

operators and representatives, headed by WGAY's Dorf, have begun meeting with the aim of improving advertisers' image of beautiful music and other formats targeted to older listeners, such as middle-of-the-road and all-news. Launched at last January's Radio Advertising Bureau's Managing Sales Conference, the effort could eventually involve a national media campaign, paid for by participating stations, to convince media buyers that formats that attract listeners over 35—formats such as beautiful music and MOR—attract large audiences generally and that those audiences, although usually over 35, consume more goods and services than advertising agencies now assume they do. The campaign, which could involve research into listening and consuming habits, will not be an RAB effort, according to Dorf, although RAB representatives have participated in meetings that have led to its development. □

Players, Turner set details for strike league

WTBS would air 18 games in event of football strike

The Turner Broadcasting System and the NFL Players Association announced details last week of an "unofficial [nine-week football] season," if there is a players' strike, to which Turner would hold exclusive broadcast rights costing over \$10 million.

TBS would broadcast the Sunday afternoon and Monday night games of the strike league over WTBS(TV) Atlanta, which reaches 22 million cable homes. In addition, TBS's syndication unit has begun negotiations with TV broadcast stations, both independent and network-affiliated, in the top 30 markets for rights to the games. Negotiations for radio coverage by an amalgamation of stations forming an independent network are also in the works.

The league, as announced by TBS Executive Vice President Robert Wussler and NFLPA Executive Director Ed Garvey last week in Washington, would play two games a week for nine weeks. Six teams, one to represent each conference of the NFL, would be formed. The Los Angeles-based talent and promotion firm of Kragen & Saltman is lining up promoters in major cities to secure stadium facilities and promote the games. Fourteen commitments have been received so far. Each team would carry 45 players, voted to the team by other players. Garvey said each player would be compensated \$4,000 to \$5,000 for each game, which would work out to over \$8 million over the nine-week season. Additional money would be available for players not selected, which would bring the tab to "in excess of \$10 million," said Wussler. The networks' five-year NFL contract runs to \$2 billion.

Wussler said TBS could make \$20

million to \$30 million if the season runs its course, which would include a championship game in December at Aloha Stadium in Honolulu.

Wussler said six advertisers had shown interest as of Friday, Aug. 13, and said work would begin in earnest today to talk to additional advertisers and broadcast stations about carrying the games. Advertiser reaction has been "excellent," said Wussler, who hopes to get near the \$80,000-mark for 30-second spots the networks were charging in their contract with the NFL. Wussler said TBS would begin accepting conditional ad contracts this week.

TBS hopes to reach about 85% of the 80 million TV homes through cable and TV coverage. Wussler said there would be no television blackouts.

All the above is predicated on a "work stoppage," as Garvey was calling it. Should a strike occur, the "unofficial season," including its promotion, would not begin until two weeks after the work stoppage. If the new league plays one game and the labor dispute is solved, the league and the Turner TV contract would dissolve. Coaches and announcers for the games have not been chosen.

At the press conference, both Garvey and Wussler said they hoped there would not be a strike. Ted Turner, as TBS's principal owner, is a sports owner himself with the baseball Braves and the basketball Hawks. And though Wussler said last year's baseball strike was "no fun," he said the agreement was designed to provide the American public with NFL-type football in the fall.

Garvey echoed that concern, saying the agreement provided compensation for the players in the event of a strike (the NFLPA has no strike fund, he said) and would not prevent football fans from viewing professional-caliber games.

Ticket prices for the games would be no more than 75% of the average NFL games, Garvey said, and 2,000 tickets would be given away to a youth organization for each game. Garvey said if a strike occurs and lasts three to four weeks, it would shut down the NFL for the entire season. □

WGA executive warns of creeping commercialism in public broadcasting

The executive director of the Writers Guild of America West has voiced concern over what she sees as the growing commercialism among the nation's public television stations. In an interview, WGA's Naomi Gurian said that some Public Broadcasting Service stations are "very close to having lost any characteristics that distinguish them from the commercial stations. When they lose those, there is no reason to give them a special break in rates. Now they have commercials, which they call 'enhanced underwriting.'"

Gurian predicted that as the distinctions

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