Jock Talk TV
Los Angeles 213-993-6032
Programing: 24-hour sports talk with viewer call-in format; emphasis on baseball and boxing
Owner: Evans Partners
Launch date: June 1997

Jones Health Network (JHN)
Englewood, Colo. 303-792-3111
Programing: Health information with educational elements
Owner: Jones Education Co.
Launch date: TBA

Kid City
New York 212-595-3456
Owner: Children's Television Workshop
Launch date: TBA

The Language Network
Englewood, Colo. 303-792-3111
Programing: Language-oriented programing with educational elements
Owner: Jones Educational Network
Launch date: TBA

The Love Network
New York 212-752-4657
Programing: Aimed at educating viewers about love, communication, relationships, self-esteem and self-improvement
Owner: Private
Launch date: Second quarter 1997

M1–The Museum Channel
Los Angeles 213-850-8080
Programing: Entertainment-based, dedicated to the wealth and variety of 35,000 museums worldwide, ranging from children's museums to the Smithsonian.
Owner: Olivier de Courson, Mits Kataoka
Launch date: October 1997

M2: Music Television
New York 212-258-8000
Programing: Music videos
Owner: Viacom/MTV
Launch date: Aug. 1, 1996



new cable networks

The Martial Arts Network
Boca Raton, Fla. 561-479-3781
Website: www.martial-arts-network.com
Programing: 24 hours devoted to martial arts action/adventure films and TV series, as well as original programing, competitions, news, how-to and fitness
Owner: RTI Enterprises Inc.
Launch date: Late 1997/early 1998

The MBC Movie Network
Irving, Tex. 214-402-0997
Programing: African-American premium movie service
Owner: Minority Broadcasting Corp. of America
Launch date: Third quarter 1996

The Military Channel
Louisville, Ky. 502-429-0200
Programing: Aviation programing, military documentaries and battle histories, news-and-information
Owner: Private
Launch date: Third quarter 1997

MSNBC
Fort Lee, N.J. 201-585-2622
Website: www.msnbc.com
Programing: 24-hour news and information network
Owner: Microsoft and NBC
Launch date: July 15, 1996
Subscribers: 20 million

My Pet TV
Orlando, Fla. 800-946-7104
Programing: Informative, educational and entertaining coverage of domestic pets
Owner: Nightwing Entertainment Groups Inc. and The Humane Society of the U.S.
Launch date: TBA (had sheltered launch on Sept. 9, 1996)

NationTalk
Los Angeles 310-993-6032
Programing: 24-hour political news talk
Owner: Evans Partners
Launch date: 2nd quarter 1997

New Investment Channel
Los Angeles 310-993-6032
Programing: 24-hour business news/talk tracking IPOs
Owner: Evans Partners
Launch date: Jan. 6, 1997

New Science Network
Littleton, Colo. 303-575-6289
Programing: News and information on scientific breakthroughs, paranormal and metaphysical studies
Owner: Phil Catalano
Launch date: 1999

NewsWorld International
Toronto 416-205-3690
Website: nwi@toronto.cbc.ca
Programing: Hourly news program featuring international and business news and documentaries
Owner: North American Television Inc., joint venture of Canadian Broadcasting Corp. and Power Broadcasting
Launch date: 1997 (launched on DIRECTV in September 1994)

Nick at Nite's TV Land
New York 212-258-8000
Website: www.nickatnitestvland.com
Programing: Variety of vintage TV series, including sitcoms, dramas, west-

www.americanradiohistory.com