

th h only 10% of those said they would co er dropping the service) and 7% said they were not sure about the acceptability of commercials on the premium channels.

The study also cited CNN and ESPN as having audiences with the strongest income, education and occupation demographics. On CNN, the study reported, 38.1% of all cable households with income of \$40,000 or more watch that news service in a given week. Some 47% of those surveyed said they initially decided to subscribe to cable to obtain greater program variety and quality, while 31% said their prime motivation was to obtain better reception. Reasons cited for dropping cable service included lack of use, excessive repetition and lack of program selection.

Pleased with 'Fox'

Although the network was unable to provide specific figures to back up the claim, HBO says that *The Terry Fox Story*, its first originally produced film, was the "second most watched and enjoyed movie" carried during May on the network. It said that *Fox Story* was surpassed in the ratings, and in viewer satisfaction, during that month only by the theatrical film, "Missing." Seth Abraham, senior vice president, performance programming operations and sports, termed the movie's performance "significant" in that HBO viewers responded favorably to the made-for-cable product form. "Our goal," he said, "is to consciously make movies that don't compete with theatrical movies in content, and to offer films that are more sto-

ry-oriented, intimate and sometimes controversial." But at the same time, he added, HBO's made-for-cable films (produced under the trademark, HBO Premiere Films) will have "bigger budgets and better production values than made-for-TV movies." The network's second made-for-cable movie will debut on Sept. 11, entitled *Between Friends* and starring Elizabeth Taylor and Carol Burnett.

Album action

Cinemax, HBO's co-owned program service, will introduce a new music video program service next month entitled *Album Flash*. The first episode of the half-hour program will feature Linda Ronstadt and songs from her new album, *What's New*. The program will serve as a vehicle for introducing new albums by top artists. In addition to selected cuts, the program will feature accompanying video clips or more traditional footage of the artists in the recording studio. The artists will also provide commentary. *Album Flash* will not be regularly scheduled, but will be timed to appear with the release of various albums.

Cable AdNet expansion

Cable AdNet, a regional cable advertising interconnect based in Hershey, Pa., has added the Philadelphia ADI to its coverage area. Cable AdNet-East began coordinating local and regional sales for Music Television, USA Network, Cable News Network, Satellite News Channel and ESPN last week on

13 Philadelphia-area cable systems serving 215,000 households. The central Pennsylvania interconnect reaches 100,000 homes in the Harrisburg-Lancaster-York-Lebanon ADI.

But where's Bullet?

The king of the cowboys and the queen of the West, Roy Rogers and Dale Evans, are hitting the happy trails again—this time on cable television where they will host *The Roy Rogers Theater* on the Disney Channel. The program, which will begin in October, will feature one of their films—the first being "The Cowboy and the Senorita"—per month. Other titles include, "My Pal Trigger," "Under the Western Stars" and "The Grand Canyon Trail." Evans and Rogers will introduce each film with anecdotes about their careers, co-stars and events that occurred on and off the set during the making of the films.

The aim is cable

Lever Brothers, the maker of Aim toothpaste, and the American Dental Association have joined to create dental health "infomercials" for the Cable Health Network. The venture marks a first in cable programing sponsorship for both the association and the manufacturer. Geared to mothers of young children, *Cable Health Breaks* provides tips on how to teach and encourage dental hygiene. Ten segments currently air during prime time and can be seen through December.

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