

Cable Chat



What's On TV?

WGN...Channel 77

Cable television home of the Chicago Cubs, White Sox and Bulls. Offers movies, sports, news and TV series.

Military Channel...Chnl 256

From aviation feats to ground maneuvers, and battles at sea, Military Channel showcases real world stories of heroism, military strategy and historical turning points.

Oxygen...Channel 61

Oxygen contains a combination of information and entertainment programming addressing issues and themes of interest to female viewers.

Reggae DMX...Channel 931

A Jamaican art form spotlighting traditional and contemporary Reggae artists. A danceable mix combining indigenous styles of rocksteady soul with offbeat rhythms.

Encore Action...Channel 312

Encore Action provides explosive action movies 24/7.

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Call Before You Dig

811

July Is Sweeps Month

Hundreds of channels, thousands of programs, millions of viewers. How does a program achieve #1 rank in Nielsen TV Ratings, and what does it mean?

When Arthur Nielsen introduced the Audimeter (his first metering device) in 1936, there were only about 200 television sets in use worldwide. When the Nielsen national TV measuring service was established in 1950, the average American household that owned a television had only one set and received three network telecasts. Today, 99% of U.S. households (an estimated 292 million people) possess at least one television, with 66% possessing three or more TV sets. Americans watch 250 billion hours of TV annually.

Electronic metering technology is the heart of the Nielsen TV ratings process. In the top 56 TV markets, two types of meters capture how TV is used: set meters capture set-tuning only and report what channel is being tuned, while People Meters go a step further and gather information about who is watching in addition to what channel is being tuned. Paper diaries are used in the remaining television markets to collect viewing information from sample homes. Each year Nielsen processes approximately 2 million paper diaries from households across the country for the months of November, February, May and July—known as the “sweeps” rating periods.

This local viewing information provides a basis for program scheduling and advertising decisions for local television stations, cable systems and advertisers. Diaries are mailed to homes to keep a tally of what is watched on each television set and by whom. Over the course of a sweeps period, diaries are mailed to a new panel of homes each week. At the end of the month, all of the viewing data from the individual weeks is aggregated. Several of you may be participating in the July sweeps data collection or may be asked to participate in the future.

Nielsen began compiling ratings for television beginning in 1950. Following are the programs that finished with the highest average Nielsen rating in each television season. Do you remember . . . ?

1950 Texaco Star Theater; 1951 Arthur Godfrey's Talent Scouts; 1952-1954 I Love Lucy; 1955 The \$64,000 Question; 1956 I Love Lucy; 1957-1960 Gunsmoke; 1961 Wagon Train; 1962-1963 The Beverly Hillbillies; 1964-1966 Bonanza; 1967 The Andy Griffith Show; 1968-1969 Rowan & Martin's Laugh-In; 1970 Marcus Welby, M.D.; 1971-1975 All In The Family; 1976 Happy Days; 1977-1978 Laverne & Shirley; 1979 60 Minutes; 1980-1981 Dallas; 1982 60 Minutes; 1983 Dallas; 1984 Dynasty; 1985-1988 The Cosby Show; 1989 The Cosby Show and Roseanne; 1990 Cheers; 1991-1992 60 Minutes; 1993 Home Improvement; 1994 Seinfeld; 1995-1996 ER; 1997 Seinfeld; 1998 ER; 1999 Who Wants To Be A Millionaire?; 2000 Survivor: the Australian Outback; 2001 Friends; 2002-2003 CSI: Crime Scene Investigation; 2004-2009 American Idol

Trivia

1. What cold treat is celebrating its 25th Anniversary?
2. Which is the only U.S. state to have been an independent republic?
3. What diet drink was hyped by Coca-Cola for having only one calorie in 1963?
4. Who is the only tennis player to have won each of the four Grand Slam events at least four times?
5. In which Ian Fleming novel did the dog Edison appear?

See answers below

Feature Presentation

School is out and children are able to spend more time watching TV. You can have control over what they watch. **Parental Locks** allow you to restrict viewing of TV programming based on your viewing preferences. Set a personalized 4-digit PIN and you can place Locks on selected ratings, channels and titles. You can also hide adult titles from being displayed on screen.

Set and change your **Parental Locks PIN in PINs Setup**. Using your cable receiver remote control:

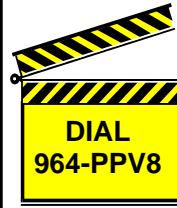
- Press **Menu** twice
- Select **Setup**
- Select **PINs Setup**
- Follow the on-screen prompts to setup, clear or change your **PIN**

Set Locks by using the lock icon on an information screen, by going to **Parental Controls** from the Main Menu or select **Setup** from the Main Menu, then **Locks Setup**. Use the arrow keys to make your selections, then press **OK** to confirm each setting.

What's the Answer?

1. *Blizzard*
2. *Texas*
3. *Tab*
4. *Steffi Graf*
5. *Chitty Chitty Bang Bang*

Pay-Per-Views Coming In July



- > **WWE: Money in the Bank** > **Dear John**
- > **Alice in Wonderland** > **The Bank of Eli**
- > **UFC 116: Lesnar vs. Carwin** > **When In Rome**
- > **The Wolfman** > **WWE Presents: Best PPV Matches**
- > **King of the Cage: Turbulence II** > **Shutter Island**

What's New On TV In July

"The Pillars of the Earth", an 8-part epic tale of passion and greed, begins when a mysterious secret disrupts the succession to the English crown, causing a power struggle between Henry's daughter and nephew to erupt in war. Premieres July 23 at 10 p.m. on **Starz** (channels 370 and 371).

Discovery (channels 63 and 763) has decided how to pay homage to the "Deadliest Catch" reality show star Captain Phil Harris, a salty, tattooed chain-smoker and fan favorite, who died in February, by devoting a number of upcoming episodes to him. A dedicated special, "Deadliest Catch: Captain Phil Harris Remembered," will air July 20.

A&E Network's (channels 24 and 724) new series, "The Glades", premieres Sunday, July 11 at 10 p.m. The series centers around Jim Longworth, a brilliant homicide detective who lands in the sleepy, middle-of-nowhere town of Palm Glade, Florida.

ABC Family (channels 20 and 720) will air its annual "Harry Potter" summer marathon weekend event in July, featuring the first five films from the popular movie franchise.

Cable's Big Night Out

Tuesday nights are shaping up to be cable's big night out. Currently, Tuesdays are showing the highest percentage of homes watching TV this summer. One theory has it that Americans love their weekends. For many, weekends bleed into Monday, so TV watchers don't become focused until Tuesday, settling down in front of the TV after an extended weekend of barbecues and beach outings.

USA Network (channels 27 and 727) will debut its new spy series, "Covert Affairs" at 10 p.m. July 13. The series stars Piper Perabo as a young CIA trainee who is unexpectedly promoted to field operator—against strong competition.

Syfy (channels 37 and 737) debuts the second season of its top-rated series "Warehouse 13" on July 6. The network will be moving its former Syfy Friday programming block to Tuesday in October.

Channel Relocations

MSNBC became part of the Deluxe package in March. To follow the same numbering sequence as other Deluxe channels, MSNBC will move from channel 203 to channel 79. **Speed HD** will relocate from channel 889 to channel 880.

Both moves will occur when the new channels listed in the June *Cable Chat* are added around July 8. Watch **CATCH13** for exact date of moves and additions.

The TriCounty Telecom business office will be closed Monday, July 5, 2010, in observance of Independence Day. To report service problems, please call 964-8000.