



SPORTS

CBS TELEVISION NETWORK
PRESS INFORMATION
51 WEST 52 STREET
NEW YORK, N.Y. 10019

1/11/70

January 5, 1970

VIKINGS VS. CHIEFS IN NFL-AFL SUPER BOWL GAME JAN. 11

The Minnesota Vikings, champions in the National Football League, take on the Kansas City Chiefs, champions of the American Football League, in the Super Bowl, football classic of the year, Sunday, Jan. 11, live and in color, exclusively on the CBS Television Network.

The contest will be played at Tulane Stadium, New Orleans, La. Television coverage will start with the pre-game program at 3:00 PM, EST.

Jack Buck will describe the play by play; Pat Summerall will provide the analysis and Jack Whitaker and Frank Gifford the color commentary.

The Vikings defeated the Cleveland Browns last Sunday 27-7 in the NFL championship game.

Later that day, the Kansas City Chiefs scalped the Oakland Raiders in the American Football League, 17-7.

Chuck Milton will produce the television coverage of the Super Bowl game. Bob Dailey will direct.

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FYI

January 6, 1970

Following are production credits for the fourth annual AFL-NFL World Championship Super Bowl game between the Minnesota Vikings and the Kansas City Chiefs to be broadcast on the CBS Television Network Sunday, Jan. 11:

ON AIR: 3:00 PM, EST, start of 30-minute pre-game program;
3:30 PM, EST, game broadcast, followed by a 30-minute post-game program

ORIGINATION: Tulane Stadium, New Orleans

BROADCASTERS: Jack Buck, play by play, Pat Summerall, analysis, Jack Whitaker and Frank Gifford, color

EXECUTIVE PRODUCER: Bill Fitts

PRODUCER: Chuck Milton

DIRECTOR: Bob Dailey

PRE-GAME PRODUCER: Howard Reifsnyder

NETWORK PRESS REPRESENTATIVES: Bill Brendle (New York)
George Vescio (Hollywood)

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