

ABC-TV Cameras Set Up In Kenan Stadium

# State-Carolina On TV 1,000,000 Will See Game

By Howie Carr  
Sports Writer

Kenan Stadium holds only 47,000 people, but this weekend almost a million fans will view the Carolina-N.C. State game.

The reason is, of course, that ABC-TV has selected the game as one of the four regional telecasts this weekend.

"We won't know how many people actually viewed the game for about a month, until the Nielson ratings come out," said unit manager Frank Holub Thursday.

He explained that on a weekend with regional games, the primary contest is usually broadcast to about two-thirds of the nation. This week the "First-string" game is Minnesota-Missouri, and will be seen by approximately 73% of the viewers who tune in.

The game being shown in the Northeast, Boston College-Villanova, reaches 8.9% of the potential audience,

while Florida-Georgia Tech is going out to 12.5% of the nation's football fans.

The Carolina-State game takes the remaining 5.6% of the viewers, covering most of the Carolinas and Virginia, and reaching "fringe areas" in Georgia, West Virginia, Kentucky, and Ohio.

The network people here were unsure of how much money the two schools would receive for participating in the telecast.

"ABC pays the NCAA 'x' number of dollars for 'x' number of games," said Holub, "and what they do with it, we don't care about."

The ABC-TV crew here, operating out of a truck behind the press box, will employ 29 people for Saturday's game.

There are 17 engineers under the supervision of Robert Armbruster, of whom six are from the network offices in New York. The other 11 engineers, who work as cameramen, audiomens, and video tape operators, have been supplied by the ABC Raleigh affiliate WRAL.

Six people will be working in the truck Saturday, operating a huge control board with 18 little screens, and two big screens (which show the picture the home viewers will receive.)

It will be up to director Roger Goodman to decide which of the four cameras are best covering a particular play, and thus what the viewer will see.

Goodman was busy Thursday afternoon talking to the N.C. State band director. "We'll give you a set of headphones, and we'll cue you in on when to begin the half-time show," Goodman instructed. "After you finish the national anthem, do you have another song you could go right into, something like 'Aquarius?'"

Joining Goodman in the truck will be the producer, "who formats the show," the control room engineer, who adjusts the quality of the color, and three assistants.

The final six workers will be UNC students, handling the "graphics," which consist of the names, statistics, etc., superimposed on the screen.

Junior Rick Boone, from Westfield, N.J., is acting as Holub's assistant. "He's our eyes and ears here," admits Holub. "He's very valuable because he acts as liaison between ABC and the university. Also, he tells us where the action is."

Bud Campbell, a Little Rock, Ark. commentator, will handle the play-by-play descriptions, while Beano Cooke is slated as the color man.

Cooke's regular job is publicity director at ABC in New York, and his assignment represents an experiment by ABC.

"The usual color man is an ex-jock, right?" explains Holub. "ABC feels Cooke will do it differently. He'll share more human interest, be more than a statistician. Cooke has been an announcer, previously, but he's never done this."

Most football commentators, Holub added, are not real members of the ABC staff. They are hired to do a certain number of football games, and that's the only sport they cover. He cited Bud Wilkinson as an example.

The commercials during the game are broadcast from ABC's Washington, D.C. studio.

The technicians began arriving in Chapel Hill Wednesday, to begin the task

of setting up their equipment in Kenan Stadium. Armbruster described the stadium as "a fine one" for football.

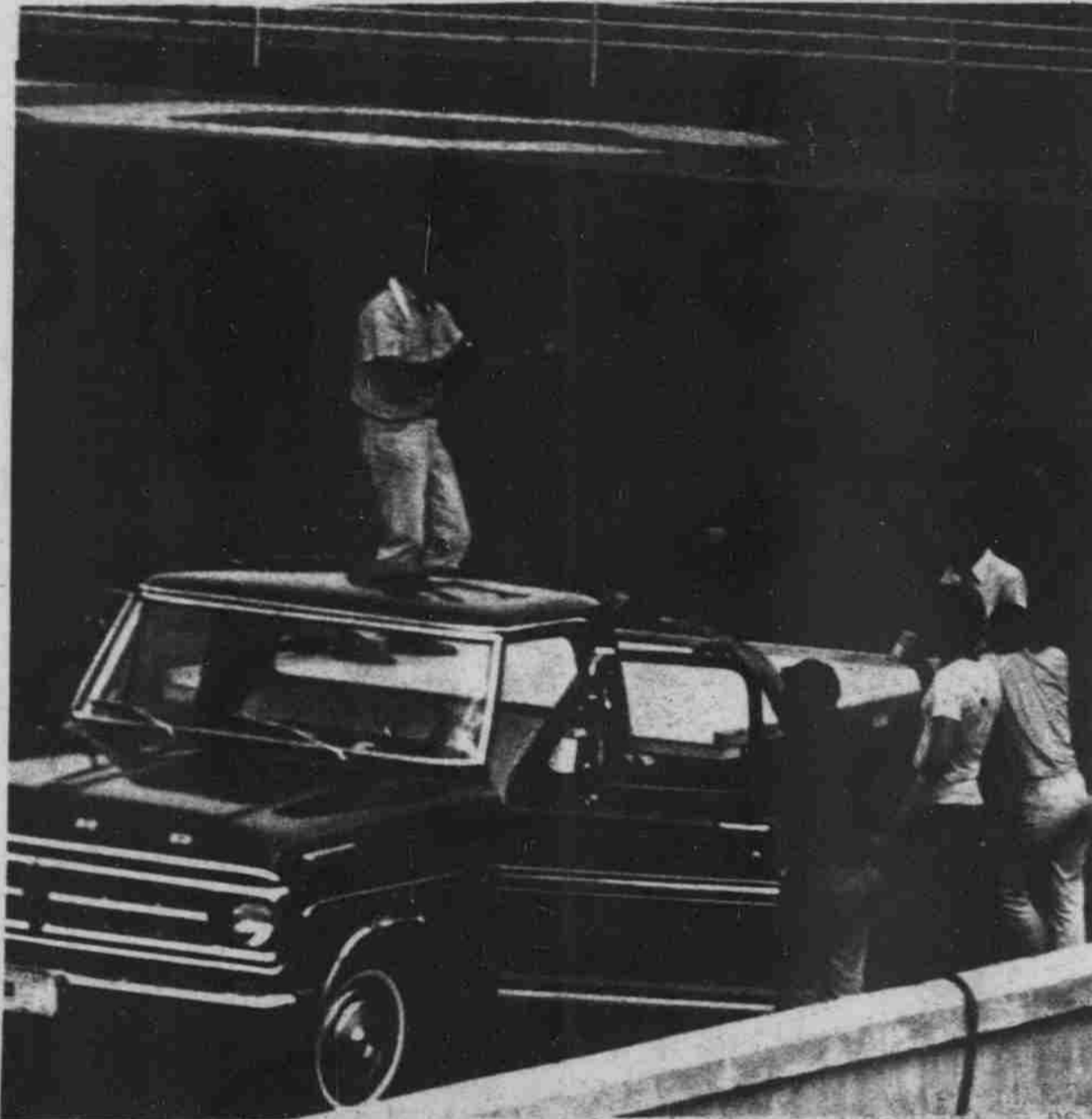
From the time the game goes off the air at 5 o'clock, it will probably take five hours for the crew to take down and pack their equipment.

"All we'll want to do is leave," admits Holub. "We just come here, look at the pretty girls, and move on."

Although an occasional local game has been broadcast from here, this marks the first time since the Gator Bowl year of 1963 that the network has seen fit to come to Chapel Hill.

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