

operators. "That's because there's so much demand and popularity, and their local ad sales people are able to do really well selling it to local bait shops and outdoor-type stores."

The channel began getting Nielsen ratings in April and averaged a 0.2 in prime time. One of its draws is rocker and bow-hunter Ted Nugent, who hosts *Spirit of the Wild*.

Some Outdoor Channel viewers transcend being part of a passive audience. In fact, they're organized, thanks to some programming deals the network has made with organizations with broad memberships.

The new show *Tales of the Hunt* is produced by the North American Hunting Club, which has 800,000 members. "If there's 10,000 or 15,000 of these members in the town where this cable operator is, he's going to have a lot of pressure to launch the channel," Massie said.

#### COMING UP

##### **Court TV Does Some Detective Work**

Everyone loves a mystery, and Court TV has found a way to let viewers follow along as the police solve real-life crimes. *I Detective*, premiering Sept. 4 at 9:30 p.m., focuses on two poisoning deaths in the state of Washington as the authorities use forensic evidence to clear one suspect before sending another to jail for 99 years. To keep viewers involved, quizzes pop up during the show—with questions such as "Did you know arsenic smells like almonds?"—and outside forensic experts offer outside opinions on how well the detectives working the case are doing. Court TV has been courting a wider audience with its "Follow the Investigation" slogan, and this new show seems to fit the mold.

##### **A Wedding Story With a Twist**

Stories about weddings are always popular, but Bravo has taken a slightly different tack by focusing on four same-sex couples in its new series, *Gay Weddings*, which premieres Sept. 2. This documentary-style reality show presents most of the usual pre-wedding scenes: a conference call with the wedding planner, shopping for dresses, looking for a place to have the reception. Some weren't so common, such as figuring out how to tell an 18-year-old son his mother is marrying another woman. Bravo is aiming *Gay Weddings* at a sophisticated, high-income audience that will appreciate and gain insight from scenes of same-sex couples holding hands and hugging. Other subscribers—and advertisers—might not be as broad-minded.

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