## A CHRONOLOGY OF PRO FOOTBALL ON TELEVISION: Part 1

by Tim Brulia

1939- first telecast of a pro football game. Brooklyn Dodgers hosting Philadelphia Eagles on experimental station W2XBS (NBC).

1948- first season of network telecasts, ABC.

First season of network telecast of NFL Championship game (Chicago Cardinals v. Philadelphia Eagles on ABC. Harry Wismer (?) commentator. Analyst – if any – unknown. Game played in blizzard in Shibe Park.

1949- ABC in second year of "game of the week" format.

NFL Championship game televised to west coast only. Game between Philadelphia Eagles and Los Angeles Rams played in slop at Memorial Coliseum. Bob Kelley (?) commentator. Analyst – if any – unknown.

1950- ABC in third year of "game of the week" format.

Both conferences had tiebreaker playoff games. Giants vs. Browns game televised by ABC. Bears vs. Rams game not televised to Chicago, but televised in Los Angeles. Commentator information unknown.

NFL Championship game (Los Angeles Rams at Cleveland Browns) televised by ABC. Red Grange (play by play) and Joe Hasel (analyst).

1951- DuMont replaces ABC as prime telecaster of NFL games. DuMont provides "game of the week" format on a national basis, and has rights to 11 of 12 teams. Only Washington Redskins have own network. Redskins network is syndicated and sponsored by Amoco gasoline.

Los Angeles Rams, after taking financial beating for televising all games, including home games locally, in 1950, institute first home game blackout policy.

NFL Championship game (Cleveland Browns at Los Angeles Rams) televised by DuMont. Game is first to be televised coast to coast as transcontinental cable lines set up earlier in the year. Ray Scott (play by play) and Red Grange (?) (analyst) is commentary crew. Blacked out in Los Angeles.

Pro Bowl is carried by NBC. NBC signs contract with Los Angeles Newspapers Charities to cover game coast to coast. Bob Kelley (?) is commentator. Analyst is unknown.

**1952**- DuMont in second year of prime telecaster of NFL games. DuMont provides "game of the week" format on national basis, and has rights to 9 of 12 teams. Chicago Bears and Chicago Cardinals switch from DuMont to ABC to cover their games. Washington Redskins network is syndicated thru Amoco gasoline.

Three more teams, the Giants, Eagles and Steelers, black out home games on local TV.

DuMont televises tie-breaker playoff game coast to coast between Los Angeles Rams at Detroit Lions. Van Patrick (?) and Bob Kelley (?) provide the call.

NFL Championship game (Detroit Lions at Cleveland Browns) televised by DuMont. Ray Scott and Red Grange (?) provide coverage. Blacked out in Cleveland.

Pro Bowl is carried by NBC for the second time. Bob Kelley (?) is commentator. Analyst is unknown.

**1953-** DuMont in third year of prime telecaster of NFL games. DuMont provides "game of the week" format on national basis, and has rights to 9 of 12 teams. DuMont also begins a Saturday night contest, first time NFL football is regularly covered in prime time. Harry Wismer, analyst information unknown, calls these games. Chicago Bears and Chicago Cardinals continued ABC coverage, and Washington Redskins continue Amoco syndicated network coverage. Fans in certain areas of the nation can watch practically half of the NFL's entire schedule. More clubs start blacking out home games on TV.

NFL Championship game (Cleveland Browns at Detroit Lions) televised by DuMont. Chris Schenkel and Ken Coleman provide the call. Local blackout applied.

Pro Bowl is carried by NBC for the third time. Bob Kelley (?) is commentator. Analyst is unknown.

**1954**- DuMont, though starting to suffer financially, continues in fourth season as prime provider of NFL games. DuMont continues to have rights to 9 of the 12 NFL teams. DuMont in second year of Saturday night telecasts with Harry Wismer at the mike for play by play. Analyst unknown. Chicago Bears and Chicago Cardinals in third season of ABC coverage, while the Washington Redskins drop the Amoco syndicated network and also use ABC for their network.

NFL Championship game (Detroit Lions at Cleveland Browns) carried for the fourth straight year by DuMont. Chris Schenkel and Ken Coleman are commentators. Local blackout applied.

Pro Bowl is carried by NBC for the fourth time. Bob Kelley (?) is commentator. Analyst unknown.

**1955**- DuMont badly ailing, has virtually no other network programming apart from the NFL. Commissioner Bert Bell gets assurance from the network that they won't fold. Citing overexposure worries and failing to be able to afford it, DuMont drops the Saturday night telecasts after two seasons. Nonetheless, the network carries 10 of 12 teams (the Redskins switch from ABC to DuMont) and covers NFL football for a fifth season. Chicago Bears and Chicago Cardinals games remain on ABC for a fourth season. Virtually all clubs now institute their own blackout rules for home games.

After having DuMont cover the NFL Championship game for the previous four seasons, the NFL switches the Big Game to NBC for a one-year \$100,000 fee. DuMont's uncertain future, plus having a major TV network interest for a nice fee causes the switch.

NBC covers the NFL Title game for the first time (Cleveland Browns at Los Angeles Rams). Game is sponsored solely by Gillette. Ken Coleman and Bob Kelley call the action. Locally blacked out.

NBC continues to cover the Pro Bowl for the fifth year. Bob Kelley (?) is play by play man. Analyst is unknown.

**1956**- Watershed year for NFL TV coverage. With DuMont's demise in early 1956, virtually all of the NFL's teams were looking for a new TV home. 11 of the 12 teams found one in CBS. This was the eye network's first year of NFL coverage. Only the Cleveland Browns didn't sign with CBS. They formed their own syndicated network. This wasn't the only change. CBS had gone from a nationally televised basis on DuMont to an almost exclusive local and regional basis. Only three games on the NFL schedule were nationally televised; the Thanksgiving game in Detroit, and two late season Saturday afternoon games from the west coast. In addition, the NFL adopted a league wide blackout policy, much of which remains intact to this day. Any team playing at home was subject to a blackout within a 75 mile radius of the stadium. Any CBS affiliate that had a normal signal within this radius also could not televise the home team's game. In fact, NO game could be broadcast to the home market.

On the field of play, 10 of the teams made alterations to their jerseys for the TV audience. They added their jersey numerals to their sleeves (some in the know called them "TV numerals")

CBS also instituted the first pre-game show for the NFL. The show was simply titled "Football Preview", and was hosted by Chris Schenkel.

Meanwhile, NBC signed a five year \$1 million contract with the NFL to be the exclusive carrier of the NFL Championship game. This was NBC's second year of coverage of the title match (Chicago Bears at New York Giants). The NFL's policy of having the main TV play by play call the action, and not having an analyst in the booth held firm. Chris Schenkel and Jack Brickhouse are the announcers. Blacked out in the Big Apple.

NBC provided coverage of the Pro Bowl for the sixth year, with Bob Kelley (?) again calling the action. Tom Harmon (?) is the analyst.

**1957**: CBS in second year of NFL coverage for 11 of 12 teams. Cleveland Browns in second year of syndicated network. In early season, non-NFL markets given option to televise NFL game or Sunday major league baseball game (handled by Dizzy Dean and Buddy Blattner).

On field of play, NFL changes rules with TV viewers in mind. Enact a rule that all away teams must wear white jerseys, and all home teams must wear dark jerseys. While fans in attendance at games can tell difference of teams, fans at home are watching the game on black and white TV.

CBS pre game show is re-titled "Pro Football Kickoff", and hosted by Chris Schenkel.

NBC in second year of five year deal to cover NFL Championship game (Cleveland Browns at Detroit Lions), third straight year overall to cover big tilt. Van Patrick and Ken Coleman call the action. Locally blacked out.

NBC with Pro Bowl coverage for seventh year. Bob Kelley (?) works game, with analyst Tom Harmon (?).

**1958**- CBS in third year of coverage for 11 of 12 teams. Cleveland Browns in third year of syndicated network coverage. CBS gives option on Sunday September NFL games in non-NFL markets for either football pick-up or baseball pick-up with Dizzy Dean and Buddy Blattner on the call.

CBS with third season of pre-game show. Pro Football Kickoff, with Chris Schenkel as host.

CBS telecasts Eastern Conference playoff between Cleveland Browns and New York Giants. Chris Schenkel and Ken Coleman describe the action. New York market blacked out.

NBC in third of contract and fourth year overall cover the NFL Championship game. This is the game still talked about as the "Greatest Game Ever Played." Baltimore Colts at New York Giants, which the Colts win in overtime. Chuck Thompson and Chris Schenkel work the historic match-up.

NBC, eighth year running, covers the Pro Bowl. Bob Kelley (?) (play by play) and Tom Harmon (?) (analyst) in the booth.

**1959-** CBS, fourth year, 11 of 12 teams. Cleveland Browns, fourth year of own network coverage. ABC provides early season Saturday Night action of a game. Chuck Thompson (in addition to his Colts' duties) is lead announcer, with Howard Cosell as analyst. Show ends after two broadcasts.

Pro Football Kickoff continues its fourth season as CBS pre game show, Chris Schenkel hosts.

NBC, fifth straight year and fourth year on contract, covers NFL Championship match (New York Giants at Baltimore Colts). Chuck Thompson and Chris Schenkel make the call for the viewers.

NBC for the ninth straight year covers the Pro Bowl. Bob Kelley (?) and Tom Harmon (?) again provide commentary and analysis, respectively.

**1960** - Monumental year for pro football...and for TV coverage. CBS, in its fifth year of coverage, sees some changes. 11 of 13 teams are covered, including the new Dallas Cowboys, the re-located St. Louis Cardinals, and the Cleveland Browns. The Browns drop their own network, and link up with the Detroit Lions CBS network. Meanwhile, the Baltimore

Colts and the Pittsburgh Steelers leave CBS and form networks with NBC. For NBC, it's their first taste of regular season NFL coverage (not counting that experimental 1939 game).

Pro Football Kickoff on CBS returned for a fifth season. Chris Schenkel is the pre-game show emcee.

NBC is, for the sixth season, the provider of the NFL Championship game. This is the fifth and final year on its contract for the game (Green Bay Packers at Philadelphia Eagles). Jack Whitaker and Ray Scott provide the commentary.

For the first time, a game between the second place finishers in the regular season match up in a game in Miami called the Playoff Bowl. CBS provides coverage (Detroit Lions and Cleveland Browns), with Ken Coleman and Van Patrick providing commentary.

NBC celebrates its tenth season of Pro Bowl coverage. Bob Kelley and Tom Harmon are the announcers.

Now the other happening. The American Football League starts play and signs its eight teams to equal five-year contracts with ABC. ABC also follows NFL rules regarding blackouts. However, the home market can see out of town AFL games, something the NFL frowns upon.

ABC telecasts the first AFL Championship game (Los Angeles Chargers at Houston Oilers). Curt Gowdy calls the game, with Paul Christman providing analysis.

**1961** - A landmark almost occurred...but didn't. Commissioner Pete Rozelle had signed a single contract, covering all NFL teams with CBS, good for two years. However, a federal judge voided the contract, calling it a monopolistic practice. This set Rozelle on a mission, lobbying Congress hard to change the law. So in the meantime, the old set-up prevailed. CBS, in its sixth year of coverage, had 11 of the 14 teams under contract, including the new Minnesota Vikings. NBC had, for the second year, the Baltimore Colts and Pittsburgh Steelers, while the Cleveland Browns went back to its own network after being with CBS for just one year.

Pro Football Kickoff continued as the pre-game show for a sixth season, and Chris Schenkel was host. 1961 (continued): NBC retained the NFL Championship game with a two-year contract for \$1.23 million, and its seventh straight year of coverage (New York Giants at Green Bay Packers). Commentators for the game were Ray Scott and Chris Schenkel.

CBS covered the Playoff Bowl in Miami for the second year (Detroit Lions and Philadelphia Eagles). Van Patrick and Jack Whitaker were the commentators.

NBC had its eleventh straight year of the Pro Bowl. Commentary crew unknown.

Over in the "other league", ABC continued coverage for a second year.

ABC also televised the AFL Championship tilt for a second year (Houston Oilers at San Diego Chargers). Curt Gowdy (play by play) with Paul Christman (analyst).

**1962** - The fierce lobbying of Congress by Pete Rozelle for a rule to allow one contract to cover a whole finally paid off, and soon afterwards, the NFL signed a single contract with CBS that called for all 14 teams to have all of their regular season games covered. The monies would be evenly distributed among all the teams. No more disparities such as the Giants getting 10 times more TV money than the Packers. An interesting aspect of the deal was that for each game, CBS would split the audio feed. If the Giants played in St. Louis as an example, the feed back to New York would feature the Giants commentators (Chris Schenkel & newcomer Pat Summerall) while the feed on the Cardinals network would have the Cardinals commentary crew. All 14 teams had their own announcer crew with CBS. The blackout rules in place since 1956 remained intact. Contract: 2 years, \$9.3 million. The main sponsors for the CBS telecasts were: Ford, Marlboro, Pabst, Schick, and Pepsi. CBS also drops Sunday baseball game of the week once the NFL season starts, dropping the option clause for affiliates to carry baseball or football in place since 1957.

The pre-game show is renamed "NFL Kickoff." Chris Schenkel remains host for a seventh year.

Meanwhile, while CBS had all of the regular season, another network, NBC, had the crown jewel, namely the NFL Championship game. For the eighth year running – and in the second year of a two year contract - NBC screened the game (Ray Scott and Chris Schenkel voicing the tilt).

In the Playoff Bowl in Miami, CBS covered the game for the third year (Detroit Lions and Pittsburgh Steelers). Van Patrick and Joe Tucker worked the game in the booth.

NBC had the Pro Bowl for the 12 year in a row, Commentators unknown.

The AFL was on ABC for the third straight year.

The AFL Championship game (Dallas Texans at Houston Oilers, in double OT) was on ABC, with Curt Gowdy (play by play) and Paul Christman (analyst) describing the action.

**1963** - CBS continued to be exclusive provider of NFL games on the second year of its two-year pact. CBS's eighth year of coverage. One side note. On November 22<sup>nd</sup>, President Kennedy was assassinated in Dallas. The NFL decided to carry on with its games of November 24<sup>th</sup>. Commissioner Rozelle decided to play on after consulting with Kennedy's press secretary Pierre Salinger. Rozelle said that the NFL would play, as "...football was President Kennedy's game." However, CBS Chairman Bill Paley announced that CBS would not televise any of the seven games being played, to continue with coverage of the Kennedy tragedy.

NFL Kickoff returns for an eighth year as the pre-game warm-up on CBS, with Chris Schenkel hosting

NBC had signed a one year \$926,000 contract to continue as the NFL Championship game network. This was the peacock's ninth straight year televising the game (New York Giants at Chicago Bears). Jack Brickhouse and Chris Schenkel on the call.

CBS, in its fourth year, did the Miami Playoff Bowl (Cleveland Browns and Green Bay Packers). Ken Coleman and Ray Scott describe the action.

NBC again brought fourth the Pro Bowl to the nation. 13th year of coverage. Commentators unknown.

ABC entered its fourth season of exclusive AFL coverage.

ABC brought the AFL Championship game (Boston Patriots at San Diego Chargers), with Curt Gowdy (play by play) and Paul Christman (analyst) again teaming up in the booth.

**1964** - The year of the famed "sealed bid". CBS's two year contract expired, and they and the NFL had soaring success. For the next contract, all three networks expressed mouth-watering interest. Pete Rozelle accepted only sealed bids from the networks. When it was time open the bids, the press gathered around Rozelle's office to watch the process. It was high drama as Rozelle shuffled the manila envelopes. As it turned out, ABC was the first offer he opened. It was at least double the CBS 62-63 deal. It also pretty much spelled the end of the AFL on ABC after 1964. Next up, NBC. Their bid was triple that of the old CBS deal. Most of the CBS execs left Rozelle's office at this point, "knowing" Bill Paley would never shell out this kind of money. Then, Rozelle open the CBS bid. He gulped, and announced an astonishing winning bid of \$28.2 million for 2 years (1964 and 1965). It was pure theater.

So CBS continued its exclusive coverage of NFL regular season games. The eye's ninth year of NFL coverage. The pre-game show on CBS continued, with a new name, "The NFL Today", Chris Schenkel presiding as host. Both he and the show were in their ninth year.

CBS finally latched onto the NFL Championship game in a separate two-year deal (Baltimore Colts at Cleveland Browns). This was CBS's first NFL Title tilt coverage after nine years on NBC. Ken Coleman and Chuck Thompson made the call.

NBC did manage to hang on to one last gasp of the NFL, the Pro Bowl. For the 14<sup>th</sup> successive year. Gil Stratton (play by play). Analyst unknown.

CBS covered the Playoff Bowl from Miami for a fifth season (St. Louis Cardinals and Green Bay Packers). With Ray Scott calling the action with Jay Randolph.

ABC, in what would be a lame duck season (see 1965 for further details), covered the AFL for a fifth season.

ABC also televised the AFL Championship game for a fifth time (San Diego Chargers at Buffalo Bills). Curt Gowdy (play by play) and Paul Christman (analyst) delivering the description.

Note: ABC, after losing NFL bid, signed a contract with Ford and the NFL to televise five Friday Night games. However, loud cries of protest from high schools, the NCAA, and the AFL caused the NFL and ABC to back out.

**1965** - One league's loss is another's gain...and survival. After the bitter loss of the potential to land the NFL, NBC and the AFL rebounded and found each other about 4 days later. NBC and the AFL agreed to a 5 year \$35 million dollar contract, starting in 1965. This sealed the AFL's survival.

CBS was in the second year of its huge deal with the NFL. The eye's 10<sup>th</sup> season of NFL coverage, which was a landmark in a couple of areas; it was the first year of doubleheader coverage (a Sunday game early afternoon followed by a late afternoon game). And the Thanksgiving Day game between the Detroit Lions and Baltimore Colts was the first to be videoed in color. Van Patrick and Pat Summerall made the call for Detroit viewers and those picking up the Detroit audio, and Chuck Thompson and Jim Mutscheller announcing for the Colts network and CBS affiliates picking the Baltimore audio feed.

The NFL Today returned as the pre-game show on CBS for a tenth year as well, with a new host, Frank Gifford. Chris Schenkel had left for ABC full-time earlier in 1965.

CBS for the first time also offered a post game show called "Pro Football Report". The host was Bruce Roberts.

The Eastern Conference play-off game (Baltimore Colts at Green Bay Packers) was covered in color on CBS with Ray Scott and Chuck Thompson providing commentary.

CBS covered the NFL Championship game for the second year (Cleveland Browns at Green Bay Packers). Ray Scott and Ken Coleman with the call. The muddy game was televised in color. It was Coleman's last game as an NFL announcer.

CBS earlier had signed a contract with the Los Angeles Newspaper Charities to cover the Pro Bowl for five years, ending the 14 year run of NBC coverage. Gil Stratton called the action. Analyst unknown.

CBS made the NFL its own exclusive carrier with coverage of the Playoff Bowl from Miami for a sixth year (Baltimore Colts and Dallas Cowboys). Chuck Thompson and Frank Glieber worked the mikes.

As stated above, NBC began its first year of coverage of the AFL. NBC also brought forth coverage of late season games in color. Curt Gowdy and Paul Christman came over from ABC and continued as lead commentary crew. Many of the games were televised "in living color".

NBC had its first season as provider of the AFL Championship game (Buffalo Bills at San Diego Chargers) in color. Curt Gowdy (play by play) and Paul Christman (analysis) with the call.

From this point forward, all playoff games would be shown in color.

1966: And then, there was peace. The nasty bidding wars on certain players in both leagues got to be so hot, that key (off the field) players over the summer arranged for peace in pro football. The result of which called for a full merger by 1970. By mid September, arrangements were made to provide for a full AFL-NFL World Championship game. The media and the public began calling such an event, "The Super Bowl". Meanwhile,...

CBS signed a new two-year exclusive deal for NFL regular season games for \$36.6 million. This would be CBS's 11<sup>th</sup> year of NFL coverage, with most games in color. Only the most remote games (example: Minnesota and Atlanta) would get black and white camera work.

CBS continued The NFL Today as the Pre-game show for the 11th season. Frank Gifford hosting.

CBS had, time permitting, Pro Football Report as the post-game show with Bruce Roberts emceeing.

CBS covered the NFL Championship game (Green Bay Packers at Dallas Cowboys) – now no longer the "Ultimate Game" – for the third year. Ray Scott and Jack Buck shared play by play duties, and for the first time since the early 50's, an analyst joined in the booth, Pat Summerall.

As well, CBS provided coverage of the Playoff Bowl in Miami (Philadelphia Eagles and Baltimore Colts) with Chuck Thompson and Lindsey Nelson sharing play by play and Jim Mutscheller handling analysis, and the eye focused on the Pro Bowl for a second time. Announcers unknown.

Over at NBC, the full color network's coverage of the AFL continued for a second season; all games shown in color. Curt Gowdy and Paul Christman continued to be the lead commentary crew. Gowdy and Christman also called the AFL Championship game (Kansas City Chiefs at Buffalo Bills).

The first Super Bowl featured the Green Bay Packers playing the Kansas City Chiefs. It was televised by both CBS and NBC. CBS had Ray Scott call the first half, and Jack Whitaker play by play the second half. Frank Gifford was analyst throughout. Pat Summerall was sideline reporter. For NBC, Curt Gowdy (play by play) and Paul Christman (analyst) voiced the game. Charlie Jones was stationed on the sidelines. The camerawork was provided by CBS.

**1967** - CBS was in the second year of the two year contract. 12<sup>th</sup> year in all. With the arrival of the new New Orleans Saints, CBS was now up to 16 commentary crews.

CBS pre game show, The NFL Today, with Frank Gifford in "CBS Control" (actually the production truck for the game where he and partner Jack Whitaker was assigned) was in its 12<sup>th</sup> year, Giff's third as host.

CBS post-gamer, Pro Football Report, with Bruce Roberts also in CBS Control (actually for Bruce, at the studios of WBBM in Chicago), was now in its third year.

Two conference playoffs (Los Angeles Rams and Green Bay Packers, and Cleveland Browns at Dallas Cowboys) were played. Gil Stratton and Ray Scott (analyst unknown) did the LA-Green Bay matchup, Jack Buck and Frank Glieber (the analyst unknown) called the Browns-Cowboys affair. Both games covered by CBS.

CBS worked the "Ice Bowl" NFL Championship game (Dallas Cowboys at Green Bay Packers) with Ray Scott and Jack Buck sharing play by play, and Frank Gifford as analyst between his "bite(s) of coffee".

CBS again with the playoff bowl in Miami (Los Angeles Rams and Cleveland Browns) featuring Gil Stratton, Frank Glieber and Tom Brookshier on the mike. And CBS covering the Pro Bowl for a third time. Commentators unknown.

NBC covered the AFL regular season for a third year and the AFL Championship (Houston Oilers at Oakland Raiders) also for a third time. Curt Gowdy and Paul Christman the lead regular season team and calling of the title game.

CBS had exclusive rights to Super Bowl II (Green Bay Packers and Oakland Raiders) in Miami. Ray Scott and Pat Summerall calling the action, with some occasional AFL perspective from Bills QB Jack Kemp.

**1968** - CBS signed up another two year deal with the NFL worth \$50 million plus. The network finally cut the commentary crews from 16 to 8, meaning no more split audio feeds. CBS still kept most crews covering certain markets, but for the first time had a de-facto lead commentary crew, Jack Buck and Pat Summerall.

CBS was in its 13<sup>th</sup> season of coverage.

The NFL Today and Pro Football Report were the same as in 1967, Frank Gifford (NFL Today) and Bruce Roberts (Pro Football Report) continuing as hosts.

Conference Playoffs on CBS: Dallas Cowboys at Cleveland Browns: Jack Whitaker and Frank Gifford. Minnesota Vikings at Baltimore Colts: Lindsey Nelson and Tom Brookshier.

1968 (continued): NFL Championship on CBS (fifth year): Baltimore Colts at Cleveland Browns: Jack Buck and Pat Summerall. This was the first NFL title game since 1954 in which the main play by play voices of the clubs were not involved in the announcing.

CBS again had the Playoff Bowl (Dallas Cowboys and Minnesota Vikings) in Miami. Ray Scott and Paul Christman on the mike, and CBS covered the Pro Bowl, too (announcers unknown).

The AFL on NBC was in the fourth year of a five year deal and Curt Gowdy (top play by play man) rotated analysts at his side. Paul Christman left for CBS to work with Ray Scott. Kyle Rote would be partner one week and newcomer Al DeRogatis the next. Rote and "DeRo" would be with Jim Simpson on the #2 game otherwise.

A playoff with Kansas City Chiefs and Oakland Raiders was on NBC with announcers unknown.

The AFL Championship (Oakland Raiders at New York Jets) was called by Curt Gowdy, with both Kyle Rote and Al DeRogatis analyzing.

Super Bowl III, Joe Namath's guarantee, and featuring the huge upset by the New York Jets over the Baltimore Colts, was covered by NBC in Miami. Curt Gowdy worked the call, along with Kyle Rote and Al DeRogatis.

1969 - CBS in the second year of their two deal with the NFL, 14th season overall.

Regular season lead crew(s): 1A: Ray Scott and Paul Christman. 1B: Jack Buck and Pat Summerall.

Pre-Game: The NFL Today. 14th season. Host: Frank Gifford. 5th season.

Post Game: Pro Football Report. 5<sup>th</sup> season. Host: Bruce Roberts. 5<sup>th</sup> season.

Playoffs: West: Los Angeles Rams at Minnesota Vikings. Jack Whitaker, Frank Gifford.

East: Cleveland Browns at Dallas Cowboys. Lindsey Nelson, Tom Brookshier.

NFL Championship: Cleveland Browns at Minnesota Vikings. Ray Scott, Paul Christman.

Playoff Bowl: Los Angeles Rams and Dallas Cowboys. Jack Whitaker, Frank Gifford, Don Perkins. Pro Bowl: Unknown.

NBC in the fifth and final year of deal with AFL.

Regular season lead crew: Curt Gowdy and Kyle Rote.

Playoffs: Houston Oilers at Oakland Raiders. Jim Simpson, Al DeRogatis. Kansas City Chiefs at New York Jets. Curt Gowdy, Kyle Rote.

AFL Championship: Kansas City Chiefs at Oakland Raiders. Curt Gowdy, Kyle Rote. Super Bowl IV in New Orleans: CBS. Jack Buck, Pat Summerall, Frank Gifford.

[To be continued]