

(moderator); Rod Thole, executive vice president, TCM Group, Heritage Communications Inc.; Terry Wingfield, senior attorney-litigation, Cox Cable Communications; Jim Fleming, loss prevention manager, Cable Oakland, and Jim Hickey, corporate security director, Chambers Cable Communications Inc.

According to Stern, OCST also hopes to release at the Western Cable Show a model for state antitheft legislation. Strong state legislation is important, Stern said, because federal officials are often unwilling or unable to enforce the federal antitheft provision. Stern was still uncertain whether the model law would be ready for the show. "It's still undergoing some wordsmithing," he said.

Another shopping addition

The Sweepstakes Channel, a new cable home shopping service offering discount subscriptions to magazines and other literary-related items, such as books and audio cassettes, will debut Jan. 1, 1987, TSC spokesman Lloyd Trufelman said last week. TSC will be available to cable operators and STV dish owners 18 hours a day, from 12 a.m.-6 p.m. (NYT) on RCA Satcom IV (transponder 12). The basic program service will

also feature editors, writers, authors and critics from various magazines who will preview topics appearing in future issues of their publications. Viewers will be able to subscribe to the magazines during breaks in the program through an 800 number.

Local system operators carrying TSC will receive a 5% sales commission on merchandise sold, two 90-second commercial spots per hour for local system use and "a cooperative promotion and advertising program," TSC said. Additionally, TSC will offer up to 20% equity in its operation, on a pro-rated basis, to the first 10 million households signed up by MSO's. TSC said it has contracted with more than 80 magazines, including *Popular Photography*, *TV Guide*, *Newsweek* and *Seventeen*.

De Laurentiis deal

Home Box Office has signed an agreement with De Laurentiis Entertainment Group Inc. for nonexclusive domestic pay TV rights for up to 45 films scheduled for theatrical release between May 1987 and 1990, as well as home video rights. Of the latter part of the deal, HBO said that the 45-film commitment for home video distribution "is the

most extensive home video agreement Time Inc. has made since it became involved in the home video business in October 1984. The first home video title in the agreement will be released through HBO/Cannon Video in late 1987." Among the titles in agreement are "Illegally Yours," with Rob Lowe, directed by Peter Bogdanovich; "China Marines," directed by George Cosmatos, and a film by director David Lynch ("Blue Velvet"). The films will begin airing on the pay TV network in 1988.

'Business' changes

ESPN's early morning business program, *Nation's Business Today*, plans some changes next year, including redesigning its news set, enhancing its theme music and graphics and adding a new daily feature, "CEO Close-Up," featuring interviews with chief executive officers of U.S. and overseas corporations. Additionally, it has hired ESPN's Jack Gallivan, who designed the new format of ESPN's *SportsCenter*, as a production consultant.

Since last year, *Nation's Business Today*, which premiered in 1982 and was originally called *BizNet News*, has had a 35% increase in advertising revenues and has added new advertisers, including American Express Gold Card, AT&T, Avis, Foundation for Savings Institutions Inc., GMAC, General Motors Corp., Porsche/Audi and Western Union, ESPN said. Also added over the past year: former Metromedia TV sales vice president Ed Shea as director of broadcast marketing; more editorial staff members (including two international correspondents) and increased international business coverage with "live, daily reports" from London and Tokyo, with a weekly feature from the latter, ESPN added.

In other programming news, ESPN's 1987 *Budweiser Racing Across America* thoroughbred horse racing series will feature 29 live races. The races will be shown as part of an agreement ESPN has with Thoroughbred Sports, an Oklahoma-based horse racing packager, with coverage beginning Jan. 3, 1987, ESPN said. Last year's *Racing Across America* series included 22 races, 19 of them live.

Music man

Miami Vice star Don Johnson has produced an "adult, hour-long feature-length music video" with a "dramatic storyline" called *Don Johnson's Music Video Feature Heartbeat*. The special, debuting Jan. 17, 1987, on HBO, contains nine songs from his newly released album, "Heartbeat," and features Johnson as a documentary filmmaker in Latin America "who is knocked unconscious during a border skirmish. He relives key moments in his past, recalling family and friends," HBO said. Because of one "steamy scene" in the special between Johnson's character and that character's wife, the program will air on HBO "no earlier" than 10 p.m., HBO said.

The program was directed by John Nicollella, and produced under the auspices of CBS Music Video Enterprises. The executive producers are Johnson and Danny Goldberg, with Richard Sylbert, who won an Oscar for best art direction for "Heaven Can Wait," as the special's scenic designer.



Test-tube city. The Cable Television Public Affairs Association has selected Tucson, Ariz., and McCaw Cablevision, the cable system that serves the city, to test various public affairs initiatives to correct misconceptions about cable and to improve cable's public image. The project was announced in Tucson by (l-r): Brad Dusto, vice president, general manager, McCaw Cablevision; Tucson Mayor Lew Murphy, and Susan Bitter Smith, executive director, Arizona Cable Television Association, who is co-chairman of the CTPAA's special projects committee.

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