

Howard David (play-by-play), Jim Spanarkel (color) and Mike O'Koren (features and second color).

## Nuggets

The Denver Nuggets retains its broadcast rights but splits the advertising time. Of the Nuggets' 39 away games, KTVB(TV) Denver will air 30 and KMGH-TV there will broadcast nine, plus one home game. According to the Nuggets' Mike Blake, there are a total of 70 30-second spots. KTVB gets 30 and the team gets 40. They have the same arrangement with KXRM-TV Colorado Springs, which will carry 39 away games and one home game. Blake said a ratio had not been worked out with KMGH-TV.



All TV play-by-play will be handled by Al Albert and Dan Issel. Blake said the ratings last year for the regular season averaged a 6 with a 10 share.

On cable, the Nuggets sold the rights to Prime Sports Network, which also controls the commercial time. PSN is picking up all 27 home games.

KOA(AM) is the flagship radio station for the Nuggets. It will broadcast 82 regular season games and four pre-season contests. KOA has a 20-station network in Colorado, Wyoming and Kansas. Jeff Kingery will do the play-by-play, with Bob Martin providing the color commentary.

## Pacers

WNDE(AM) Indianapolis is in the first year of a three-year contract to carry the Indiana Pacers. (WIBC(AM), which had the rights for the past three years, did not bid this year. The reason, according to station general manager Roy Cooper: "Revenues were down, ratings were down and the team was losing.") WNDE has the rights to 85 games—41 home and 41



away in the regular season, plus three pre-season games. It is the flagship for a network of 20-plus stations. Broadcast rights are retained by the team, with ad time currently over 75% sold, which is ahead of last year, according to a team spokesman. Major advertisers include Budweiser, Marsh supermarkets, Pontiac and Coca-Cola.

WXIN(TV) Indianapolis is in the second year of a three-year deal to carry the Pacers. The

station carries 23 games, all away, and is the flagship for a six-station network.

Cable carriage rights to 25 home games have been sold to regional sports channel Prime Sports Network Midwest (owned by TCI and Bill Daniels), scheduled to launch in November.

## Pistons

Broadcast television coverage of the World Champion Detroit Pistons will be handled by WKBD-TV Detroit, which is starting the first of a new three-year contract. All television and radio rights are retained by the team. George Blaha will provide play-by-play coverage, with Dick Motta as the color commentator.

Cable television coverage is handled by Detroit-based Pro Am Sports service (PASS), which has scheduled 40 games—25 home, 15 away and three pre-season. Calling the games on cable will be Fred McLeod and Tom Wilson. PASS will replay games between 11 p.m.



and 1 a.m. (Central Time) during swing shift telecasts.

WWJ(AM) is carrying all 82 home and away games this season, with the 14-year play-by-play announcer George Blaha. The Pistons games are heard on an 18-station radio network.

## Rockets

KTXH(TV) Houston is in the fourth year of a seven-year contract to broadcast the road games of the Houston Rockets. The package includes three pre-season games, 39 regular season contests and all road playoff games. (There are 41 regular season games, but two are in the CBS national window, one of which CBS has already picked up.) Bill Worrell handles play-by-play, with former Rockets coach Tom Nissalke providing color commentary and Bruce Gietzen hosting the studio show. The station holds the broadcast rights. According to KTXH's executive producer, sports, Jeff Montoni, rates are up and advertising is 60% sold, with national a little soft but boosted by the recent addition of Jack in the Box restaurants. Additional national advertisers



include Budweiser, Toyota, Exxon and Randall's supermarkets.

Regional cable sports service Home Sports

Entertainment has rights to all home games, but carries only 35 because it must juggle its carriage schedule to accommodate coverage of three Texas-based NBA teams, the Rockets, Spurs and Dallas. HSE sells ad time in games, with Group W selling some national time as well. Play-by-play is handled by Bill Worrell and color by Mike Newlin. Former player Calvin Murphy does interviews.

KTRH(AM) carries most of the Rockets' schedule—it is the flagship for a 19-station network. After the beginning of baseball season (April 1), however, the station will likely farm out either conflicting basketball games or the remainder of the schedule to other stations in the market; last year it was KKZR(AM). The Rockets retain the rights. Ad sales are going well, according to the station. The play-by-play announcer is Gene Peterson, with Jim Foley, Rockets director of communications, doing color. KXYZ(AM) broadcasts games in Spanish, with Rolando Becerra and Alex Lopez-Megrete handling announcing duties.

## 76ers

WPHL-TV Philadelphia holds the broadcast TV rights to the Philadelphia 76ers and is in the fifth year of a six-year contract. The station will carry four pre-season games and all of the team's 41 regular-season away games (except for one game that CBS may pick up). The broadcasts will feature play-by-play from Neil Funk and commentary from Steve Mix. Neil Hartman will be the studio host for halftime and post-game shows, as well as for 15-half



hour pre-game shows. Major advertisers are Miller Brewing Co. and Midway Airlines.

Cable rights for the 76ers are held by Prism, the Philadelphia-based regional sports and movie service that is part of Cablevision Systems Corp. Prism will carry 41 home games, with Jim Barniak doing play-by-play and Jack Ramsay doing color. Prism and the team both sell advertising for the games, and they split the revenue. One major sponsor is Anheuser-Busch.

The 76ers retain radio rights. Games will be carried on an 18-station network, including stations in Pennsylvania, New Jersey, Delaware and Maryland. Returning to do radio play-by-play is Jon Gurevitch. WIP(AM), owned by the same company that owns the Philadelphia Flyers hockey team, will be the flagship station for the radio network, except for the 17 games when a 76ers game is at the same time as a Flyers match. On those occasions, it appears that WHHT(AM) Philadelphia will be the flagship. Radio color commentary for home games will be provided by Funk (the away-game commentator had not been chosen last week). Major sponsors for the radio broadcasts are Gatorade, American Airlines and Meridian Bank, according to Mike Hogan, the 76ers' director of advertising and broadcast sales.