

ations." The Mariners are in negotiation with Group W Satellite Communications on a contract covering cable television, but it is not known if an agreement will be reached by the start of the season.

Atlanta Braves

Five preseason exhibitions will be among the 150 Braves games that WTBS(TV) Atlanta will telecast, according to Don Ellis, executive producer of sports at the superstation. TV rights to the Braves schedule are held by Turner Broadcasting System, which owns WTBS and the Braves. The telecasts will be channeled to 5,968 cable systems, reaching 29.3 million homes. Rotating as announcers will be Ernie Johnson, Skip Caray, Pete Van Weiren and John Sterling. Among national sponsors signed are Toyota, Red Man chewing tobacco, Eastern Air Lines, Coca-Cola, Anheuser-Busch and Gulf. WTBS has scheduled *A Tale of Two Seasons*, a documentary on the Braves, in prime time, Sunday, March 25. Like a similar offering last March, *A Long Way to October*, it will be narrated by veteran sports commentator Red Barber. The Braves organization retains its radio rights and does its own selling. This year, game originator will be WCNN(AM) Atlanta, switching from WSB(AM) there. Announcing is to be handled by Johnson, Caray, Van Weiren and Sterling. Top national accounts

Share and share alike. KPDX-TV Vancouver, Wash., and KSTW-TV Seattle have begun what they call an "informal business partnership," under which the stations will exchange programs of common interest. Starting in April, the first of 25 Seattle Mariner baseball games telecast away from home by KSTW-TV will be fed to KPDX-TV. The stations say their partnership is a "two-way street," with KSTW-TV now in the process of planning sports and special events programming of interest to both markets.

include Anheuser-Busch, Eastern and Coca-Cola.

San Diego Padres

KCST-TV San Diego enters the second year of its three-year pact with the Padres, feeding coverage to three other stations. About 50 games will be telecast. According to Jerry Coleman, Padres radio/TV director, the team will make games available to about 400,000 area cable subscribers on a pay-per-view (PPV) basis through Cox Cable, Sun Cable and American Cable Television. Negotiations are in progress to link the PPV network to other area cable systems, he said. Subscribers will be offered two separate PPV packages of either 40 or 20 games. The Pa-

dres will produce the games, although the team and one or more cable systems may originate local pre- and postgame shows.

KFMB(AM) will be in the second year of its three-year pact with the Padres, feeding four smaller stations. A Spanish-language network of about 15 stations will be originated at XEXX(AM) Tijuana.

Houston Astros

The club continues to retain broadcast rights, setting up its networks and handling sales to advertisers in most cases, although the stations also have spots to sell. KTXH(TV) Houston is again the TV originator and will feed coverage of 75 games to a network of 12 stations, although the number of games varies in each market. KRBE(AM) Houston will again originate radio coverage for a network of 30 to 35 stations, with KRBE-FM simulcasting the night games. Radio network coverage will include all 162 regular-season games plus 17 preseason contests. Art Elliott, director of broadcast operations for the Astros, is also in the process of setting up a "small" Spanish-language network, with KYST(AM) Texas City, Tex., as the originator, to cover all regular season and a dozen preseason games. Elliott reports advertising sales moving well, with Anheuser-Busch, Datsun and First City Bank of Houston among the major sponsors on both radio and TV and with Coca-Cola among others

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