

Newsweek and Cablevision of Chicago—have expressed interest in seeing the channel on air before agreeing to carry it. Gremillion said he expects full market penetration by the end of this year.

ChicagoLand's schedule begins with a morning newscast at 5 a.m. and features a full day of hour-long news shows. Primetime includes a call-in news show, *Newstalk*, at 8 p.m., and a call-in sports program, *Sportstalk*, at 9 p.m. The ChicagoLand staff, based at a 75,000-square-foot facility shared with *The Chicago Tribune* in Oak Brook, Ill., includes 12 reporters, six news anchors, three weather anchors, three sports anchors, 14 producers, two executive producers, three assignment editors, two management editors and 12 camera crews. The service has affiliations with news suppliers Conus, Worldwide Television News and Tribnet (Washington).

Ron Goldberg, director of ad sales, would not discuss rates, but 30-second spots on the channel are said to be running as low as \$300 each during the early evening hours when the service goes head-to-head with competing over-the-air news shows. There are 10-1/2 minutes of spots per hour with no ratings guarantees, and the ads are mostly from local sponsors, Goldberg said. Sponsors include the local PACE transit system; Ameritech; Illinois Bell, and car manufacturers Cadillac, Ford Motor Co. and Oldsmobile. It is also working with the national rep firm Cablemedia Corp.

Elsewhere in the country, regional cable news operations up and running include Cablevision Systems Corp./NBC's News 12 Long Island (New York), Freedom Newspapers' Orange County Newschannel (California), Allbritton Communications' NewsChannel 8 (Washington), the Hearst Corp./Continental Cablevision's New England Cable News Channel and Time Warner's New York 1 (New York City). Cox Enterprises continues to talk about plans for a statewide California News Channel, although the project has experienced various delays and a launch date is uncertain.

"There's more of a wait-and-see attitude than in the past," Cox Broadcasting President Nicholas Trigony told BROADCASTING earlier this year. "These things always look great on paper, but I don't know anyone who is making money on them out there." ■

QVC, PHILLY STATION TEAM FOR HOME SHOPPING

Group W-owned NBC affiliate KYW-TV Philadelphia has struck a deal with QVC Network that will allow the home-shopping service to air five-minute programs within the station's morning talk-show lineup beginning today (Jan. 4).

The four-week pilot program, airing weekdays through Jan. 29, will include four daily segments airing at five minutes before the hour in the station's 9 a.m.-1 p.m. talk show block of *Geraldo*, *Montel Williams*, *Joan Rivers* and *Vicki*. Time will not be taken from the talk shows themselves. KYW's cost will be the airtime; QVC's cost will be producing the show at its Pennsylvania studios. Revenue from merchandise sold will be shared by both sides.

The show, titled *QVC on KYW-3*, will be hosted by area personality Eddie Bruce and QVC host Molly Daly and will offer products for sale based on a consistent theme—jewelry on Mondays, fitness on Tuesdays, cooking on Wednesdays, home items on Thursdays and various gift ideas on Fridays. KYW about a year ago commissioned a half-hour pilot, *On Sale Today*, a locally produced home-shopping show that never made it onto the channel. —RB

USA PICKS UP CBS MOVIE

In an unprecedented deal, USA Network last week reached an agreement with CBS giving the cable network the right to air one of its movies, *Casualty of Love: The "Long Island Lolita" Story*, immediately following the CBS debut.

The deal gives USA an opportunity to capitalize on the publicity surrounding the true crime story of Amy Fisher, the Long Island, N.Y., teenager whose story has spawned three made-for-TV movies on the broadcast networks. All three of the movies will have aired by the time USA presents *Casualty of Love*. The CBS version is produced by TriStar Television and stars Alyssa Milano and Jack Scalia.

As planned, USA will air the movie Jan. 7 at 9 p.m. ET/PT and on Jan. 10 at 2 p.m. ET/PT, just days after the Jan. 3 prime time debut on CBS. The deal marks a departure from traditional made-for-TV agreements that give the broadcast networks two runs over four years exclusively. USA Network executives suggest a successful telecast could lead to similar arrangements for future titles. —RB

HEAD ENDINGS

TRYOUT FOR VENEVISION

International programmer Venevision International plans to mark its entry into the U.S. cable marketplace with a pay-per-view concert, *La Batalla Musical Del Año (The Musical Battle of the Year)*, featuring top international singers Luis Miguel and Emmanuel. The event, available only in the New York metropolitan region beginning Jan. 16, is being seen as a test for Venevision's further entry into the U.S. cable marketplace.

BASICS UP, NETWORKS DOWN IN NOVEMBER SWEEPS

The cumulative prime time rating for 24 national basic cable networks

during the November sweeps period averaged a 13.6 for total U.S. households, up 4% from the previous year, according to A.C. Nielsen data supplied by the Cabletelevision Advertising Bureau. During the same period, the collective average prime time rating for ABC, CBS and NBC dropped to 12.5, down 3% from the 1991 average, according to the CAB.

ALL SPORTS, ALL DAY

Regional cable sports network SportsChannel New York scheduled its expansion to 24-hour service for Jan. 1, 1993, at noon. The channel reaches 1.5 million subscribers in New York, New Jersey and southern Connecticut.