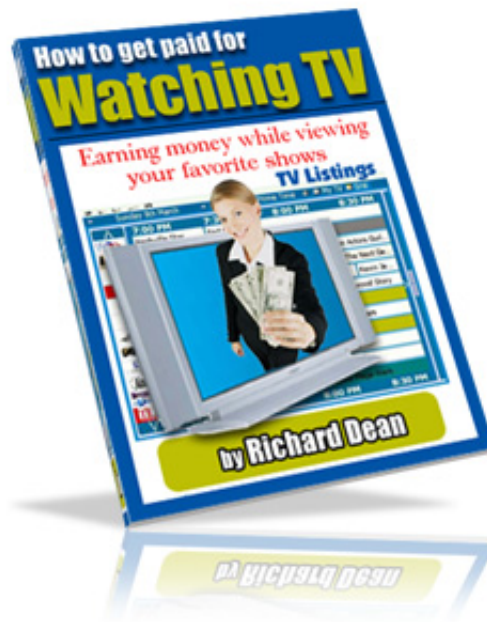


# How To Get PAID For Watching TV



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## **BEING SELF-MOTIVATED!**

This booklet is intended to introduce you to a variety of ideas that can give you the opportunity to earn money while sitting in front of your television. While it may sound like a gimmick, there are very real possibilities to generate dollars if you are willing to give it a try!

Its not necessarily easy work. Theres a lot of effort required to get your operation up and running. But dedication to the task and motivation towards the end goal of being in business for yourself should provide substantial impetus for you to launch this project.

It often comes down to using time wisely and if you like to watch television, why not look for ways to do what you enjoy and make money at the same time? There are numerous chances in this world to work in a field you enjoy and be successful at it! All it takes is a bit of determination, organization and a belief in yourself.

Most people have the ability to make a business of their own work. But for various reasons they dont try or they make the attempt, but believe they are going to fail. Very often, they fulfill their own self-prophecy. They choose to listen to the negative influences all the reasons why the business would fail instead of listening to all the arguments as to why it can succeed.

Theres no reason why any business you try shouldnt be successful. But the belief in yourself must overshadow the things that can and will go wrong. By focusing on the things you do right and building on them, your business can provide you with the kind of income you want while letting you maintain the freedom of being your own boss.

It all comes down to having the right attitude. If you truly feel your business can be a smashing success, it will be! This is because youll look for the ideas that work well for the business, discard the ones that arent working and essentially try to understand the formula for success.

Many of us are afraid to fail and thus never attempt the jobs we really would like to perform. It often seems too unbelievable to be able to work and make a living at some-thing we enjoy. Work isnt supposed to be enjoyable, is it? Were meant to toil and labor for a few hours a day and then take home a paycheck to spend on the things we enjoy. Isnt that right?

Well, if it were, there would be a lot more miserable people out in the world today. But the truth is a lot of Americans are doing something they love and earning a living at it. Why not you?

You think that its too late? That you cant really leave your regular job because you need the paycheck to pay your bills? Thats okay for now. You can start your own busi-ness part-time and work at it, try to perfect it, seeing if it earns enough money before making the decision to go full-time with it.

All you have to do is determine how many hours you want to work at your new -side business to start and plan accordingly. Dont try and overdo it. Simply work hard and smart in the few hours youve allotted. This way you can test it out and see if the business has the kind of potential you believe. If it does, you can gradually work more hours in your business until your income is well beyond what you made before.

The difference is now youre doing something you love.

Change is difficult for most dont feel bad! But if youd really like to work at some-----thing you enjoy, if you really want to be your own boss and run your own business, if you really want to make money and feel like work is fun again, then dont hesitate any longer! Change is necessary, but its only you that can effect the change.

It will mean altering your routine, changing your habits and working long hours initially. But if it has the power to change your life for the better, this work will be worth all the time, sweat and effort you put in to make it

work. And it will work! You have to believe in that and believe in yourself before you start.

How many times have you watched sports and heard an announcer say, this team controls its own destiny? What they mean, of course, is that the team can produce the results it wants simply by doing the job itself. They don't need to depend on anyone else for help. The entire outcome is in their hands to win or lose.

So it is with you. The ultimate success and the final destiny of your business rides with your ability and talent and, more importantly, motivation to succeed. You control it, no one else, and it's you who will benefit directly from your efforts.

So, start believing in yourself and read on. A chance to make money while watching television awaits.

## **OVERVIEW OF THE TELEVISION SCENE**

Television pounced upon the scene during one of the worst economic periods in our country's history the Great Depression. As a result, TV's introduction to a potential viewing public went largely unnoticed. People had more than enough to do trying to provide for their families.

Despite that timing, a few people had a chance to view the future. That's exactly what they thought TV was, but even they could not have dreamed of the successful industry television has become. With the advent of cable television, there are dozens of stations now competing for the viewer and showing an extraordinary range of programming from week to week.

Early on, there was only one station. NBC (The National Broadcasting Company) was the first to broadcast programs a few hours a week on the television set. It's hard to imagine TV today on such a limited basis, but every industry has to start somewhere. Within a couple of years, there were a number of stations joined NBC and programming was

expanded.

World War II provided a minor interruption to service since the government had to place a restriction on broadcasting. But this only had the industry working hard behind the scenes, getting ready for the day when the moratorium was lifted. After the war ended in 1945, the restrictions were repealed and the dawn of a new media era was beginning.

Television flourished in the fifties and new programming was the rage of the industry. Each year many of us looked forward to the introduction of new shows to watch along with our favorites held over from the previous programming year. Family gatherings around the TV set were common as more and more households obtained its own set.

Today, nearly 100 million households have a television set or two, not to mention a video cassette recorder (VCR), all to keep up with the latest offerings from a seemingly infinite number of channels. Satellite dishes have expanded viewing capability well past our normal limits.

What does this mean to you? Simply put, here are your dollar-making opportunities. The television industry is already large, yet it is experiencing its most dramatic growth ever, thanks to the expanding cable television market. With growth comes needs needs you could fulfill. If you watch TV a lot, and enjoy it, this chance is for you.

These opportunities are unlimited and it doesn't matter where you reside or how far you progressed in school. No matter where you live, there is a cable television company with the ability to hook a television up to its service. Cable is ready, willing and expanding and its profits show it. The government has recently focused on this industry simply because of the outrageous amounts of money it seems to be making. With cable advertising income closing in on the \$4 billion dollar mark, this is an industry that hides no longer.

In fact, it has been shown that cable TV watchers tend to buy more goods and services than non-cable TV subscribers. Thus, companies are clamoring to get their advertising pitch out to these viewers, hoping for the best. Its not just the Home Shop-ping Network thats doing well, but advertisers on all shows who are benefiting from this marketing boom. People who can afford cable television monthly rates are the ones who tend to consume more products anyway and businesses know this.

This booklet will introduce you to several opportunities in the expanding television market. But it will be important for you to understand what youre seeing on television. Watch the commercials on any network. See if there is any pattern, any trend to whats being sold and how. Take notes and see what youve learned from this viewing. Who are the ads directed at? Are they visual? Talky? Funny? Serious? What are the products being sold most often? Does it vary by time slot? You can make a reference chart for yourself as you digest and interpret this information.

Your understanding of whats going on can mean the difference between success and failure. Your ability to understand viewing patterns and what works for advertisers will help you establish yourself as someone with credentials to give advice on television advertising.

Television is a very innovative medium. Those in the industry are always on the watch for individuals who possess this trait of coming up with new ideas and concepts for those that push their wares on television. And all it takes is the time to watch your television all channels, different times, different days (weekend vs. weekday) and then analyzing your data to make inferences about what works well and what doesnt work well.

The remainder of this booklet shows you where some of the opportunities are in this exciting medium. Good luck!



## **WORKING IN ADVERTISING -- WITH LOCAL BUSINESSES**

Your job now is to watch TV!

That's right turn on the set and get to work! It's time to get your new business off the ground.

Starting with local companies may be a good way to begin your career in the tele-vision industry. More specifically, your first job will be to watch commercials. Perhaps you'll want to listen to your local radio stations to monitor their advertising, too.

Begin by making a list. When you see or hear a commercial, write down the local company doing the advertising. Radio stations with commercials are easy to find. So are television stations. Concentrate on your local TV stations for now. That's where you'll find much of the local advertising. However, don't overlook some of the cable channels which may also introduce local advertising, especially during the day.

It will become clear early on that the local television advertising market will be dominated by just a few companies. List them.

Then begin to watch their commercials more carefully. What time of day are they running? How long are the ads? What age audience are they aiming at? Do you like the commercial? Are there any mistakes in it? Record all of this information.

Begin to draw up a large notebook of your impressions along with specific data about when the ad ran and for how long. Amazingly, local companies contract for a certain number of ads running for a certain length, at a particular time of day, yet they are unable to monitor whether the ad ran or not. You may also notice that the ads are time-sensitive, such as advertising a sale for a certain time period. If the ad is run after the sale is over, it's a waste of time and money for the company, yet they

may never hear about it from anyone.

What if there was something wrong with the sound or with the information, such as a wrong address typed on the screen? Any mistake will likely cost the advertiser and more than one or two errors will severely affect the companys credibility.

Advertising is not cheap, and if not done right, can cost a local business hundreds, (even thousands) of hard-earned dollars. Most companies cant afford that and no company wants to see valuable marketing dollars thrown away. The whole purpose of advertising is to reach a specific market at a specific time with a specific message. Any-thing other than that is unacceptable.

Now, youve been at this for two or three weeks and have a pretty full log built up. Youve specifically monitored several businesses, and made notes as to any errors, patterns and potential results you think the local business will realize. Now what do you do with the information?

Its very simple! Call the companies for whom youve been tracking this information. If the business is small enough, youll probably want to contact the owner. For larger firms, ask for the person in charge of advertising. When you reach your contact, identify yourself as the owner of a local advertising monitoring service and youd like to share some information concerning a recent set of ads the company ran.

Then recite any errors, mistakes, mis-broadcasts or viewing problems and give the exact dates and times for any of the above. Not every company will give you an open reception, but some are going to be impressed with the quality and accuracy of your information. It will also mean bottom-line revenue for the company, since a station will refund some or all of the advertising money spent because the advertisements did not run as planned or promised.

This will enable you to pointedly demonstrate what your service can mean to the company in actual dollars. You are important because very often the television station doesn't realize anything is wrong, either. The stations need the advertising revenue, so they aren't intentionally fouling anything up. But because mistakes are frequently made, and because more and more new stations are seeking advertising revenue, you can carve out a nice niche for yourself by simply monitoring commercials in between your favorite shows.

You never thought watching the commercials could be so rewarding, did you?

Once you've passed this information along, offer them a formal, written report that you'd like to hand-deliver to the company contact. Point out that this service is available to the local business to specifically track their advertising results in terms of actual broadcast.

A written report is very professional and may give the impression that you've been doing this for a number of years. They may also be more inclined to try you out for a couple of months to see if your service continues to help them. It will certainly give them much more information than they currently have.

You can decide how to charge them, by hour or on a monthly fee basis. Don't set your price too high. Your ultimate goal is to obtain several clients for whom you can track advertising, since you can watch the same amount of television and record data for a number of area businesses.

Don't limit yourself to only area businesses, either. State-wide or national firms have even less ability to monitor local broadcasts, so they could be a large source of monthly fee revenue for you, too. You now have a rapidly growing list of prospects to contact about your monitoring service, don't you?

After contracting with a client, it will be important to you to know when their advertising is supposed to be broadcast. When you started, your viewing was pot-luck, but now that you have one client or more, you need to specifically monitor the showing and not leave it to blind luck. In order to monitor properly, obtain all the details including length of advertisement, number of times it is supposed to be shown, time frames during which it is supposed to run, etc. Without this specific information, you cannot do a proper job of determining whether things are going according to the company's contract with the television station. A copy of the contract itself would be ideal for you to have.

Once you have this information, you can record it in your log book and stand watch. This will give you the comparison information you need to do your work. The company will no doubt feel that your nominal charge for this service is well worth it.

As you increase confidence in your ability to do this work, you can try for even larger accounts. While nationwide advertisers often have an ad agency that does tracking for them, it is quite often limited to big cities. No one is likely keeping track of small-town broadcasts, yet these can be of importance to the company advertising. Several large firms sell many of their products to the small-town customers and your monitoring service can tell them if they are reaching people in your area.

The longer you work in this service, the more successful you'll be. As time goes on, obtain client referral letters and testimonials from your existing customers. These will come in handy when you begin pursuing the larger companies who advertise in every state. They are more likely to pay fees to a monitoring service to be sure they are getting the most for their money.

Companies can spend a large portion of their marketing budget on advertising. Your service is designed to advise them if they are getting the best bang for their buck!

## **NATIONAL MANUFACTURERS AND OPPORTUNITIES**

Okay, now youre into commercials! Its time to expand on the business of watching television!

All of the products you see advertised had some planning and objectives behind them, whether the company is large or small. Some of the companies may have started small and, through a clever advertising route, expanded their products and services dramatically.

You can now expand your ability to assist companies with their advertising because youve been tracking what does and does not work on your television set. You must adjust your sights somewhat to the beginning process of marketing a product. Youve watched some of the end result on TV, but these products find a market through the visual medium by purposeful design.

Your job under this portion of your at-home business is to identify potentially good company ideas for products and demonstrate how a good television ad can help them realize sales they previously would not have believed possible.

Start with the companies whose advertising you are monitoring and expand from there. For your current customers, ask them about new products in the developmental stages. Since your customers are already doing television advertising, you wont have to convince them of the benefits of pursuing this media outlet for sales results. You might wish to read and study a few books about television advertising in preparation for this phase of your business. Get familiar with all of the quirks of this business.

However, your best learning tool is to watch advertisements that you know are successful. Why? Try and determine if theyve hit on a formula

for success. Compare successful ad campaigns and look for a unifying theme audience, message, comedy, visual, talky? What makes these campaigns successful, and others who have perfectly good products to sell not successful?

Not all of this will have a logical answer. People often buy on emotional impulse, not practical reasoning, and this sometimes defies answers. Who would have pre---dicted the success of Mutant Ninja Turtles?

Maybe a friend has come up with a great product or a small business with little or no capital for an advertising budget. Should this discourage you? Absolutely not!

In almost any media today, space trading is commonplace. Hotels trade rooms for advertising time. Retail stores may give gift certificates to a station in exchange for run-ning a couple of ads. It happens all the time.

If you have found a product that could be the next big fad, you can very likely trade advertising time for a couple of these products gratis to station executives. You should call the local stations and ask about their trading policy. Find out the specifics. Then, when youre approaching companies about helping to promote their products on TV, youll know what you can and cannot do based on the companys budget.

Tradeouts arent going to put you ahead of the game. Youll trade out more product than youll receive advertising time in return. But thats a small price to pay if the product needs exposure and your companys budget is limited. Its not completely unfair. TV stations know that you have a wholesale price for the product and thats likely to be closer to the value of advertising time you receive in return.

Stations know that if the product does well, youll be advertising your future business there. And why not? The station was willing to try the product and take it in exchange for ad time. They should receive your future business. You also start to build up relationships with client

stations. This will be very important in your future business efforts.

Now, how will you get paid in all of this? Youve identified the product, contacted the station and made the trade deal. So the station is going to get some needed advertising to get the word out about the product. What about you?

Depending on the size of the business, you may want to get in on the ground floor of potential profits. If its a friend, you can help form the company and be a partner in it. If its a small business, you should consider working out a deal in which you earn a percentage of sales profits. Under eight scenario, if the product does well, your potential payday is incredible.

Look at the two individuals who put together Trivial Pursuit. That involved coming up with some challenging trivia questions. Production costs were very low, but it caught on big with the general public and a small fortune was earned on that one idea.

The next Trivial Pursuit or Mutant Ninja Turtles is out there waiting to happen. You could be on to something big.

How do you construct a marketing campaign for this product? This will vary, but the following suggestions will help you lay the groundwork for what you and your partner/client wish to accomplish.

First, get some samples of the product and head down to your local shopping mall. Try it out on a few passers-by. You could go to any area where people are gathered in a large number to do this. Prepare a questionnaire and then hand out the sample. Identify it, if necessary, and ask if the person has a few moments to answer some quick questions. Once done, the product is his or hers to keep.

What you really want to know is whether the people knew what the product was, whether they liked it, if they would buy it, if the price youve

established initially is fair or not, whether they'd buy it as a gift or promotion, whether they'd tell friends about it and, if so, what would they say.

This is going to give you a lot of useful information, especially if you are working with a number of samples. Try and get different age groups involved, using more people from the age group that you've targeted in your mind for this product. This kind of feedback should be invaluable in knowing whether you're ready to go and whether the price you've set is fair and reasonable. In addition, hearing what people say about the product and how they'd tell friends about it will help you script a television advertisement. If it's appropriate as a gift and many indicate they would consider it when shopping for gifts, that can be another theme, especially around a specific holiday.

Handle the questionnaire yourself. It will help you if you get direct feedback. If you're uncomfortable doing this, it's okay to get some help, but try to be there yourself so you can gauge consumer reaction. There is no substitute for real-world testing.

At this point, you should certainly have a contract between you and your client. You're starting to put a lot of time into this and there needs to be an ironclad guarantee that if the product takes off, so will your income in terms of a share of the profits. Standard contracts can usually be found at the library or at large office supply retail outlets and these can be used to spell out the arrangement between the two of you.

This feedback has given you the basis for a television and/or radio script, which can now be written once you and your partner have evaluated the information. It may require some product modification, but it's better to find out early before too many are made. The script will be based on what people liked best about the product. Emphasize it! Their reactions will likely be no different than those that will be on the listening end of your advertisement. Don't worry if you've never written one before. You've now



heard hundreds of them on television through your monitoring service. The script will practically write itself.

People buy for hundreds of different reasons and not all of them will make sense to you. Don't discard people's reactions to or comments about your product because you think they're dumb or hokey. Just because you wouldn't respond to a product that way doesn't mean the rest of America won't respond. Keep an open mind.

There are thousands of manufacturers who are potential clients for you. As you'll soon realize, having a piece of the action by making a percentage of the profits is potentially a fast way to make a fortune in earnings. Put together a few of these deals and you'll wonder why you didn't get into business for yourself first. And this all started because you began watching commercials on TV!

## **STARTING YOUR OWN RATING SERVICE**

You are probably familiar with the Nielson ratings. Every major broadcast company prepares for the sweeps: that time of year when the Nielson watchers are glued to their television sets. These results dictate advertising rates and revenue for the following period. The more the show is viewed, the higher the station can charge an advertiser to run a commercial.

Many careers hang in the balance as a result of the Nielson ratings. Shows are kept or canceled as a result of who's watching, and these ratings are the only measurement used. The Nielson company uses only about 2,000 homes in the country to monitor their ratings, which is a small, but apparently statistically valid sample.

This is not much different than the theory behind Gallup polls and other similar surveys taken. Once a certain number of people are polled, the results are statistically close to representative for the entire country.

About 90 million households have television sets. If a Nielson rating of 20 appears next to a programs name, that means approximately 20 percent of the nations households (or 18 million homes) have tuned into this show. This will dictate the amount a station can charge for revenue, based on the number of people expected to tune into the show.

Nielson uses little black boxes that go on every set in the house (and VCR, too). Information is recorded regularly about what is being watched. The homes are also designated by type with all of the basic census information such as age, gender, income, occupation, etc., being used to identify a composite viewer of a program. This also helps an advertiser target a particular show if the people watching are the target audience for the specific product to be marketed. This information is calculated and published for all to see.

Nielson chooses the homes to participate by random and automatically eliminates anyone who wants to volunteer. Most of the larger metropolitan areas are selected for these tests and your chances of participating are very low. You might have better odds of hitting your state lottery!

Since large corporations spend millions each year on television advertising, it stands to reason theyd like to be well-informed as to who is viewing particular shows and at what time of day. Theyve likely identified a target audience and would very much like the extra input as to the specifics about how best to reach that target group through the television set.

Another major rating service is Arbitron, which does much the same thing and uses the approximate sampling figure of 2000 that Nielson does, although with different households, of course. They also compile data that is used to set advertising rates for television.

Ratings research, based on this background information, is definitely a market that is open to opportunity. Only 4, 000 homes in the country are being utilized for this critical research, most of those in large population centers. What about the small-town buyer? What about all of the other TV viewers whose program choice goes un--recorded and remains unknown to the companies trying to position themselves to market a product?

Local business people would love to identify a target audience. They dont advertise nationally. They cant afford to have their product shown on Home Improvement or the Super Bowl. But they are going to advertise and the more they know about their viewing audience, the more likely they will select the right combination to maximize their television advertising dollar.

You dont need to put a black box in 2,000 homes to handle this assignment. All you need to do is develop a proper survey and start calling people to ask if theyd participate in your local survey. You can identify potential watchers who would write down their viewing choices every day for two to three weeks. Youve got the opportunity to compile more valuable data than anything else done locally in the TV market. Youll have information that even the stations themselves probably wont have.

The first thing to do is construct your survey form. Here are some of the items you should include:

First, get an overall perspective of the individual who will do the survey for you. Here is the basic data you need:

\_ Name, address, phone number

\_ Number of people in household with names and ages

\_ Occupation and approximate income level for entire household

\_ Number of television sets, VCRs and radios

The next step is to have the members of the household record their viewing and listening choices for the next month on your ratings form. Four weeks should give you a great idea of what this households radio, TV and VCR habits are. Every member of the house should record his or her choices by day, listing the show and the approximate viewing time.

Next, they should provide information about their commercial watching habits, including the ones they recall the best, the ones they think were terrible and why, the last three commercials they remember, or, whether they bother to watch the commercial at all.

Finally have them list their favorite and least favorite show, favorite and least favorite commercial. You now have enough information to compile your study.

The difficult part will be getting enough individuals to cooperate and accurately do the study. But your circle of people as well as your friends and familys circle can start to add up. Ask the people you personally do business with to help participate. Canvass your area well and you will find approximately 100 people to do the survey. Set up a database on your computer or compile the statistics by hand. However, this is obviously a much slower process. You should have a viewing pattern which will list valuable information for many people.

Now, you need to contact these people to buy your survey results. Make a flyer that indicates the basis for the study and the type of results that were achieved. You can price your report for \$40-75, depending on your area. Many businesses and every television and radio station should be interested. If you picked up 30 clients at \$40 each, thats \$1,200/month just to compile ratings surveys. Thats probably a con-servative estimate as to the number of clients you should obtain, given this data.

Continue to update your viewers and pay them approximately \$5-10 per month once you start to get this rolling. This monthly survey form is valuable due to their input. You will have to arrange to collect the surveys, probably using a self-addressed, stamped envelope to make it easy for them. Since you will know some of the people, you can make other arrangements, as well.

While prime time hours (8:00 p.m. to 11:00 p.m.) are the times national companies will be most interested in, the other times are less expensive for advertisers and more open to local businesses. They will be interested in whos watching what at ten in the morning and four in the afternoon rather than strictly prime time news, so all of your data is significant.

This is an easy and quick way to make a lot of money watching television. You can then use this information and your expert advice as an advertising monitor to assist companies with their ad campaigns centered on the time slots most favorable to their products.

## **FINDING CLIENTS FOR VIDEO PRODUCTION GROUPS**

One way to use the information youve already obtained is by referring businesses to video production companies to film the advertisements. Many video production groups need the business and appreciate the referral and will pay you a percentage of the filming fee for referring business to them.

Many video companies do not have a staff salesperson, so your ability to refer clients is a needed plus. In addition, they dont have to pay you anything unless you bring a client and they avoid paying all the employee benefits costs such as FICA, unemployment taxes, workers compensation premium and similar expenditures. Youre a bargain at the price.

Some of the companies you work with may have a need for video production to satisfy needs other than advertising, such as training tapes or new product tapes for salespeople. These are almost like infomercials describing the product and how the management team thinks it should be sold. Sales people find these tapes to be of tremendous benefit in planning their own sales campaigns.

Again, you can negotiate a fee arrangement with the video production group. You're simply maximizing the potential media dollar value of any one client. Even if you refer only a few businesses, the money adds up (especially in addition to all of the other income sources you now have coming in).

Check the yellow pages for the video production companies in your area and contact them. Even if someone else already has this idea, the production company would rather have a multiple number of people on the lookout for new business for them. Make your arrangements in advance and then start thinking about the clients you could assist by introducing them to the production companies you decide to work with. Companies will begin to see you as an all-purpose individual who can work on virtually every aspect of their video and radio advertising. That's exactly the position you want to be in. The more versatile and knowledgeable you are, the more valuable you are as a resource for these businesses. And, better yet, you are your own boss!

## **CABLE TELEVISION AND YOU**

As mentioned earlier, cable television provides you with numerous opportunities in exploring advertising options for your client businesses. A little more homework is necessary..

Contact the major cable networks (listing to follow) and request information regarding their advertising rates and guidelines. You can eventually pass this information on to the client. In addition, get the name

of the advertising contact person for yourself.

Then, when you are watching these channels, you can record the same advertising information you were noting earlier for your businesses. Now, in addition to reporting to local businesses, you can offer the information to the cable channel as well. They may consider hiring you to monitor their advertising in your region.

There's no real cost to you. This is information that you are already compiling for businesses anyway. There's no trouble to have additional logs in which you record the information about their advertising record. Not every cable channel will pay, but a few may buy into the advertising program you're doing along with the monthly ratings report for your area. You won't know unless you ask!

You have enough information to get yourself started. The following listings will give you the contacts at the major stations you will need for part of your start-up. Good luck and good watching!

## LISTINGS

### NETWORKS:

#### ABC

77 W. 66th Street  
New York, NY 10023  
(212) 456-7777

#### CBS

51 West 52nd Street  
New York, NY 10019  
(212) 975-5633

#### NBC

30 Rockefeller Plaza  
New York, NY 10112  
(212) 664-4444

#### FOX

PO Box 900  
Beverly Hills, CA 90213  
(310) 277-2211

### CABLE CHANNELS

American Movie Classics  
100 Crossway Park West  
Woodbury, NY 11797

Arts & Entertainment  
235 E 45th Street  
New York, NY 10017



(516) 365-2222

(212) 661-4500

Black Entertainment Television    CNBC

1232 31st Street,

NW 220 Fletcher Avenue

Washington, DC 20007

Fort Lee, NJ 07024

(202) 636-2400

(201) 585-2622

CNN (Cable News)

Comedy Central

Turner Broadcasting

1775 Broadway

1 CNN Center

New York, NY 10019

Box 105336

(212) 767-8600

Atlanta, GA 30348

(404) 827-1700

The Discovery Channel

ESPN

7700 Wisconsin Avenue

ESPN Plaza

Bethesda, MD 20814

935 Middle Street

(301) 986-1999

Bristol, CT 06010

(203) 585-2000

The Family Channel

The Learning Channel

P.O. Box 64549  
Virginia Beach, VA 23467  
(804) 523-7301

770 Wisconsin Avenue  
Bethesda, MD 20814  
(301) 986-1999

Lifetime Channel  
309 W. 49th Street  
New York, NY 10019  
(212) 424-7000

MTV  
1515 Broadway  
New York, NY 10036  
(212) 258-8000

Nashville Network  
2806 Opryland Drive  
Nashville, TN 37214

Nickleodeon  
1000 Universal Studio Plaza  
Orlando, FL 32819  
(407) 827-1700

TBS  
1050 Techwood Avenue NW  
Box 105264  
Atlanta, GA 30318  
(404) 423-5200

TNT  
One CNN Center  
Box 105366  
Atlanta, GA 30348  
(404) 827-1700

USA Network

VH-1 Video Hits

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Good Luck!

*Richard Dean*

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