

Warner Sports, stressed that HBO's emphasis on boxing will not wane, saying it will continue to run eight to 10 championship prize fights a year. He also noted that HBO made its deal with Dan Duva before TVKO made its own to ensure the premium network has a steady diet of fights available.

Top Rank had announced its own monthly PPV series more than a month ago, to be distributed by PPV network Viewer's Choice, but Arum said the arrangement with Time Warner would supersede that plan. He acknowledged at the time that he was in discussions with Time Warner about co-venturing on a monthly

series (BROADCASTING, Nov. 12).

Bruce Karpas, president, Reiss Media Productions, said he believes there is room for two monthly PPV boxing series. He said both Showtime and Time Warner's plans look promising, but, he cautioned, "We'll see who delivers." -SDM, RB

CABLECASTINGS

SNN GOES DARK

Sports News Network went off the air last Monday evening (Dec. 17), as its parent company Mizlou Communications prepared to file for bankruptcy.

The company had been trying for months to line up equity in the range of \$15 million to \$20 million to keep the 10-month-old service alive. Unable to do that, sources said, it was forced to look for an outside buyer, and found one in Landmark Communications, owner of newspapers, broadcast, television stations, and the Weather Channel. That preliminary agreement was announced two weeks ago, with Landmark tentatively agreeing to pay \$7 million at the time of the sale, and deliver payments of \$300,000 each year for five years for the Edison, N.J.-based service.

Landmark announced last week that despite Mizlou's problems, it still intended to purchase the channel, and resume its operations in Atlanta, where the Weather Channel is based, in early 1991. In a release, the company said it expected to have concluded negotiations as of the end of last week.

But what now seems to be missing from the deal was the \$1.5 million Landmark had initially promised to put up to fund SNN's operating expenses pending the closing of the deal. Sources said Mizlou failed to make full disclosure regarding its debt, which Landmark later became aware of, possibly prompting the company to initially want to back out of the deal. "Some things that were done were unethical at best," said one financial source.

Instead, said another source, Landmark is still going ahead with the deal, but is trying to make a clean break from Mizlou by letting



HBO was filming portions of "The James Brady Story" last week in Washington, and held a press conference to discuss the project. On hand were (l-r) Sarah Brady, chairperson of Hangun Control Inc.; James Brady, who was severely injured in the assassination attempt on President Ronald Reagan; Beau Bridges and Joan Allen, who portray Jim and Sarah Brady, respectively; David Puttnam, executive producer, and Robert Cooper, senior vice president, HBO Pictures. The press conference was held at the Washington Hilton, site of both the assassination attempt and the film's shooting.

SNN cease operation. It is also uncertain whether the purchase price has been dropped due to Mizlou's financial difficulties. The initial price was already low, said a source, who said management at Mizlou had underestimated SNN's expenses and "burned \$20 million in a year."

CARLETON UPPED AT TCI

Larry Carleton, vice president, Tele-Communications Inc., has been named executive vice president and chief operating officer of TCI Cable Management Corp., where he will oversee day-to-day operations of TCI's seven operating divisions. Carleton adds the duties of J.C. Sparkman, who remains CEO of TCI Cable Management, as well as executive vice president and of parent company, Tele-Communications Inc.

HENDRICKS TO HEAD NACP

John Hendricks, chairman and chief executive officer of the Discovery Channel, will serve as chairman of the National Academy of Cable Programming, succeeding Ralph Baruch, who has been chairman since NACP's inception in 1985.

TCI SIGNS WITH RICHEBOURG

Tele-Communications Inc. has committed to Richebourg Marketing's National Cable Month campaign for next April. TCI joins United Artists Entertainment in corporate support for the program. Richebourg said it will continue accepting operator orders for NCM on a case-by-case basis until Jan. 4.