

# NCAA NEWS



THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

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FEBRUARY, 1970

## New Members Added to Council and Executive Committee



**ROBERT W. PRITCHARD**  
*Worcester Polytechnic Institute*

Two new members were elected to both the NCAA Council and Executive Committee during the Association's Convention in Washington, D.C. The two officers were reelected to a second one-year term.

In addition, three Council members were reelected and five members of the Executive Committee were returned to office.

New Council members are Robert W. Pritchard, faculty athletic representative and director of athletics at Worcester Polytechnic Institute, as District 1 vice-president, and Louis A. Myers, Jr., University of Arizona professor of accounting, as District 7 vice-president.

Vice-presidents H. Boyd McWhorter, District 3, and David Swank, District 5, were reelected,



**LOUIS A. MYERS**  
*Arizona*

as was former vice-president of District 1, Adolph W. Samborski, who now serves on the Council as a member-at-large.

McWhorter is dean of the College of Arts and Sciences at the University of Georgia. Swank is professor of law and legal counsel at the University of Oklahoma. Samborski is director of athletics at Harvard University.

### **Bates, Robison Chosen**

Newly-elected by the Council to the Executive Committee are Washington State University Director of Athletics Stan Bates and Polk Robison, Texas Tech University special assistant for athletics and financial development.

Both have served the Association in a number of capacities. Bates



**POLK ROBISON**  
*Texas Tech*

most recently served as chairman of the Extra Events Committee. Robison currently is a member of the Television Committee.

President Harry M. Cross, University of Washington professor of law, and Secretary-Treasurer William J. Flynn, Boston College director of athletics, were reelected to customary second one-year terms as the Association's officers.

Leaving the Council as a result of the new elections were Milton F. Hartvigsen, dean of the College of Physical Education at Brigham Young University, and Marshall S. Turner, Jr., chairman of the Department of Physical Education and Athletics at Johns Hopkins University.

Hartvigsen had been District 7



**STAN BATES**  
*Washington State*

vice-president, Turner had been a member-at-large.

Retiring from the Executive Committee were Ernest B. McCoy, dean of the College of Health and Physical Education at Penn State University, and Jesse T. Hill, director of athletics at the University of Southern California.

Reelected to one-year terms on that body were Wayne Duke, commissioner of the Big Eight Conference; Marcus L. Plant, professor of law, University of Michigan; Robert F. Ray, dean of the Division of Extension and University Services, University of Iowa; Francis E. Smiley, dean of students, Colorado School of Mines; and James H. Weaver, commissioner of the Atlantic Coast Conference.

## NCAA'S MOST SIGNIFICANT SURVEY

### Lengthy Costs Study 90 Days From Completion

More than 46 per cent of the NCAA's institutional membership has returned the Questionnaire for an Analysis of the Revenues and Expenses of Intercollegiate Athletic Programs.

The lengthy questionnaire was composed of two parts: The first was a series of questions to determine the opinion of member institutions concerning various methods of controlling the rising level of expenses; the second was composed of various financial schedules designed to measure changes in particular revenues and expenses over periods of up to 10 years.

The Association's total institu-

tional membership of 655 was divided into five categories; (a) those institutions which are classified major in the sport of football; (b) those institutions which are in College Division I; (c) those institutions which are in College Division II; (d) those institutions which are classified major in the sport of basketball, but do not sponsor football, and (e) those College Division institutions which do not sponsor football.

To date, 305 institutions have completed all or part of the questionnaire. More than 200 have given sufficient financial information to cause the project to be labeled the most significant and meaningful

survey ever done by this Association.

Excellent geographic distribution is evident among the respondents. At least 37½ per cent of the membership in each NCAA district returned questionnaires and fifteen conferences are represented by at least 50 per cent of their members.

### **Strong Conference Response**

The Missouri Valley, Western Athletic and Big Eight Conferences each came within one of having every member represented.

At least 30 per cent of the institutions in each of the five groups responded. More than a 70 per cent

response was received from the major football playing colleges.

The research team has indicated that it will be at least 90 days before its work will be completed. The Special Committee on Intercollegiate Athletic Costs will then interpret the results, which will be published near the end of the academic year. Each NCAA member institution will receive a copy of the results, regardless of whether or not it participated in the study.

Participating institutions and conferences (with a sufficient response) may obtain without charge special analyses and information not available to non-respondents.

# NCAA CHARGED WITH ADVANCEMENT OF ATHLETICS

(EDITOR'S NOTE: The remarks of President Frederick L. Hovde of Purdue University in accepting the 1970 Theodore Roosevelt Award are recorded below. A man who has been a whole-hearted supporter and advocate of intercollegiate athletics throughout his life, President Hovde eloquently summed up the values of and current challenges to the sports he loves so well.)

I am, of course, deeply honored to receive this award. As I told my wife when the news came, "Isn't it wonderful to be given an award of this kind for doing things that you liked to do when you were young?" And for that matter, doing things that I have enjoyed doing ever since my days of competitive athletics.

Throughout my professional life, which I have been privileged to spend at three different universities, I have indulged my deep lifetime interest in amateur athletic sports. This has been a privilege and an honor for me, because all of you know the important part that athletics and games, properly conducted, play in our society. They are an important element of our country.

It seems to me that this Association, representing, as it does, more than 700 of our collegiate institutions, has a more important task in legislating the policies and regulations that govern this part of our society than ever before. I hope that you will preserve and protect this great part of our life to the best of your ability.

I would like to say to President (Malcolm) Moos, my longtime friend and president of my alma mater, the University of Minnesota, that I greatly appreciate his coming. I have in my heart and my mind a thankfulness for what the University of Minnesota did for me as a young man, which I can never repay, because it gave me the opportunity to participate on teams representing that great university back in the 1920's, that interesting decade which has lots of parallels to the decades of the past. The University of Minnesota was at that time a magnificent university, one of our greatest state universities, filled with interesting people, interesting ideas, and, in the usage of that day, on the go. I am proud to have had the opportunity to represent that University.

I am particularly pleased today to meet a teammate, my friend and a man I have admired ever since I first met him, Bronko Nagurski. I wouldn't be here today if it weren't for the Bronk, because many times he picked me up. He constituted my protection against some of the evil tackles who I ran against.

## **The Strain Is On The Character**

It seems to me that in the management of the affairs of men in this society and all societies, the strain is always on the character and never on the intellect. If you give some thought to that little statement, I think you will agree with me. The strain is always on the character and never on the intellect, for our knowledge is great about man and nature and society and all the things we need to know, but our ability to manage our affairs puts a strain on the character. And where is this more true than in the field of the management of intercollegiate athletics?

This is a deep concern to all of us who love the game; love it for its fundamental contribution to people who play the game and to the society which nurtures our colleges and universities and our recreational athletic program.

It seems to me that the principal lesson a young man learns in participation is, of course, that the young of the species are like the young of all species, they love to play games. Thus it follows that sports is the first place a young man learns that to succeed and develop himself as a person, to develop his talents, requires the basic ingredient of self-discipline. This is where the young man first learns the basic requirements that are imposed on all men if they would develop themselves. I have never in my life met a man in any profession who succeeded and was competent in his job who did not give to his personal development this motivating quality of self-discipline.

## **Discipline Key to Success**

Nowhere is self-discipline more important these days than in the team that represents the university, or all teams for that matter, because no team can succeed unless its members are willing to discipline themselves to the requirements not only of the game itself, but also of playing the game with other people.

I have long believed the amateur code which we inherited from our English forebears, along with other things of our society, is a fine, good and wonderful code. Its erosion through the years is a matter of deep concern to me. It is a matter of deep concern to this Association. I think it is up to this Association, to the delegates and management of this fellowship, to do everything in your power to protect and preserve this code. It is the code of conduct that makes life worth living for men who work and play together.

We live in a highly competitive society. The demands of competition are demands that strain to the utmost the human talents, and the penalty for failure is great. But the benefits from a free competitive society are greater than those of any other kind of society that we have seen or in which we have participated.

It seems to me that the kinds of things that this Association is concerned with are serious and important: The erosion of the amateur spirit of the code, and the recent injection of external social issues into the management of our teams.

Certainly in our American system there is no activity in which a man must prove himself as an individual, regardless of race, creed or color, equal to participation on an intercollegiate athletic team. The injection of these external social issues into this particular scene in recent years is in my judgment a disservice to all the people who are interested in intercollegiate sports in this country.

The financial questions involved are of great concern.

There are some good things on the other side of the ledger. One of these things I would say as an educator is there is a new trend and renewed interest in the whole field of physical education and in the training of the men who will be the coaches in our schools throughout the nation.

There once was a great deal of intellectual snobbishness with respect to various curricula. Intellectual snobbishness denies the intellect itself. But I am glad to report there is a new and renewed interest in the value of the part to be played on the football field and in all athletics in the physical education of our nation.

## **Vision and Support in Planning**

Wouldn't it be wonderful if in the planning of our primary and secondary schools throughout the country, and in certain places particularly, we had the vision and the support of the right kind of coaching and the right kind of athletic facilities to provide this kind of learning along with the academic learning which is so important? Both would benefit, and the whole nation would benefit. These things are coming. We should give our attention to the improvement of the whole environment of our people, to changing all our activities and the purpose of all these things we do for our young people.

From these points of view there are some things we can look forward to if we have the will and if we work together. I ask this Association to turn its attention to the constructive things, the development of more and better physical education as a very important part of our national health, and to find ways and means of financing the facilities, coaching and leadership—all the things that are necessary to the physical, mental, and moral development of our young people, to get them a start early enough so they have the opportunity as young boys and young men to develop self-discipline.

In this spirit I accept this award and thank you from the bottom of my heart for it.

## **Championship Corner...**

### **UD Gymnastics: REGIONAL DATES AND SITES SET**

The Eastern Regional Gymnastics meet will be held March 27-28, at Southern Illinois, Carbondale. Independents from regions 1-5 will compete in this meet for a spot in the National Collegiate Championships to be held at Temple University, April 4-6. Regions 6-8 will compete at Air Force Academy on the same March 27-28 weekend.

### **CD Regionals: DATES SET FOR MIDWEST, ATLANTIC COAST CHAMPIONSHIPS**

The University of Northern Iowa will host three spring championship events for the Midwestern College Division region, according to Jim Witham, director of athletics at Northern Iowa and regional chairman. On May 23, both track and field and tennis will be contested. On June 1, the regional golf championships will be held.

The Atlantic Coast chairman, David Busey of Lycoming, has announced that Dickinson will host track on May 22-23; East Stroudsburg will host tennis on June 5-6; and Elizabethtown will host the soccer tournament November 20-21.

The Atlantic Coast Baseball Championships will be held at Fort Eustis, Va., May 28-30, with Old Dominion again acting as host. This will lead to the CD National Championship at Southwest Missouri College, June 3-6.

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# 52 Persons Named to Committees by Convention

Forty-three new members were named to 24 different committees during the Association's 64th annual Convention. Nine members were re-elected.

Seven new chairmen were chosen; three were re-elected. Two new secretaries/rules editors were picked.

The list below, by committee, indicates the new members' names, institutions, the effective dates of their election in parentheses, and the expiration dates of their terms.

Name (effective date)	Institution	Term Expires
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## Baseball Rules and Tournament

(immediately)

1st John Connelly, Northeastern University	9-1-74
4th Robert M. Wren, Ohio University	9-1-73
(9-1-70)	
3rd Chal Port, The Citadel	9-1-74
6th Frank Windegger, Texas Christian University	9-1-74

## Basketball Rules

(immediately)

Chairman—Norvall Neve, Atlantic Coast Conference

6th Bill Menefee, Baylor University	1-1-73
AL Norvall Neve, Atlantic Coast Conference	1-1-75
JC Richard Baldwin, Broome Technical Community College	1-1-77
HS Jerry Simmons, Monrovia High School, Monrovia, Calif.	1-1-72
(1-1-71)	
2nd Dick Harter, University of Pennsylvania	1-1-77
8th Jim Padgett, University of California, Berkeley	1-1-77

## Football Rules

(immediately)

CD Stan Sheriff, University of Northern Iowa	1-1-77
(1-1-71)	
1st Joe Zabalski, Northeastern University	1-1-77
HS Eddy Schluntz, Brookline High School, Brookline, Mass.	1-1-77

## Swimming Rules and Meet

(immediately)

CD Jerry Hinsdale, University of California, Davis	9-1-71
(9-1-70)	
Chairman—Don Van Rossen, University of Oregon	
3rd Bill Harlan, University of Florida	9-1-74
5th Jack McGuire, Iowa State University	9-1-74
AL Vic Gustafson, Gustavus Adolphus College	9-1-74

## Track and Field Rules and Meet

(immediately)

Secretary, Rules Editor—Dixon Farmer

AL Dixon Farmer, Occidental College, Los Angeles	9-1-74
JC Orville Gregory, Johnson County Community College	9-1-73
(Kansas)	
(9-1-70)	
2nd Jim Tuppeny, University of Pennsylvania	9-1-74
5th DeLoss Dodds, Kansas State University	9-1-74
8th Berny Wagner, Oregon State University	9-1-74

## Wrestling Rules and Tournament

(immediately)

5th Hap Whitney, University of Missouri	9-1-74
CD John Reese, Wilkes College	9-1-72
JC Edward Kringstad, Bismarck Jr. College	9-1-73
(9-1-70)	
Secretary, Rules Editor—Dave Adams	
2nd LeRoy Alitz, United States Military Academy	9-1-74
CD Warren Williams, South Dakota State	9-1-74
AL Dave Adams, University of Pittsburgh	9-1-74

## Fencing Rules and Meet

(9-1-70)

Chairman—Robert Kaplan, Ohio State University

Archie Simonson, University of Wisconsin	9-1-76
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## Gymnastics Rules and Meet

(9-1-70)

Chairman—Edward Gagnier, Iowa State University

Frank Wolcott, Springfield College	9-1-77
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## Ice Hockey Rules and Tournament

(9-1-70)

Chairman—John McComb, Ohio University

John Kelley, Boston College	9-1-76
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## Lacrosse Rules

(immediately)

Chairman—Bruce Allison, Union College (N.Y.)

Major James H. Keating, Jr., U.S. Air Force Academy	9-1-76
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## Skiing Rules and Meet

(9-1-70)

John Bower, Middlebury College	9-1-76
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## Soccer Rules and Tournament

(9-1-70)

HS Ted Smith, West Springfield High School, Springfield, Mass.	9-1-77
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## Baseball Tournament, College Division

(immediately)

William Lakie, University of California, Davis	9-1-74
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## Basketball Tournament, University Division

(immediately)

Chairman—Tom Scott, Davidson College

Joel Eaves, University of Georgia	9-1-72
(9-1-70)	
Ernie Casale, Temple University	9-1-76

## Cross Country Meet, College Division

(9-1-70)

Ed Tucker, United States Coast Guard Academy	9-1-76
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## Football Playoffs, College Division

(9-1-70)

Chairman—Edgar A. Sherman, Muskingum College

Rex Grossart, Chico State College	9-1-74
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## Golf Tournament

(9-1-70)

Richard D. Gordin, Ohio Wesleyan University	9-1-76
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## Tennis Tournament

(9-1-70)

Rolla Anderson, Kalamazoo College	9-1-76
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## Volleyball Tournament

(immediately)

Norman F. Kunde, University of Washington	9-1-76
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## College

(immediately)

6th Vannette W. Johnson, Arkansas AM&N University	9-1-74
AL Raymond Whispell, Muhlenberg College	9-1-73
(9-1-70)	
1st Ross Smith, Massachusetts Institute of Technology	9-1-74

## Competitive Safeguards and Medical Aspects of Sports

(immediately)

Olav B. Kollevoll, Lafayette College	9-1-76
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## Constitution and Bylaws

(9-1-70)

John Kane, University of Arkansas	9-1-76
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## Extra Events

(9-1-70)

Chairman—Wade Stinson, University of Kansas

Abe Martin, Texas Christian	9-1-75
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## Water Polo Rules and Tournament Committee

(immediately)

Chairman—Jim Schultz

Jim Schultz, California State College, Long Beach	1-1-74
Alan Field, Queens College	1-1-73
Lee Walton, San Jose State College	1-1-71
Melvin R. Patterson, Texas A & M University	1-1-72



# Hovde, Public Servants and Gridders Feted at 1970 NCAA Honors Luncheon



To the delight of a crowd of 800 which filled the Presidential Ballroom of the Statler Hilton Hotel, the 1970 NCAA Honors Luncheon recognized the achievement of public servants, who were former collegiate athletes, and the members of college football's All-Time Team. President Frederick L. Hovde of Purdue University was presented the fourth annual Theodore Roosevelt Award, the Association's highest Honor. These Luncheon scenes include (1) the presentation to President Hovde by NCAA President Harry M. Cross. NCAA Secretary-Treasurer William J. Flynn (2) presents a Commemorative Plaque to Attorney General John N. Mitchell, while Fordham University's representative Peter A. Carlesimo looks on. Secretary of Labor George P. Shultz (3) responded for the honored members of the Cabinet. Governor Richard B. Ogilvie of Illinois (4) receives his plaque as Yale's representative James Holgate watches Bill Flynn make the presentation. ABC's Chris Schenkel (5) moved the fast-paced program smoothly. A great combination of coaching and playing ability is combined in (6), a gathering of All-Timers Don Hutson, left, and Jim Parker, right, with Alabama's outstanding coach Paul W. Bryant. President Cross (7) presented the institutional Teddy Award to President Malcolm Moos of the University of Minnesota. In the next photo

(8), it was Governor Raymond P. Shafer's turn to receive a plaque. Two of football's fine names, Jay Berwanger, left, and Clark Shaughnessy admire (9) Berwanger's plaque. The first Heisman Trophy winner, Berwanger played for Shaughnessy at the University of Chicago. All-Timer Bronko Nagurski (10) tells Football Writers President John Mooney and All-Timer Frank "Bruiser" Kinard of his playing experiences. Four winners of Postgraduate Scholarships represented those distinguished student-athletes. From left (11) Georgia's Tommy Lawhorne, Boston College's Larry Marzetti, 1969 winner Alden Roche of Southern University and 1969 winner Mike Phipps of Purdue. Lawhorne received a tremendous ovation for his brilliant response on behalf of the postgrads. Governor Harold LeVander of Minnesota and Gustavus Adolphus representative Lloyd E. Hollingsworth admire his plaque (12). The next presentation (13) by Bill Flynn was to Governor Paul Laxalt of Nevada, with Pat Malley representing Santa Clara. Governor Warren P. Knowles of Wisconsin, right (14) congratulates the University of Wisconsin's William H. Aspinwall, CABMA's 1970 Business Manager of the Year. Secretary of Agriculture Clifford M. Hardin, second from left, (15) was on hand to congratulate Teddy winner Hovde and Governor Norbert T. Tiemann, right, with MC Chris Schenkel at left.



# 25 MILLION VIEWED EACH GRID TELECAST IN 1969

(Editor's Note: The following report on the television aspects of the 1969 college football season was produced by NCAA TV Liaison Officer Larry Klein, based upon the report of the 1969 NCAA Television Committee.)

The 1970 NCAA football television schedule, due to be announced in late March, confronts the ABC-TV Sports staff with two major, demanding goals:

1) To make up the strongest possible schedule within the NCAA's TV Plan, and 2) to top its own splendid showing of 1969.

A review of the past season of college grid telecasts shows impressive ratings, technical excellence and a superb network effort on behalf of College Football's Centennial.

Of all the records broken during the Centennial Year, probably the most impressive were the telecast ratings.

The NCAA television series on ABC reached an all-time high average of 15.6 million total homes per game, an 8.3 per cent increase over the previous record of 14.4 million total homes set in 1968. Thus, an awesome average of 25 million people watched at least six minutes of college football per game in 1969.

## Staggering Statistics

The most staggering statistics covered the November 22 battle between 8-0-1 Southern California and 8-0-1 UCLA (which attracted 90,814 fans to Los Angeles Coliseum). Between the 3 p.m. (PST) kickoff and the end of the 14-12 USC victory, an all-time record of 22.8 million homes (some 36.5 million people) tuned in for at least six minutes. The previous high of 20.7 million homes was set by the 1968 wild card game, Notre Dame at Southern California.

In terms of Nielsen ratings (percentage of all TV households in the U.S.), USC-UCLA earned a 38.9, the highest of any regular-season college football game in 14 years.

Similarly, the 1969 season's average Nielsen rating was 26.6, the highest for the series in 12 years.

Another record was set during the Centennial Year. Nearly 8.2 million homes tuned in during the average minute all season. This represented a 10 per cent rise over the former high of 7.4 million average homes in 1968.

College football's record-breaking ratings of 1969 represented more than luck. ABC selected its schedule skillfully and benefited from productive features it originated in 1968-69 with NCAA Television Committee approval: a season finale and a national wild card game outside the appearance rule, two doubleheader Saturdays and two Saturdays when the only game telecast was at night (September 13 and October 4).

Appropriately, the climax came during the regular-season finale. President Nixon visited the ABC booth at halftime, talked knowledgeably on the air with announcer Chris Schenkel and, after Texas' 15-14 victory over Arkansas, visited both dressing rooms.

A split-screen picture, contrasting the jubilant winners' dressing room with that of the quiet losers', poignantly pinpointed the timing and techniques that have made ABC a nationally recognized leader in sports telecasting.

## ABC Team

Much of the network's success could be traced to the ABC team working together for its fourth consecutive year on college football: Roone Arledge, president of ABC Sports and executive producer; Barry Frank, vice-president of sports planning; Chuck Howard, vice-president of program production and producer of all the national telecasts; Andy Sidaris, director of all the national telecasts; Jim Feeney, associate producer; Beano Cook, director of press relations; and announcers Schenkel, Bud Wilkinson, Bill Flemming, and Keith Jackson.

Including the eight College Division teams appearing in four regional championship bowl games, 58 member squads played on the NCAA television series. Also a total of 56 teams appeared in action on "College Football '69," the weekly highlight show produced by the NCAA Official Film Service.

Besides the Sunday highlights, ABC carried four other programs that supplemented the 1969 game series. They were a half-hour All-America review and three shows of an hour each: a Centennial special, an All-America preview and a highlight review.

ABC began its NCAA promotion campaign August 13 and aired 72 network spots through September 12. That day, ABC ran 1,000-line ads for the college telecasts in five big-city newspapers and televised its Centennial show that night. It also took a page ad in Sports Illustrated and supplied all affiliates with a promotion kit for local advertising (ad mats, glossy photos, color slides and on-air copy).

Through the season, ABC placed small, weekly game ads in 13 newspapers; sponsored eight functions for NCAA advertisers; purchased and hung Centennial flags in stadiums of televised games; used the Centennial symbol on stationery, cameras and trucks; and worked Centennial into game commentary and its two new game openings.

ABC associate producer Geoff Mason incited a sizable Centennial salute on a Lawrence Welk show, followed with a late-season segment on Hollywood Palace and coordinated entertainment at the All-Time Team dinner in New York. Sponsored by Chevrolet, this black-tie affair honored the 22 players selected by the Football Writers Association of America.

While all of this was going on, college football attracted a record in-person attendance of 27,626,160 spectators in 1969. It would appear that the stated purposes of the NCAA Football Television Plan are being achieved:

"To reduce insofar as possible the adverse effects of live television upon football game attendance and, in turn, upon the athletic and physical education programs dependent upon the proceeds from that attendance; to spread football television participation among as many colleges as practicable; to seek in all appropriate ways possible the promotion of intercollegiate football through the use of television; to advance the over-all interests of intercollegiate athletics; and to provide football television to the public to the extent compatible with the other objectives."

Members of the 1969 NCAA Television Committee were Asa Bushnell, Walter Byers, Cecil Coleman, Jeff Coleman, Jim Decker, Herb Dorricott, Forest Evashevski, Bill Flynn, Wiles Hallock, Tom Hamilton, Bert Katzenmeyer, Norvall Neve, Bob Reese and Polk Robison. Evashevski served as chairman, Bushnell as secretary and program director, and Larry Klein as liaison officer.

## 1969 NCAA FOOTBALL

Date	Visitor	Home Team	Number Stations	Total Stations	Coverage Factor (%)	Total Audience (%)	Total Homes (Millions)	Average Audience (%)	Average Homes (Millions)	Share (%)
9/13	Air Force-SMU (Night)	.....	—	202	98	25.4	14.9	12.1	7.1	26
9/20	Texas-California	.....	98	202	98	21.6	12.6	10.9	6.6	31
	Indiana-Kentucky	.....	73							
	Kent State-Ohio U.	.....	8							
	Arizona-Wyoming	.....	23							
9/27	Princeton-Rutgers	.....	24	205	97	20.9	12.2	10.9	6.4	39
	Washington-Michigan	.....	68							
	Texas A&M-Nebraska	.....	63							
	Auburn-Tennessee	.....	41							
	Richmond-VMU	.....	9							
10/4	Mississippi-Alabama (Night)	..	—	201	98	25.0	14.6	12.4	7.3	26
10/11	Oklahoma-Texas	.....	—	212	98	27.6	16.2	15.3	9.0	43
10/18	California-UCLA	.....	—	211	98	27.2	15.9	13.8	8.1	38
10/25	Michigan State-Iowa	.....	114	213	98	22.4	13.1	12.2	7.1	41
	Auburn-Louisiana State	.....	49							
	Texas Tech-SMU	.....	44							
	New Mexico St.-W. Texas St.	..	6							
11/1	Air Force-Army	.....	49	213	98	26.3	15.4	15.2	8.9	45
	Ohio St.-Northwestern	.....	84							
	Miami (Fla.)-Houston	.....	7							
	Texas A&M-Arkansas	.....	28							
	Louisiana State-Mississippi	....	45							
11/8	Iowa-Indiana	.....	44	212	98	23.3	13.6	11.9	7.0	41
	Oklahoma-Missouri	.....	92							
	Stanford-Washington	.....	25							
	Florida-Georgia	.....	51							
11/15	Purdue-Ohio St. (Wild Card)	..	—	213	98	29.4	17.2	16.8	9.8	49
	Notre Dame- Georgia Tech	....	—	207	98	30.0	17.6	13.9	8.1	26
11/22	Doubleheader									
	Ohio State-Michigan	.....	113	214	99	26.8	15.7	16.1	9.4	51
	Dartmouth-Princeton	.....	17							
	Missouri-Kansas	.....	69							
	North Carolina St.-Florida St.	....	15							
	Southern California-UCLA	....	—	207	98	38.9	22.8	18.2	10.7	33
11/27	Texas Tech-Arkansas	.....	—	195	98	21.8	12.8	9.2	5.4	26
11/29	Doubleheader									
	Army-Navy	.....	—	214	98	26.8	15.7	14.9	8.7	47
	Penn St.-North Carolina St.	..	—	214	98	28.9	16.9	15.1	8.8	36
12/6	Texas-Arkansas	.....	—	210	98	29.8	17.4	18.2	10.7	50
Averages				209	98	26.6	15.6	13.9	8.2	38

## KEY FOR RATINGS TABLE

TOTAL AUDIENCE: audience viewing all or any part of program in excess of five minutes, reported in two ways:

(a) In per cent of U.S. TV households;

(b) In terms of the projected number of households reached.

AVERAGE AUDIENCE: number of TV households tuned to program during average minute, reported in two ways:

(a) In per cent of U.S. TV households;

(b) In terms of the projected number of households reached.

SHARE OF AUDIENCE: audience during average minute of program, in per cent of households using television at time program was telecast.

## Tidd Elected 1970 CABMA President

C. Kim Tidd of Kansas State has been elected president of the College Athletic Business Manager's Association, succeeding John J. Laetz of Michigan State.

Other officers elected at the twentieth anniversary meeting in Washington were: Monte C. Johnson, Kansas, first vice-president; Robert Cahill, Notre Dame, second vice-president; John O'Neill, Georgia Tech, third vice-president; William H. Aspinwall, Wisconsin, secretary-treasurer.

Aspinwall was also the recipient of the CABMA award as Business Manager of the Year. Past winners of the award are Ken Ferris of Oklahoma, Herb Jones of Notre Dame, and Ed Czekaj of Penn State.

Aspinwall began his work in the department of athletics as a student working in ticket sales and serving as head usher of all events on the Wisconsin campus. He graduated with an accounting degree and became the department's first accountant.

He became business manager in 1932, and in 1942 also assumed the duties of director of ticket sales. He is a charter member of CABMA and served as its secretary-treasurer for the first seven years. He was president in 1957.

Ken Ferris of Oklahoma State served as chairman of the Awards Committee.

## Letters to the Editor

Editor  
NCAA News

If I may, I would like to use this means to reflect on the interesting and exciting year I have spent representing college football in its Centennial Year. It would be impossible to find a thank you to adequately express my appreciation for the privileges that have been mine—the travel, the conventions, the new friends, the NCAA Scholarship and the exciting football games are just a few. I only wish others might have the opportunity to see the inside of college athletics and meet the dedicated people involved in the college program as I have.

Once again, thank you.

Sincerely,  
BARBARA SPECHT  
College Football Centennial Queen

Editor  
NCAA News

Thank you ever so much for placing my plea in your NCAA News. The results have been just amazing. Many institutions have sent films. Better still, the Armed Forces Motion Picture Service, which previously had not considered us large enough to be supplied with film specials (i.e. football films, etc.), saw the article and now is sending us weekly "shorts."

Need I tell you how this has helped morale. Four hundred soldiers in Turkey are indebted to you for the efforts made in our behalf. Thanks a million.

Sincerely,  
DONALD G. HILL, SR.  
Chaplain (MAJ), USA  
Group Chaplain

(Editor's Note: If you have new films available, Major Hill's address is Department of the Army, Headquarters, TUSLOG Detachment 67, APO New York 09380.)

## "Unparalleled Academic and Athletic Competition"

EDITOR'S NOTE: The following remarks were given by Thomas W. Lawhorne, Jr., responding for the Postgraduate Scholarship winners at the NCAA's 1970 Honors Luncheon. Lawhorne earned a 4.0 g.p.a. and played linebacker at Georgia. He now attends the Johns Hopkins School of Medicine. His delivery was superb, but his content alone would have drawn the ovation he received.

On behalf of the 337 recipients of NCAA postgraduate scholarships, I thank you for the more than one quarter of a million dollars you have provided for us to pursue graduate study.

To me, this program epitomizes some of the fundamentals of college athletics. The primary goal of a young athlete entering the college ranks is to obtain a good education in order to enrich his own fulfillment and to prepare for his life's career. The role of collegiate athletics in emphasizing "the books" first is one of the greatest and most wonderful attributes of the games we all love.

College football is a wonderful institution . . . the pageantry; the excitement; the challenge; the wholesome competition between schools, conferences and fans; the comradeship among alumni, and the friendships which develop among players and coaches. Then, too, the gridiron may provide us with some of our most valuable education — knowing what it is to be knocked down, but then get up; to hurt and keep on running; or to have to bow your neck on third and one in the fourth quarter with the score tied. These are the sort of things that will help one to become a better teacher, lawyer, doctor, citizen, father, husband . . . MAN.

Today, both academic and athletic areas are experiencing unparalleled times of competition and specialization. It is quite a responsibility of a university-oriented program to offer opportunities whereby a young man may realize his full potential during four of the most critical and formative years of his life. I think the NCAA is accepting its responsibility and fulfilling its role well.

You know, most of us 337 are young "old has-beens" now, but we thank you, the NCAA, for supporting college athletics and academic scholarship — for teaching us a lot about life and giving us a better start.

## INTERPRETATIONS

**Situation**—A member institution utilizes the NCAA national tables (or one more exacting) to implement Bylaw 4-6-(b). An incoming freshman did not predict a minimum 1.600 on the national tables and was declared ineligible to receive financial aid and to practice for or participate in athletics.

**Question**—Is this young man eligible for institutional financial aid and eligible to practice and participate in athletics at the beginning of his second year even though his grade point average was below 1.600 at the close of his first academic year?

**Answer**—Yes. Inasmuch as the institution is utilizing the NCAA national table (or one more exacting), the student-athlete's continuing eligibility for financial aid and eligibility to practice for and participate in intercollegiate athletics are limited only by the institution's official regulations governing normal progress toward a degree for all students as well as any other applicable institutional and/or conference eligibility rules. These requirements must be on file with the NCAA. [NCAA Bylaw 4-6-(b)-(2)].

**Situation**—An institution sponsors an NSYSP project on its campus.

**Question**—May an institution employ its student-athletes as counselors in the program?

**Answer**—Yes. The NSYSP is classified as a "Diversified Sports Camp" and involves the use of the member institution's facilities and/or athletic staff personnel. Enrolled student-athletes may be employed as counselors except that not more than one member (with eligibility remaining) of the previous year's freshman or varsity football squads and one member (with eligibility remaining) of such basketball squads may be so employed. [NCAA Constitution 3-1-O.I. 16 and May 24, 1968, Report to Membership].

**Situation**—A member (with eligibility remaining) of Institution A's football (or basketball) squad wishes to serve as a counselor in a specialized football (or basketball) sports camp conducted on the campus of Institution B by a coach of Institution B.

**Question**—May the student-athlete described above serve as a counselor in the specialized sports camp?

**Answer**—Yes; however, not more than one member with eligibility remaining from Institution A's football (or basketball) squad may be so employed. [NCAA Constitution 3-1-O.I. 16 and NCAA Bylaw 8-2-O.I. 186].

**Situation**—An outside organization or individual wishes to utilize as counselors several members of an institution's basketball squad (with eligibility remaining) in a specialized sports camp.

**Question**—May these student-athletes be utilized as counselors without constituting out-of-season practice?

**Answer A**—No. Only one such member of the basketball squad may be so employed. [NCAA Bylaw 8-2-O.I. 186].

**Question B**—May a student-athlete's name or picture be used to promote or publicize the camp?

**Answer B**—No. A student-athlete of an NCAA member institution may be listed as a staff member of the camp, but his name or picture may not be used to advertise or promote the camp. [NCAA Constitution 3-1-O.I. 21 and May 24, 1968, Report to Membership].

## Trampoline Meet Set for Temple On April 2-4

The 1970 National Collegiate Trampoline Championships definitely will be held.

The NCAA Executive Committee reaffirmed its decision to continue the Championships when it met at the January Convention.

The Committee reviewed at that time the results of the recent survey of NCAA member institutions which sponsor intercollegiate gymnastics and felt there was sufficient interest to warrant conducting the event.

The trampoline meet will be held at the same site and on the same dates as the National Collegiate Gymnastics Championships. Temple University will host the 1970 event on April 2-4.

The survey of the 139 institutions which have previously indicated they sponsor intercollegiate gymnastics was conducted during October and November. A response was received from 83.5% of the institutions surveyed.

The over-all vote slightly favored elimination of the event, 57-54, but among those institutions which have the sport in some form (intercollegiate, intramural, club), 34 favored retention and 19 voted for elimination.

Thirty-six institutions indicated they would compete in the event, and all but four of those favored the meet being held at the same site on the same dates as the National Collegiate Gymnastics Championships.

Trampoline was an event in the Gymnastics Championships from 1948 through 1968. The Executive Committee then voted to conduct a separate National Championship meet, which was held in 1969 at the University of Michigan.

The Gymnastics Rules Committee subsequently recommended elimination of the event altogether, but the Executive Committee ordered a survey of the institutions concerned before taking further action.

## NCAA Convention Has Record Registration

A record 709 persons representing 465 institutions and organizations registered for the Association's 64th annual Convention in Washington, D.C. This figure surpasses the previous mark of 617 established at the 1968 Convention in New York City.

Of the 666 members eligible to vote (active institutions and allied conferences), 435, or 65.3 per cent, sent delegates, however, only one measure drew more than 300 ballots; that being the 272-29 vote in favor of allowing a student with eligibility remaining in basketball to compete as a member of his high school's alumni team.

The record number of ballots cast at an NCAA Convention was the 170-156 vote in favor of one of several amendments to the 1.600 legislation at New York City in 1968.

Tom Moore has been appointed head diving coach at the University of Alabama. Moore was formerly swimming coach at LeMoyne College, and diving and swimming coach at the Memphis Athletic Club. Moore is a graduate student in anthropology at Alabama. He is a graduate of Memphis State University.

On This Issue . . .

Two New Members for  
Council, Exec Committee

Financial Study Progresses

52 Elected to Committees  
At 64th Convention

1969 NCAA Football Television  
Program Successes Reviewed

Convention Pictorial Highlights

FEBRUARY, 1970

ADDRESS CORRECTION REQUESTED

1221 Baltimore Avenue, Kansas City, Missouri 64105



**NCAA NEWS**

# NCAA Calendar of Coming Events

Event	Site or Host	Date	Event	Site or Host	Date
Omaha USTFF Indoor Meet	Omaha, Nebr.	Feb. 9	National College Division Wrestling Championships	Ashland College Ashland, Ohio	Mar. 13-14
Astrodome-Federation Relay Championships	Astrodome Houston, Texas	Feb. 13-14	National College Division Swimming Championships	Oakland University Rochester, Mich.	Mar. 19-21
5th Media Seminar	Univ. of Texas, Austin	Feb. 16-18	National Collegiate Basketball Finals	Univ. of Maryland College Park, Md.	Mar. 19 & 21
USTFF Eastern Indoor Track Championships	Dartmouth College Hanover, N. H.	Feb. 22	National Collegiate Fencing Championships	Univ. of Notre Dame South Bend, Indiana	Mar. 19-21
National Collegiate Skiing Championships	Dartmouth College Franconia, N. H.	Mar. 5-7	National Collegiate Ice Hockey Championship	St. Lawrence University Lake Placid, New York	Mar. 19-21
National College Division Basketball Regionals	To Be Determined	Mar. 6-7	National College Division Gymnastics Championships	Mankato State College Mankato, Minn.	Mar. 26-28
National Collegiate Basketball First Round	To Be Determined	Mar. 7	National Collegiate Swimming Championships	University of Utah Salt Lake City, Utah	Mar. 26-28
National College Division Basketball Finals	Roberts Stadium Evansville, Ind.	Mar. 11-13	National Collegiate Wrestling Championships	Northwestern University Evanston, Ill.	Mar. 26-28
National Collegiate Basketball East Regional	Univ. of South Carolina Columbia, S. C.	Mar. 12 & 14	National Collegiate Trampoline Championships	Temple University Philadelphia, Pa.	Apr. 2-4
National Collegiate Basketball Mid-east Regional	Ohio State Univ. Columbus, Ohio	Mar. 12 & 14	National Collegiate Gymnastics Championships	Temple University Philadelphia, Pa.	Apr. 2-4
National Collegiate Basketball Midwest Regional	Univ. of Kansas Lawrence, Kans.	Mar. 12 & 14	USTFF Decathlon Championship	Drake University Des Moines, Iowa	Apr. 22-23
National Collegiate Basketball West Regional	Univ. of Washington Seattle, Wash.	Mar. 12 & 14	National Collegiate Volleyball Championship	University of California Los Angeles, California	Apr. 24-25
National Collegiate Indoor Track Championships	Cobo Hall Detroit, Mich.	Mar. 13-14	USTFF Marathon Championship	Drake University Des Moines, Iowa	Apr. 25