

January 6, 1975

Mr. John Y. Brown
Hurstbourne Towers
Hurstbourne Lane
Louisville, Kentucky

Dear John:

Now that the holidays are behind us I think it is in order for me to remind you that the matter of television and the American Basketball Association really needs handling. It seems to me that there is a tendency on the part of your associates to wait for NBC to come forward with an invitation to begin to negotiate. Such anticipation may be naive.

NBC like any other network will want to position itself so as to be able to negotiate with the ABA if it finds the need to replace either the NHL or its tennis. Until the network knows what its final position will be it is simply a matter of good logic and business practice to keep the ABA "on hold" for as long as possible.

I felt when I first started to talk to you that skilled and experienced television negotiation and selling was vital to your league. I feel that the situation is no less critical now than it was in November and that the longer the ABA takes to adopt a relatively aggressive television policy the weaker its position will be in any ultimate negotiation.

I think that the American Basketball Association and Trans World International should make every effort to reach an agreement on a basis that you consider fair. Perhaps it would be advantageous for me to meet with you and the other people most responsible for the League's television policies. I would certainly

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I like to do so.

Every good wish for a healthy, happy and prosperous New Year.

Sincerely,

JAY MICHAELS

JM:lhq