

underwent triple-bypass heart surgery last month, and it is uncertain when or if he will return. Until more is known, Glenn Ordway, Most's color commentator, will do the play-by-play and Doug Brown will handle the color.

Clippers

Cable coverage of the Los Angeles Clippers moves to SportsChannel, which expanded into the Los Angeles area after the team's pay cable outlet for last season, the Z-Channel, went out of business. SportsChannel will show 28 home games. Sales have been "pretty strong, considering that we are just starting out," said Pat McCabe, SportsChannel's advertising manager. Currently the service is seen on 100,000 homes. Budweiser is the key national advertiser, and several local advertis-



ers have also signed on, McCabe said. So far, no announcers for the cable games have been hired.

On broadcast television, the Clippers return to KTLA(TV) Los Angeles. It will broadcast 25 games, four home and 21 away.

The team retains its radio rights. Mitch Huberman, Clippers vice president, broadcast marketing, said that all of last year's major radio broadcast clients have bought into the 1989-90 season. Among them are Subaru, Goodyear, Arco and American Airlines. Ralph Lawler, who last year announced Clipper games with former NBA coach Hubie Brown, will announce them alone this year. The entire Clipper schedule will be heard over KRTH(AM) Los Angeles.

Hawks

WGST(AM) Atlanta has signed a new three-year deal with the Atlanta Hawks to broadcast all of the team's games, including pre-season and playoffs. About 70% of ad time has been sold so far this year, down 10% from this time last year, according to the station. Major ad-



vertisers include Anheuser-Busch, McDonald's, Goodyear Auto Service and Chevron. Steve Holman will call the games.

TV coverage is provided by superstation WTBS(TV) Atlanta, which will broadcast 25 away games for the first time since 1987. WGNX(TV) held the rights last year in a one-year deal. The Hawks are owned by Turner

Broadcasting System, which currently has 50,582,000 subscribers, according to A.C. Nielsen. Ron Thulen will do the play-by-play for WTBS. A color commentator has not been named yet. Should the Hawks make the playoffs, WTBS will broadcast five games.

WTBS last year sold both the Hawks and the NBA. However, this year WTBS is broadcasting the Hawks exclusively, and TNT will broadcast about 50 regular season and 25 playoff games for the NBA. The station says that since it is now covering the Hawks exclusively, sales have gone up and ad time is almost sold out. Major advertisers include Delta Airlines, Nissan, General Motors and Pizza Hut.

Heat

WBFS-TV Miami purchased the television rights to the Miami Heat and is feeding an eight-station network in Florida, Alabama and Georgia. The stations will carry 25 away games, including four pre-season. WBFS-TV has "about 95% of renewals from last year and we are a few days away from signing several new deals," said Jerry Carr, the station's general manager. The sales are slightly ahead of last year. Major sponsors include Miller beer, Nissan and Texaco.

WQAM(AM) Miami is the flagship for five Florida stations and will carry seven pre-season games (the first pre-season game will not be broadcast) and all regular season and play-



off games, as well as the All Star game. The team retains the rights, and ad inventory is 95% sold. The Heat will also be broadcast in Spanish on WAQI(AM) Miami, which will carry 82 regular season games. Announcers have not been named. The ad sales are a cooperative effort between the station and the team.

The Heat is also covered on cable by SportsChannel Florida, which retains the rights. SportsChannel will carry 41 games including one pre-season, 10 away and 30 regular season. SportsChannel has sold about 70% of its ad inventory, which is ahead of this time last year, and its major sponsor is Budweiser.

Hornets

Radio coverage for the Charlotte Hornets will again be provided by WBT(AM) Charlotte. The station is in the second year of a three-year deal and is the head of a 36-station network. Play-by-play will be handled by Steve Martin, and Gil McGregor will provide color commentary. WBT airs every Hornets game, including pre- and post-season. Martin says that about 90% of the ad time has been sold for the new season and is slightly ahead of last year's pace. Major advertisers include Anheuser-

Busch and First Union Bank.

Television coverage is provided by WCCB(TV) Charlotte. The station, in the second year of a five-year contract, will show 31 road games and will be the originating station of a 12-station network throughout North Carolina, South Carolina and Virginia. Gary Sparver does play-by-play for WCCB and Mike Pratt adds color commentary. Major advertisers include U.S. Airlines, Anheuser-Busch, All State Insurance and Nissan. WCCB also works with Creative Sports Marketing, a college sports



syndicator, in the production and distribution of the games. Although the Hornets have sold no cable TV rights, Washington-based Home Team Sports reaches the area, and Turner Broadcasting and several of the MSO's on the board plan to launch a regional sports network in the Southeast next year that will include North Carolina.

Jazz

KSTU(TV) Salt Lake City is in the second year of a five-year contract to broadcast Utah Jazz games. The station will carry 26 games, eight of them at home and 18 away. Announcers are Hot Rod Hundley and Utah Jazz director of broadcasting Carl Arky.

The team will carry 25 additional games (20 home, five away) over the Jazz Cable Network, a regional sports network run as a joint venture with Tele-Communications Inc. Hundley and Arky are the announcers. Major sponsors include Anheuser-Busch, Coca-Cola, Chevron, All State and Toyota.

KISN(AM) is in the final year of its contract to



broadcast Jazz games, and hopes to renew. It is the originating station for the Jazz's 10- to 12-station regional radio network. KISN(AM) will simulcast all 82 regular season games, plus eight pre-season, and all playoffs. Hundley handles announcing chores and is joined by Dave Blackwell for a one-hour pre-game and one-hour post-game show. Ron Boone, former player for the Lakers, does all the cable games. The team controls all in-game inventory; the station sells pre- and post-game and shares inventory with the team. The team controls all rights from 10 minutes before to 10 minutes after the game.

Kings

In the second year of a three-year contract, KRBK-TV Sacramento, Calif., will air 30 (24 away and 6 home) Sacramento Kings games