . . Kansas' Jayhawk was named in this month's *Oui* magazine as the worst mascot in the nation. "It belongs on 'Sesame Street,'" said the review . . .

Call about football tickets in Seattle, get placed on hold, and listen to taped highlights of the '78 Seahawks. Recently, a secretary reports, one caller said, "Quick, put me back on hold, Efrén Herrera's about to kick a field goal to beat the Raiders!" . . . In a poll in *The Philadelphia Inquirer*, Whitey Herzog has received 3.5 percent of readers' votes on who should fill the manager's job for the Phillies. There are seven other choices. Richie Ashburn leads on write-in ballots. Best bet to get the job is Joe Torre of the Mets . . .

DEAL BREWING: Reggie Jackson to the Rangers for Al Oliver . . . Bobby Bonds of the Indians: "The fans hate me. I've been called everything but white." . . . When John Tudor won over the Tigers last weekend, he became the first left-handed starter to win for the Red Sox since July 15, 1978

. . . J.C. Watts, Oklahoma quarterback named Offensive Player of the Week in the Big Eight, is from Eufaula, Okla., which also produced all-conference linemen LeRoy, Lucious and Dewey Selmon for the Sooners. Watts reports, "My father is both the cop and the preacher. He arrests

them, then converts them."

Tubby Raymond, well-known Philly area coach whose son is the mascot, Phillie Phanatic: "I used to be known as the Delaware football coach. Now I'm known as the father of a green transvestite."

LEONARD

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mock-heroic: a guy who did the All shuffle with pictures of his son in his socks, who insisted that he would go to college, and not into the ring.

"He's very glamorous," said Don Dunphy, former ABC commentator. "The public is celebrity-conscious. They want someone to succeed. All Sugar Ray's got the personality without the bragadocio. Like Ali, he's a tremendous looker. He doesn't look like an ordinary club fighter. He's elegant."

And he's funny in the ring. He likes to "tease" the crowd with his version of the shuffle. "I go to it when I know I have control," he said, "if my man's hurt or I can psych him out with it. They tend to lose composure."

That's where he loses old fight guys like Dunphy. "You have to have some compassion," he said. "I don't think you should make fun of an opponent."

Sugar Ray has heard that before. "People now are talking about how dispassionate I am, how I'm a kill-

er, with no heart. Grrr," he mimics. "Before they said I was to nice to be a fighter, too much a gentleman. Maybe I've got a split personality!"

This dichotomy—the elegant pugilist—is precisely what makes Leonard such a marketable personality. That also makes Dunphy uncomfortable. Although he is undefeated, 24-0 with 15 knockouts, Leonard has to show these guys that he is not just another flashy "TV favorite."

Television can make or break a fighter. That isn't likely to happen to Sugar Ray. "I want to be free, not dictated to," he said.

"Lots of guys," he added, "have given themselves away. I mean, contracts are very funny. Sometimes you have to erase line three and put in what you want."

"The networks want to maintain their ratings. They say, 'If you fight this guy, you'll make him look too bad, it will look too easy.'"

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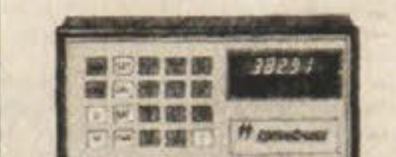
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