



I would believe anything of the man who had the courage to hire and merchandise and stick with Howard Cosell. That man of course is Rooney Arledge, the head of ABC Sports. He is strictly dynamic in a field of fiercely competitive executives battling over TV rights to major sports events.

It was Arledge who suddenly brought the Kentucky Derby to ABC this year.

It was Arledge who sweated out host executives for the Munich Olympics, over a year before the event, in high-level negotiations. When a German official who had most of the clout in making the decision told Arledge he was not interested in his offer, and was leaving for his weekend mountain retreat, Arledge made a move.

Without even picking up a telephone to get an OK from his home office, Arledge boosted the ABC offer by TEN MILLION DOLLARS. And of course ABC won the rights to the newsmag, if most tragic, Olympic Games of all.

Now suddenly we read that Arledge has brought Monday Night Baseball to ABC. If he gets his way, he'll have a major league sports show 52 Monday nights of the year.

It was a cloak-and-dagger deal

School Children Asked To Help Vietnamese

Catholic schools in the Rochester diocese have been asked by the national Holy Childhood Association to take part in a special Vietnam Orphans Emergency Appeal from April 24 to May 1.

"This is the first time in our history that we have approached our schools with an emergency appeal," said Father Francis W. Wright, director of the association.

He said he has been besieged with requests to aid in the airlift and to supply food for homeless children. The association already has appropriated \$192,000 for

Retreats Set In Hornell

Hornell — Father Robert Hammond and a team of young people will conduct a retreat for young people at St. Ann's on May 4, 5 and 6. Ninth and 10th grade retreat is scheduled Sunday, May 4, 4 to 9 p.m. It resumes Monday, May 5 at 9 a.m. and concludes at 3 p.m.

Eleventh and 12th grade retreat will be Monday, May 5, 4 to 9 p.m. It resumes on Tuesday, May 6 at 9 a.m. and concludes at 3 p.m.

Since each student will be sharing in two meals, the fee will be \$2 per person. Because the retreat days are school days, students are required to present a written excuse, signed by the parents, to the school authorities prior to the scheduled date. Students may register by contacting Gail Mulargy, Josephine Ciancaglini, Mrs. James Gentile, Mrs. John Arnault, Mrs. James Fahf or Mrs. Leonard Caruso.

that brought ABC to baseball, or vice versa.

What ABC got was alternate rights through four years to Monday nights, playoffs, All Star game, and World Series.

And all this time everyone thought NBC had it locked up for lifetime. Especially NBC.

NBC's own intelligence system broke down as this deal unfolded. There were long, secret negotiations between ABC and Organized Baseball. NBC never suspected another network might butt into the baseball business.

The way Arledge explains it, NBC never worried about the other network, CBS, because CBS has a powerful prime-time schedule on Monday nights. NBC huddled with some former ABC execs, who indicated ABC never would jump into the baseball market.

On the basis of this thinking, NBC tried to drive a tough bargain with Organized Baseball. NBC attempted to reduce both the schedule and the price.

Which prompted the meetings between ABC and baseball. Suddenly, next year, ABC has the Monday nights sports, from springtime until the last week of the National Football League season.

An NBC executive has revealed that baseball and the network were \$10 million apart when ABC got into the act. Arledge committed \$50 million network dollars just for a piece of the total baseball action pool of over \$92 million. Now think about the revenue to the 24 club owners. Then consider that TV and radio rights in their own areas provide additional revenue. That's before they collect your parking money and sell you a ticket and then begin hustling the programs and hot dogs and beer and popcorn and souvenir baseballs.

Carbon copies, Please, to both the TV and Business pages.



Photo by Bruce Genet

BWM Retreat

Mack McNeil talks with members of his discussion group at the Better World Movement retreat held at the Church of the Nativity of the Blessed Virgin Mary in Brockport. Those attending the retreat the weekend of April 11 divided into discussion groups.

Youth Center to Open

By PEG PEASE
(607-324-3353)

Hornell — A new youth center under the auspices of "Concern" will be formally opened by the end of April, said Janet Ross, director. The name given to the new facility at 151 Main St. is "Hand In Hand."

"Peggy Dunlap, my assistant, and I have been up there getting started for about two months with the help of volunteers," she said. "We've painted, assembled furniture and are waiting for more donations of furniture such as bookcases and chairs. We have a rug on the floor and the place is beginning to take shape. We aren't officially open yet but some of the young people come in from time to time, sit around and have started the 'string art' which will be a project regularly offered to them when we open."

Miss Ross said the center's purpose is to appeal to the junior high to 20-year-old people.

Homell Area News

ALUMNI GROUP

Hornell — Joseph Aini is heading the steering committee to form the St. Ann's School Alumni Association. The committee of six is compiling a list of graduates of the school.

CANISTEO CONFIRMATION

Canistota — Auxiliary Bishop Dennis Hickey officiated at Confirmation exercises at St. Joachim's April 20 and at St. Mary's, Rexville. A reception for all followed the Confirmations.

BIBLE SCHOOL

Naples — This year the Ecumenical Bible School will be held from Monday, June 23 to Wednesday, July 2. Father Robert Smith, pastor of St. Januarius, says six adults and two young people from St. Januarius are needed to teach and to help. A meeting for volunteers was held April 14 in the Presbyterian Church. Anyone interested in helping out may inquire by calling the rectory 374-2414.

EGG WINNERS

Bath — Winners in the recent Easter Egg Hunt sponsored by St. Mary's Home School Association are: 6-to-10 year-old group, 1st prize, Susan Finnerty; 2nd prize, William Crowe; 3rd prize, Jeffrey Hunter; 3-to-5 year-old group, 1st prize, Andrew DeSorbo; 2nd prize, Daniel Stewart; 3rd prize, Christina Stewart.

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