Los Angeles 1984
ABC and television coverage
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Director of Olympic Planning

ABC Sports at Lake Placid.

ABC Sports, which has televised to the United States seven of the previous nine Olympic Games, will serve as host coordinating broadcaster for the 1984 Olympic Games in Los Angeles. We shall also provide more than 200 hours of coverage to the United States audience, and, as the U.S. rights holder for the 1984 Winter Games, plan more than 60 hours of coverage from Sarajevo.

As host coordinating broadcaster in Los Angeles, ABC will coordinate the production and technical needs of all Olympic broadcasters and assist them in meeting their programming needs. We will incorporate all the creative innovations which have made ABC the leader in American sports television to provide complete, comprehensive and expert coverage from more than 20 venues to those television organisations which have obtained rights from the Los Angeles Olympic Organising Committee.

For our international colleagues, we shall have available an international broadcast centre at which nearly every conceivable need can be met from producing a television show to renting a car, to cashing a cheque. The centre is located at the Sunset-Gower studios in Hollywood, an operational television production centre which has been leased by ABC for the world broadcasters. The facility is located on part of the famed Columbia pictures lot, where some of the world’s most popular and well-known motion pictures have been produced. The centre will be furnished with «state of the art» broadcast equipment and production facilities, as requested by the world broadcasters, and it is directly across the street from a telephone company operations building which will make access to international transmission facilities readily available.

In order to provide for the international broadcasters, during the Games, over 500 ABC people will be working at the Sunset-Gower facility. ABC personnel have had a long history of Olympic involvement having...
broadcast to the United States the Winter Games at Innsbruck 1964, Grenoble 1968, Innsbruck 1976, and Lake Pacid 1980, in addition to the Olympics from Mexico City 1968, Munich 1972, and Montreal 1976. We have drawn upon the experience of previous host broadcasters and have combined their knowledge with our own expertise to formulate plans for Los Angeles.

As well as being experienced in Olympic coverage, ABC is the most recognised broadcaster of television sports in the United States, having won a total of 52 Emmy awards, 23 of which are for our Olympic telecasts.

We have already conducted some preliminary production surveys in the Los Angeles area and are quite satisfied with the venues selected by the Los Angeles Organising Committee. We have found that the venues have suitable camera positions and are adaptable to the production needs of television, insuring our ability to provide the spectacular coverage which the world has come to expect from the Olympic Games. ABC Sports has also already televised events from several of the Olympic venues including the Los Angeles - Memorial Coliseum, - Los Angeles Sports Arena, the Forum and Pauley Pavilion.

ABC Sports production and broadcast operations and engineering personnel have been at work in Los Angeles for some time making preparations to accommodate the needs of the 6000 to 7000 international broadcasters. We still have a tremendous amount of work, but look forward with anticipation to the Games and to hosting the broadcasters of the world.

P. C. D.