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## New TV contracts mean less money

By Stu Pospisil  
Daily Nebraskan Staff Writer

More televised games will mean less money for Nebraska's athletic department this season.

The paradox is a result of the June 27 Supreme Court ruling that voided the National Collegiate Athletic Association's multi-year, \$275 million exclusive contracts with ABC, CBS and the Entertainment and Sports Programming Network (ESPN). The court agreed with the universities of Oklahoma and Georgia, which brought suit against the NCAA in 1981, that the television contracts were in violation of federal anti-trust laws.

"I'm trying to figure out how we'll make more than \$500,000 from all television revenue," Nebraska athletic director Bob Devaney said last month. "We were making something like \$800,000 from television, but I can't see how we'll make that much money."

Nebraska could have as many as five regular-season games televised this year, two more than in 1983. But the appearances will each be worth about half of what the networks said last season.

An appearance on national television was worth \$1.2 million in 1983, but will be worth approximately \$600,000 in 1984.

Under the Big Eight's formula for distribution of television revenue, Nebraska receives 22 percent of the money if it plays a non-conference game, and 20 percent for a conference game. Nebraska receives 11 percent and 10 percent, respectively, when another conference school plays in a televised game.

With bidding for college football rights open, the networks no longer have to pay for exclusivity.

After the NCAA's Division I schools rejected a television plan proposed by the NCAA on a 66-44 vote (Devaney had worked on the plan, but Nebraska abstained in the voting), ABC, CBS and

ESPN then signed television contracts worth an estimated \$32.3 million, less than one-half of the \$69 million ABC and CBS paid last season.

The 63-school College Football Association, of which the Big Eight and Nebraska are members, and ABC agreed in July to an estimated \$15 million contract that calls for 20 games to be televised in 13 weeks. Each game is estimated to be worth \$600,000.

"A \$15 million contract, that's disappointing," Devaney said when he first learned of the CFA pact. "I can't see how the CFA could be pleased."

The CFA also signed a \$9.3 million contract with ESPN for 15 games to be telecast primarily on Saturday nights. Each ESPN game would be worth \$620,000.

A coalition of the Big Ten and Pacific 10 conferences could not work out a compromise with the CFA, and signed an estimated \$8 million contract with CBS for 14 telecasts, including some regional games. Each game would be worth about \$571,000.

The disagreement between the CFA and the Pac 10-Big Ten coalition has apparently prevented CBS or ABC from televising the Sept. 22 Nebraska-UCLA game in Pasadena, Calif.

A provision in the CFA-ABC contract prevents televising of "crossover" games — games involving a CFA school and a Pac 10-Big Ten school. The provision will keep attractive matchups such as Penn State-Iowa (Sept. 15), Nebraska-UCLA and Notre Dame-USC Nov. 24) from being televised.

Devaney and Nebraska Coach Tom Osborne repeatedly have said they wish arrangements can be made for a UCLA telecast, but not at the expense of NU's relationship with the CFA.

"We'd like to have the game televised, but we don't want to defy the Big Eight."

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