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NEWS

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18 TV STATIONS, INCLUDING 5 IN MONTANA,
TO CARRY MONTANA-IDAHO REGIONAL GAME

MISSOULA--

The American Broadcasting Co. has cleared 18 television stations in the Rocky Mountain Region to carry this week's University of Montana-University of Idaho football game on regional television.

The network works hand-in-hand with the National Collegiate Athletic Association in deciding the area of coverage as well as the games to be broadcast.

Five Montana stations have been cleared for coverage, and other stations receiving Spokane cable television service will be able to receive the game from KREM-TV in Spokane, which recently got permission to carry the Montana-Idaho and Washington State-Stanford games as a doubleheader.

The five Montana stations receiving the game will be KULR-TV, Billings; KXLF-TV, Butte; KXGN-TV, Glendive; KFBB-TV, Great Falls, and KBLL-TV, Helena.

General managers of the five stations were generally pleased with the fact that ABC and the NCAA had decided to carry a game involving a Montana team.

Ralph Davidson of KULR in Billings had this to say.

"It looks like the policy of past years is breaking. We think it's a terrific thing for the University of Montana and for the state. We'd like to see more of it in the future."

Bob Ottman, of KBLL in Helena, said, "It's a good thing, and we're happy to be a part of it and carry the game. It's wonderful to involve a Montana school in this type of coverage."

more

Donald E. McClintock of KFBB of Great Falls commented, "This whole thing represents the fact that our fine institutions and teams are being recognized nationally. The people concerned have finally realized that there are great schools and football teams in this area.

"We are especially pleased that they decided to do it this year, with the resurgence of the Grizzlies so apparent at this time."

In Butte, KXLF's Ed Peiss said, "It's a tremendous thing of great significance not only to the University of Montana but to the entire state. It means that our schools and football teams are finally being considered worthy of this type of event."

Glendive's Gerry Robbins at KXGN thinks it's "great that Montana is being recognized in this fashion. It's great for Montana, the team, and the school."

Robbins said his station will send the only signal for all of Eastern Montana on the game, and that there has been more interest shown in this game than any other his station has carried so far.

The other stations carrying the telecast include one in New Mexico, three in Idaho, one in Oregon, one in Texas, three in Arizona, and one each in Wyoming, Utah and Nevada.