

Super Bowl

Super game means super money for commercials

United Press International
NEW YORK — The price tag for 30 seconds of commercial time on Super Bowl XIV: \$238,000.

That comes to \$476,000 per minute. There are 22 minutes of commercial time on the Super Bowl, which means when the Pittsburgh Steelers meet the Los Angeles Rams in the Rose Bowl on Jan. 20, sponsors will have paid CBS \$10,472,000.

That marks an increase over last year, when Super Bowl XIII's 30-second spots on NBC sold for \$185,000-\$370,000 per minute for a total of \$8.14 million.

"The Super Bowl is not a moneymaker for the network that carries it," said Kevin O'Malley, vice president, program planning and de-

velopment, for CBS Sports.

O'Malley's statement is not as outrageous as it appears, particularly considering that networks are accustomed to very hefty profits.

The almost \$10.5 million pricetag is a gross figure. Subtract the 15 percent advertising agency fee, the approximately \$7 million that CBS paid the National Football League for Super Bowl broadcast rights, and the heavy production costs in order to make Super Bowl a super event.

That leaves a profit, but not a windfall. Just to sweeten the pot, however, there also is the 90-minute pregame broadcast, which earns the network some extra cash it doesn't have to split with the NFL.

O'Malley was asked: Why do it, if

it isn't a big moneymaker? He laughed.

"It's a matter of prestige," he said. "The Super Bowl is the No. 1 sporting event in America. We invest 100 hours a year in NFL programming. The Super Bowl is the ultimate event. Naturally, it's something we want to do."

This is the year when people who know more about football than television are joking about what the experts say is an uneven match, with Pittsburgh ready to turn the Rams into lambs.

"The only way to get any excitement into this game is having the Ayatollah Khomeini hang-glide into the Rose Bowl at half time," one bar-won't predicted after the Rams won their conference championship game Jan. 6.

"Or have the Dallas Cowboys cheerleaders try bayonet practice on Howard Cosell," said another.

CBS is betting that the Super Bowl will generate its own excitement, as it has in the past despite the

forecasts of a one-sided game. CBS is guesstimating that the game will boast an average audience of 84 million, with approximately 102 million Americans watching at least some part of the game.

"The Rams defeated Tampa Bay and the Cowboys in Dallas and they earned the right to go," O'Malley said.

"But the Super Bowl probably creates its own audience," he said. "If you look at audience levels in the past, the fact is they were not largely affected by which teams participated. The Super Bowl seems to have a particular character of its own."

"Super Bowl Sunday is almost a national holiday," he continued. "Viewing levels show that most of the country is watching the game. They have parties at home or schedule social events just for the purpose of watching the game."

A look at Super Bowl Nielsen statistics bears out O'Malley's point. The 1978 Super Bowl XII from New Orleans ranks fourth in the Nielsen

list of most watched shows of all time. That list is headed by the final episode of "Roots" and the two parts of "Gone With The Wind."

Super Bowl XII is the highest-rated live program ever presented. Super Bowl XIII is right behind XII in the Nielsen list.

The equipment the network has lined up for the game is impressive: 31 cameras to be used in pre-game, game and post-game broadcasts, including 20 at the Rose Bowl. Of those, 16 will be used for game coverage, including one in the Goodyear blimp.

The game will be broadcast by 214 stations in the United States, 55 CBC stations in Canada, as well as stations in 15 foreign countries, including Japan, Saudi Arabia, Thailand, as well as the United Kingdom, Mexico, Central and South American nations. That doesn't include the seven foreign lands in which Armed Forces Television will carry the game.

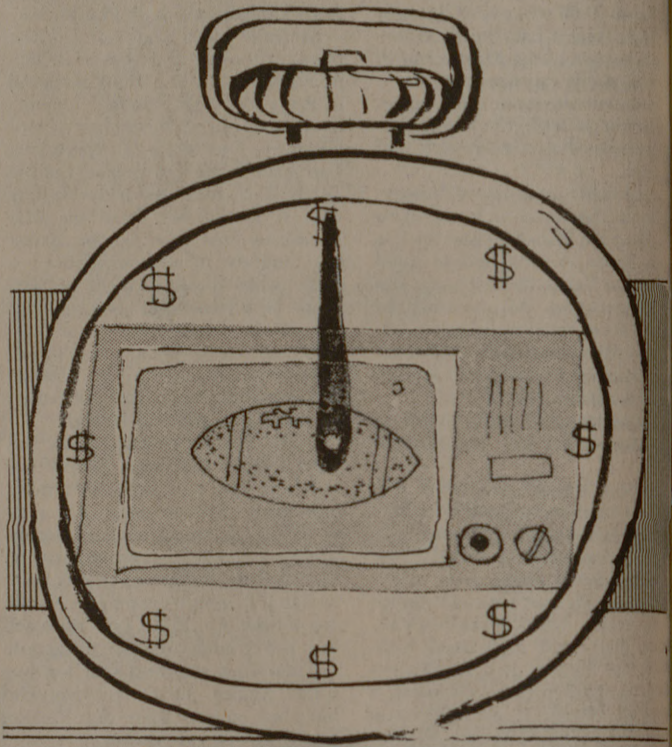
The show will begin at 4:30 p.m.

Eastern time, with the 90-minute pregame "The Super Bowl Today."

The game will run from kickoff at 6:10 p.m., Eastern time, to between 9:30 and 10 p.m., Eastern time, O'Malley said. The post-game wrap-

up will be followed by "60 Minutes." Thanks to Super Bowl XIV, "60 Minutes" may score its highest rating yet.

Unless the Steelers put everybody to sleep early.



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<p>FRIDAY EVENING SPECIAL</p> <p>BREADED FISH FILET w/TARTAR SAUCE Cole Slaw Hush Puppies Choice of one vegetable Roll or Corn Bread & Butter Tea or Coffee</p>	<p>SATURDAY NOON and EVENING SPECIAL</p> <p>Yankee Pot Roast (Texas Style) Tossed Salad Mashed Potato w/ gravy Roll or Corn Bread & Butter Tea or Coffee "Quality First"</p>	<p>SUNDAY SPECIAL NOON and EVENING</p> <p>ROAST TURKEY DINNER Served with Cranberry Sauce Cornbread Dressing Roll or Corn Bread - Butter - Coffee or Tea Giblet Gravy And your choice of any One vegetable</p>

Team attends service for deceased coach

United Press International
BATON ROUGE, La. — Members of the Louisiana State University football team who never had a chance to meet with coach Bo Rein attended a memorial service for the man who died tragically in an unexplained airplane crash in the Atlantic Ocean.

The 40-minute service Sunday, which was held at Christ the King Chapel on the LSU campus, was attended by about 250 people, including LSU Chancellor Paul Mur- rill.

Rein, 34, was eulogized by former LSU assistant Sam Nader as a fiercely competitive man who worked tirelessly in his 42 days as Tiger coach. "Bo Rein was a friend of mine," Nader said. "He was a sincere and good person. Bo Rein was a man who had a rare combination of ability and

attitude He could perform and was an intense competitor."

Rein and pilot Lewis Benschotter, 48, died Friday when their 10-seat Cessna Conquest wandered 1,500 miles off course and nosedived 41,000 feet into the Atlantic Ocean. The Coast Guard suspended its search Saturday without finding either body.

Athletic Director Paul Dietzel, new football coach Jerry Stovall and Rein's eight-member LSU staff attended similar memorial services for Rein in Cary, N.C., Sunday. Rein lived in Cary during his last few years as head coach of North Carolina State.

Gail Benschotter, wife of the dead pilot, attended regular services at Parkview Baptist Church in Baton Rouge Sunday morning.

'Banderillero' killed by bull after 40 years in the ring

United Press International
VILLACOLIMA, Mexico — A 65-year-old banderillo was gored and killed during a bullfight fought by Spanish matador Manola Reyes, authorities say.

The fatal accident occurred Sunday when Jose Hernandez Rios, who

worked 40 years as a banderillo — the person who throws darts or "banderillas" at the bull — came too close to the animal and was gored, authorities said.

Hernandez was killed instantly when a horn entered his neck and went through his mouth, they said.

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