

GEORGE BEAHON
"In This Corner"



United States athletes cutting for the gold, silver and bronze at Munich will be wearing red, white and blue, natch. But the true color of the scene is green, as in dollars.

There are notes here explaining that Kodak will furnish a new camera to every U.S. athlete, in red, white and blue cases which are an official part of the team uniform. Kodak will donate a portion of the proceeds from the sale of this instamatic X-30 camera to support the team. It already has guaranteed a donation to the team of a minimum of \$100,000. That's green.

Coca Cola is sponsoring the sale of aluminum, bronze and silver medals for \$2.50, \$25 and \$170 per set, respectively. Net proceeds go to the U.S. Olympic fund. Color that green.

While some of today's athletes — 479 men and 133 women — never have worn dress shoes before leaving our shores for Munich, they will have dress shoes when they take off for the Olympiad. Thanks to Sears, Roebuck, every U.S. competitor will be outfitted from footwear to headgear, plus luggage, to a tune of more than \$500 per body. The same people are donating red, white and blue parade uniforms, and every item was tailored to fit athletes ranging in weight from 120 to nearly 300 pounds. One marathoner had to be equipped with different foot sizes, D and E. It has been estimated that S. R. & Company has dipped into the kitty to the tune of nearly \$1 million. That includes a donation, and that is all green.

Now for the zinger.

The action from Munich will come to us courtesy of American Broadcasting Company, which may be third in most ratings, but is second to neither NBC or CBS when it lands in the sports viewing area.

NBC covered the Games in 1964 in Japan, and ABC got the action in 1968 in Mexico.

Bidding for the rights to this year's telecasts to the U.S. actually began in March of 1968, even before the Olympics in Mexico.

Some of the background to ABC's landing of this prestige event is calculated to shake an expert in deficit financing, no matter how many the sponsors, nor how much cost per 30-second segment of commercial.

Roone Arledge is the man in charge of nailing down the sports tidbits for ABC. He flew to Munich four years ago to offer the German Organizing Committee \$6.5 million for the rights. He was offered a limousine ride back to the airport.

The Germans wanted \$16 million — an asking price, yes, but still a few fur- longs off from \$6.5 million.

That's when NBC opened with a bid of \$9.5 million, and quickly boosted the pot to \$11 million. This was done even though an accounting analysis showed the break-even figure for NBC added up to about \$10 million.

Now it was ABC and NBC head to head, and the advertising revenue potential would split the photo finish.

Because of the time differential between Munich and North America, the Games actually would be contested at some time shortly after the closing of your favorite watering hole. So the relays would have to be projected into better TV time areas in order to grab any audience advantage.

NBC decided to give up prime time of 7 to 8:30 p.m. throughout the Games.

ABC promptly beat this with a commitment to clear its network for the Olympics for 3½ hours of prime time, 47 hours of Olympic coverage by the "third ranking" network.

Then ABC topped it all with an offer of \$13.5 million, \$7.5 for the rights, and \$6 more for the use of German production facilities. Add in ABC's own production costs, and the tab came to an historic \$20 million.

While this package was being prepared, one ABC executive warned that the Olympic showings might conflict with telecasts of the Republican convention.

"I think," said the man from ABC, "the political conventions might do well to schedule their business so it doesn't run head to head against our show."

JOHN DOSER
Scholastic Notebook



Whether sportswriters and sports editors are the biggest "freeloaders" in the world is debatable, but sometimes there are situations wherein their collective inadequacy boggles the mind.

Without sports, the sportswriter and sports editor would be looking for work. Without high school sports, a few of them might find themselves with a lot less to do.

Therefore, we find it illogical that the local sports press hasn't taken a stand in defense of the need for high school athletics (for all the obvious noble reasons) as well as to insure their own jobs, with regard to recent athletic budget defeats in Fairport, Webster, East Irondequoit, Byron-Bergen, Lyndonville and Wayne Central.

A sports editor once told me, "We don't get paid to put people in the seats."

Consider the irony of his statement — if sports pages didn't inform the reader where, how often and for how much (if any) his favorite sports team is performing, Joe Fan wouldn't know about it.

Unless somebody bought an ad in the newspaper, which come to think of it is probably why our sports editor friend made the statement in the first place.

In the first place, of course, somebody else had to tell the sports editor that. Probably a managing editor who grew up in the library and whose school routes home didn't pass any baseball fields or playgrounds where the art of sport begins.

The New York State Sportswriters' Association, the high school football and basketball poll people, now boasts 245 members comprising sportswriters, coaches, athletic directors and just interested fans.

Member Mike Holdridge of the Syracuse Post-Standard sports desk thought it would be a nice gesture if the group sent Courier-Journal

a check in its name to the U.S. Olympic fund.

Would you believe after eight months 27 of 245 members contributed a total of \$126? That this amount includes a \$25 contribution from the Nassau County track coaches association and \$10 each from the Western N.Y. Sportswriters Association and three members? Six more members added \$5 each.

The balance included contributions of \$1 and \$2 apiece from 18 other members.

Are sportswriters the biggest freeloaders in the world?

Well, let's put it this way. If they're not motivated to comment on the worth of school-boy athletics which helps keep the bread on their table, or if they aren't able to throw a few coins in the Olympic fountain (considering the need to send our best amateurs to compete), it wouldn't take too long to arrive at an early judgment.

Which reminds us, ironically, of the large number of the sports press who turned out for the recent Amerk press conference at the War Memorial. Huge crowd. Good count. Also lots of free booze plus a free noon hour spread. Freeloaders? Judge for yourself.

Downtown Ministry Offers Course In Human Values

Rochester Downtown Ecumenical Ministry is offering a seven-week "Motivation and Human Values" seminar for area clergy beginning the week of Sept. 11 at Brick Church, 121 N. Fitzhugh.

The course will be an introduction to behavioral science applications to business and church management, providing an opportunity to examine "theology of person" and values regarding employees and the work situation.

Father Erb Returns

By JOHN DASH

Father Charles Erb, SVD, in Rochester recently from his mission work in Accra, Ghana, doesn't plan on dying in the United States.

The wiry, 66-year-old native Rochesterian thinks local funerals are too dull.

He says that in Ghana, hundreds of people go to funerals and they really enjoy themselves in dancing and singing and feasting.

"Not here, they stick you in a little room and a few people come and everybody's quiet and

nobody enjoys himself."

The Divine Word missionary, head of the National Catholic Secretariat of the Department of Social Communications in Ghana stopped into the Courier-Journal offices last week for a chat with the staff and to regale them with stories on the foibles of the white hierarchy in Africa and the role of the missionary in the world today.

Father Erb has salty words about introducing Roman customs into a culture instead of adopting local customs to the liturgy.

He cited the Japanese custom

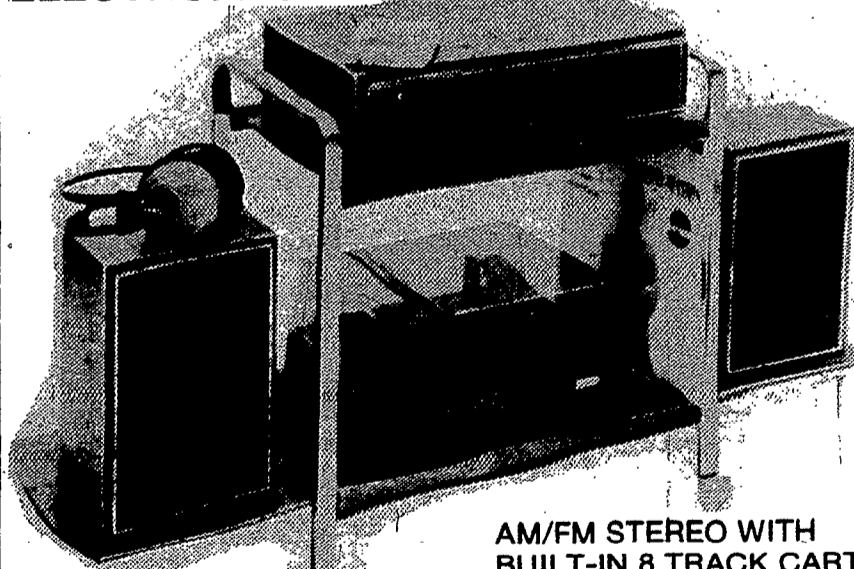
of bowing, and noted that there are only about 200,000 Catholic Japanese; "probably because we made them do an epileptic fit," he said, while demonstrating a shaky genuflection.

He said that his order has always insisted on training indigenous people for leadership in the Church and described some white clerics as "afraid to make mistakes, take a risk and lead."

One of the things Father Erb is hoping to locate on this visit to the U.S. is a fleet of vans he can use as mobile audio-visual centers to teach in remote sections of Ghana. He said he already has four vans in operation and could use four more.

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