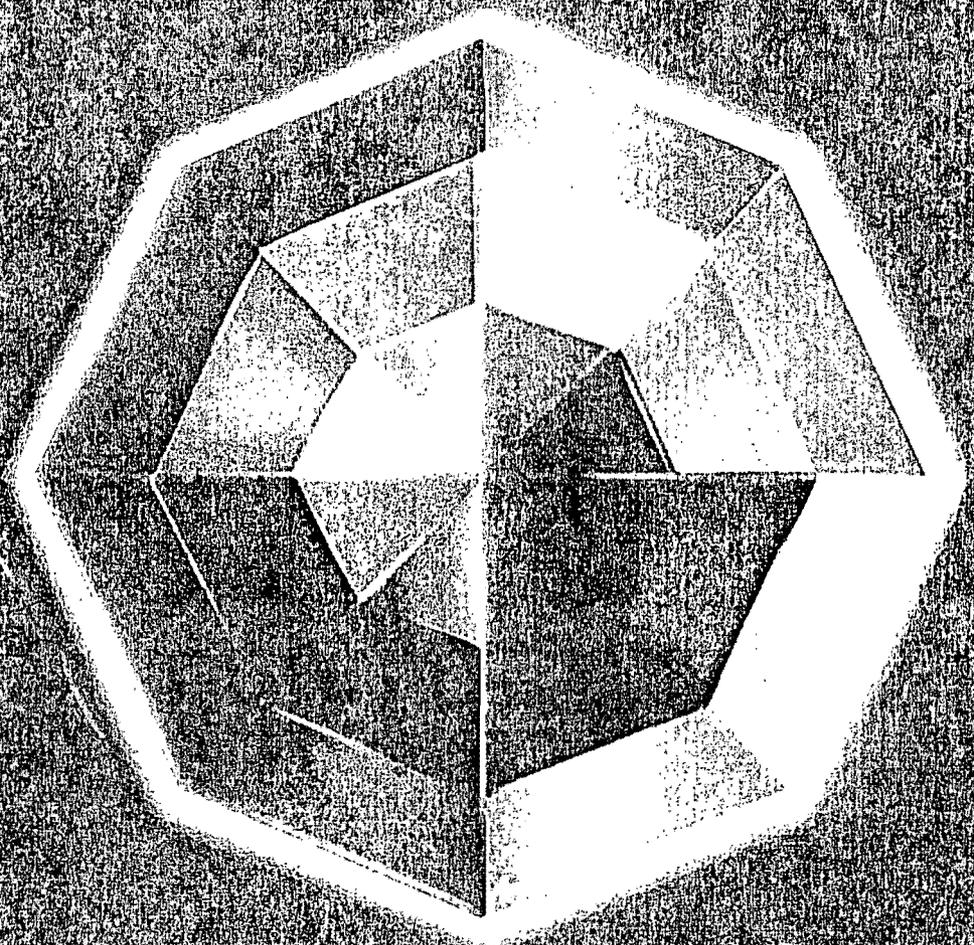

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KALIBIDOSCOPE

AMERICA'S DISABILITY CHANNEL

KALEIDOSCOPE

America's Disability Channel



Kaleidoscope is innovative television.

Revolutionizing the nation's ideas about 43



million people with disabilities and their families.

Kaleidoscope is the media conduit for America's largest new market. Estimated to exceed 30% of the population. Through programming and promotion, this fascinating channel cooperatively works with over one hundred top national disability-related organizations.



Producing a compelling blend of original programming. Entertainment. Education. Information.



Kaleidoscope carries a positive message. It's totally accessible to the whole family. Movies audio-described for the blind. Sign language and open captioning for the Deaf and hard of hearing. As well as full sound and music. Designed to appeal to television viewers of all ages.

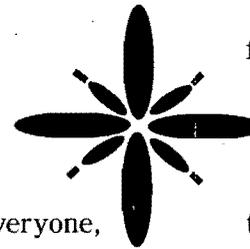
Dr. Bill Nichols, Kaleidoscope's president, explains, "Kaleidoscope is America's most accessible channel. Just as a



fascinating and ever-changing kaleidoscope produces colorful and dazzling images, Kaleidoscope, the television channel that's for everyone, brings into focus captivating programming from the disability community around the world."

Whether skiing down the slopes at wind-whipping speeds with the U.S. Disabled Ski Team or learning the graceful expressions of American Sign Language. Chatting

with a Hollywood celeb. Traveling to the zoo with children and an enchanting, young storyteller who is Deaf/blind. Flying upside



down to the music of an internationally famous composer who is blind.

Kaleidoscope is anything but predictable. Kaleidoscope television. A glistening mosaic of color, light and lives.

Transforming myths of yesterday into the exciting realities of today and tomorrow.

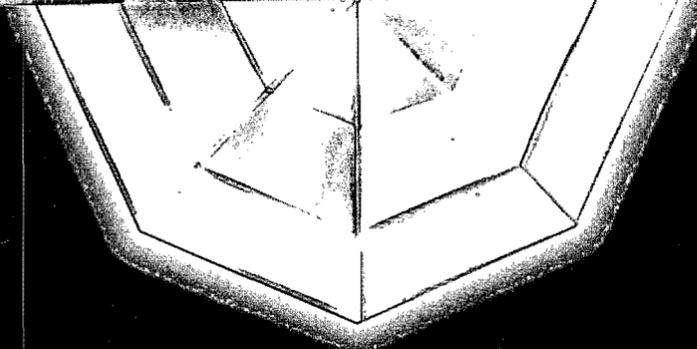
Finally, a cable channel for everyone.



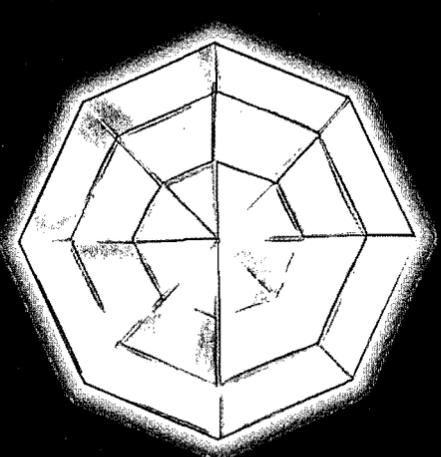
KALEIDOSCOPE: America's most accessible channel.

Currently in 15 million cable households. For more information, call 1-210-824-7446.

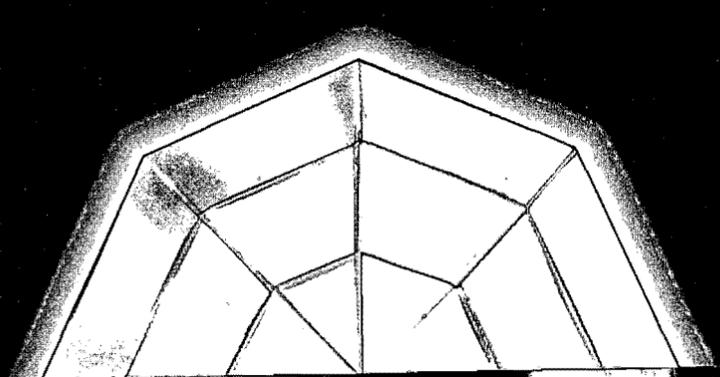




**MOST
CHANNEL**



KALEIDOSCOPE
AMERICA'S DISABILITY CHANNEL



**AMERICA'S
ACCESSIBLE**

KALEIDOSCOPE
AMERICA'S DISABILITY CHANNEL

1777 N.E. Loop 410 • Suite 300 • San Antonio, Texas 78217
(210) 824-7446 • TDD (210) 824-1686 • FAX (210) 829-1388

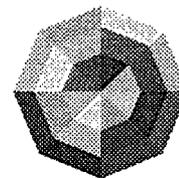
FACT SHEET



KALEIDOSCOPE ■ 1777 N.E. Loop 410, Suite 300, San Antonio, TX 78217-5235 ■ (210) 824-7446 (Voice) ■ (210) 824-1666 (TTY) ■ (210) 829-1388 (FAX)
"KALEIDOSCOPE: The only television network for America's 49,000,000 people with disabilities"

- TYPE OF SERVICE** Basic Cable TV, Satellite Transmissions
- AGE OF SERVICE** Launched on July 26, 1990
- CABLECAST HOURS** Beginning April 1995, 24 hours per day
- PROGRAMMING** KALEIDOSCOPE programming is produced by and for people who have disabilities and the organizations that work with them. It includes a variety of forms: news and information, sports, movies, health care programs, talk shows, travelogues, musical concerts, comedy, and children's series.
- FORMS** KTV is uniquely created to provide full access by cablecasting in four communication forms:
- * Sign Language — for people who are Deaf and hard of hearing
 - * Open Captioning — on-screen subtitles (does not require a decoder)
 - * Full Sound — voice and music
 - * Audio-descriptive Narration — voiced narration which describes the video for people who are blind
- PROGRAMMERS** KTV's National Advisory Board, composed of over 100 of America's most distinguished disability-related organizations, provides quality programming. Examples:
- | | |
|---|----------------------------------|
| American Association of Retired Persons | National Association of the Deaf |
| American Foundation for the Blind | National Easter Seal Society |
| American Heart Association | Paralyzed Veterans of America |
| March of Dimes Birth Defects Foundation | United Way of America |
- NATIONAL AUDIENCE** KTV is carried on basic cable television systems throughout the country into over 15 million television households.
- NATIONAL STATISTICS** In 1994 over 49,000,000 Americans with life-limiting impairments are designated as people with disabilities by the U.S. Government. This ranks the disability community as America's largest single minority, surpassing Hispanic Americans and Black Americans. Including family members, people with disabilities represent over 30% of each market (Harris Poll '91).
- COMMERCIAL TIME** Seventeen minutes of each viewing hour is for commercial avails, plus two minutes per hour for local cable systems. Commercial avails are used by KTV for corporate sponsorships and public service announcements.

PROGRAMMING



KALEIDOSCOPE
AMERICA'S DISABILITY CHANNEL

1777 N.E. Loop 410, Suite 300, San Antonio, TX 78217-5235 / 210-824-SIGN (Voice) / 210-824-1666 (TTY) / 210-829-1388 (FAX)

"America's most accessible channel"

JANUARY 1995

EST	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 AM	Spectrum USA	Spectrum USA	Spectrum USA	Spectrum USA	ADA Celebration	Kim's World	Scripture Says
8:30 AM	Everyday Heroes	Sign Out	Everyday Heroes	Sign Out		Very Special Arts	Hear, Kitty Kitty
9:00 AM	Off Hand	Deaf Connection	Off Hand	Deaf Connection	Sunshine Factory 1/13, 1/27 ----- Davey & Goliath 1/6, 1/20	Festival	Sunshine Factory 1/1, 1/15, 1/29 ----- Davey & Goliath 1/8, 1/22
9:30 AM	Deaf Mosaic	Say It with Sign	Deaf Mosaic	Say It with Sign	Sportsman's Spotlight 1/1, 1/13, 1/27 ----- Sportsman's Showcase 1/6, 1/20	Special	Sportsman's Spotlight 1/15, 1/29 ----- Sportsman's Showcase 1/8, 1/22
10:00 AM	Catch the Spirit 1/9, 1/23	EDI Awards	Ten Commandments 1/4, 1/18 ----- Heart of Hero 1/11, 1/25	See Hear	Focus on Mental Retardation	Voice America 1/7, 1/21 ----- Deaf Culture 1/14, 1/28	Special
10:30 AM	ADA Coast to Coast 1/2, 1/16, 1/30		KALEIDOSCOPE Close-up	Very Special Arts	Insight	Special	Special

SATCOM C1 TR18

Cable Television: Contact your local Cable TV company for your local channel number.
Programs and Times are subject to change without notice.

PROGRAM DESCRIPTIONS

ADA Celebration: Brought from the nation's capital, this one-hour special celebrates the fourth anniversary of the passage of ADA.

ADA Coast to Coast: A spotlight on different cities in America working on behalf of the ADA.

Catch the Spirit: Perspectives of the ADA by the disability community in Ohio are featured.

Davey and Goliath: This is a quality children's program done in claymation format. It is entertaining and inspiring with lessons to be learned in each program.

Deaf Connection: The nation's interactive talk show for Deaf Americans, featuring Deaf leaders, entertainment figures, as well as experts on issues related to the Deaf community. TSN's anchor program is hosted by Dr. Steve Baldwin.

Deaf Culture—Autobiography: Deaf culture is explored through the life stories of successful, adult Deaf role models.

Deaf Mosaic: This 18-time Emmy Award-winning program has been covering the news and accomplishments of the Deaf community since 1985 and is produced by Gallaudet University.

EDI Awards: Join Marlee Matlin, Robb Weller, and Miss America in recognizing the winners of the National Easter Seal Society's 5th Annual EDI Awards.

Everyday Heroes: Hosted by Maureen Nunn, this ACE Award-winning show brings you in touch with people whose extraordinary work enhances the quality of life for others.

Festival: A bright and wonderful series, celebrating visual arts for children of all ages performed in sign language. Mimes and fairy tales are a part of the innovative, poignant, and fast-paced Festival!

Focus on Mental Retardation: Covers a broad scope of news and information through interviews and features about issues and opportunities relating to mental retardation and other developmental disabilities.

Hear, Kitty Kitty: This entertaining and informative series covers everything you have always wanted to know about cats.

Heart of a Hero: Hosted by Betty White, assistance dogs for people with disabilities is the focal point.

Insight: Information to help improve the lives of people who have lost their sight.

KALEIDOSCOPE Close-up: One-on-one interviews with former President George Bush and PCEPD Chairman Tony Coelho are featured.

Kim's World: Motivated by Helen Keller, Deaf/blind actress Kim Powers shows youth and young adults the joys and values of seeing life in Kim's unique manner.

Off Hand: Hosted by Herb Larson, the Deaf community's "Johnny Carson," and Lou Fant. Celebrities are spotlighted in this Hollywood-based show.

Say It with Sign: This series teaches the important basics of sign and investigates cultural differences, family relationships, and other aspects of American Deaf lifestyles.

Scripture Says: A weekly study of Bible readings as read in various churches with American Sign Language and captions.

See Hear: This exciting international magazine-format series is brought to viewers straight from England. Various aspects of the Deaf community are highlighted with BSL (British Sign Language), as well as various sign systems from many countries around the world.

Sign Out: Hosted by Stuart Brackney, this long-running series covers newly passed legislation, telephone relay services, employment rights, and programs/services offered to the public.

Specials: This designated time slot is used as a platform by various Deaf and disability organizations and product information providers.

Spectrum USA: Addressing issues affecting people with disabilities with your host Virginia Roberts, Executive Director of the Texas Governor's Committee on People with Disabilities.

Sportsman's Showcase: Conservation, along with ethical hunting, is Ken Tucker's main focus for this outdoor series.

Sportsman's Spotlight: Host Steve Kettenhoven is a licensed hunting and fishing guide with cerebral palsy who will take you on great outdoor excursions.

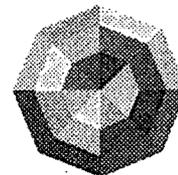
Sunshine Factory: P. J. and the Kids laugh and learn together in this energetic children's program.

Ten Commandments: This is an enlightening and educational look at the do's and don'ts of disability etiquette.

Very Special Arts: Enjoy the magic of creation and the beauty of the arts in these entertaining and enlightening shows, featuring talented artists.

Voice America: This exciting new technology, advanced voice recognition, will help bring interactivity to your computer.

PROGRAMMING



KALEIDOSCOPE

1777 N.E. Loop 410, Suite 300, San Antonio, TX 78217-5235 / 210-824-SIGN (Voice) / 210-824-1666 (TTY) / 210-829-1388 (FAX)

"America's most accessible channel"

FEBRUARY 1995

EST	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 AM	Spectrum USA	Spectrum USA	Spectrum USA	Spectrum USA	Spectrum USA	Kim's World	Scripture Says
8:30 AM	Everyday Heroes	Sign Out	Everyday Heroes	Sign Out		Very Special Arts	Hear, Kitty Kitty
9:00 AM	Off Hand	Deaf Connection	Off Hand	Deaf Connection	Sunshine Factory 2/10, 2/24 ----- Davey & Goliath 2/3, 2/17	Festival	Sunshine Factory 2/12, 2/26 ----- Davey & Goliath 2/5, 2/19
9:30 AM	Deaf Mosaic	Say It with Sign	Deaf Mosaic	Say It with Sign	Sportsman's Spotlight 2/10, 2/24 ----- Sportsman's Showcase 2/3, 2/17	Special	Sportsman's Spotlight 2/12, 2/26 ----- Sportsman's Showcase 2/5, 2/19
10:00 AM	Catch the Spirit 2/6, 2/20	Choosing Victory	Ten Commandments 2/1, 2/15 ----- Thanh 2/8, 2/22	See Hear	Listen to Me 2/10, 2/24 ----- Same Difference! 2/3, 2/17	Deaf Culture 2/11, 2/25 ----- Deaf Perspective 2/4, 2/18	Special
10:30 AM	ADA Coast to Coast 2/13, 2/27		KALEIDOSCOPE Close-up 2/1, 2/15 ----- Insight 2/8, 2/22	Special	Special	Special	Special

SATCOM C1 TR18

Cable Television: Contact your local Cable TV company for your local channel number.
Programs and Times are subject to change without notice.

PROGRAM DESCRIPTIONS

ADA Coast to Coast: A spotlight on different cities in America working on behalf of the ADA.

American Culture—Deaf Perspective: A four-part series, exploring different aspects of Deaf culture.

Catch the Spirit: Perspectives of the ADA by the disability community in Ohio are featured.

Choosing Victory: A documentary about wheelchair athletes in Montreal and Los Angeles.

Davey and Goliath: This is a quality children's program done in claymation format. It is entertaining and inspiring with lessons to be learned in each program.

Deaf Connection: The nation's interactive talk show for Deaf Americans, featuring Deaf leaders, entertainment figures, as well as experts on issues related to the Deaf community. TSN's anchor program is hosted by Dr. Steve Baldwin.

Deaf Culture—Autobiography: Deaf culture is explored through the life stories of successful, adult Deaf role models.

Deaf Mosaic: This 18-time Emmy Award-winning program has been covering the news and accomplishments of the Deaf community since 1985 and is produced by Gallaudet University.

Everyday Heroes: Hosted by Maureen Nunn, this ACE Award-winning show brings you in touch with people whose extraordinary work enhances the quality of life for others.

Festival: A bright and wonderful series, celebrating visual arts for children of all ages performed in sign language. Mimes and fairy tales are a part of the innovative, poignant, and fast-paced Festival!

Hear, Kitty Kitty: This entertaining and informative series covers everything you have always wanted to know about cats.

Insight: Information to help improve the lives of people who have lost their sight.

KALEIDOSCOPE Close-up: One-on-one interviews with former President George Bush and PCEPD Chairman Tony Coelho are featured.

Kim's World: Motivated by Helen Keller, Deaf/blind actress Kim Powers shows youth and young adults the joys and values of seeing life in Kim's unique manner.

Listen to Me: As KTV celebrates Black History Month, an interview with Deaf leader Hubert Anderson is spotlighted.

Off Hand: Hosted by Herb Larson, the Deaf community's "Johnny Carson," and Lou Fant. Celebrities are spotlighted in this Hollywood-based show.

Same Difference: Students with disabilities talk to their peers about their lives and hopes for the future.

Say It with Sign: This series teaches the important basics of sign and investigates cultural differences, family relationships, and other aspects of American Deaf lifestyles.

Scripture Says: A weekly study of Bible readings as read in various churches with American Sign Language and captions.

See Hear: This exciting international magazine-format series is brought to viewers straight from England. Various aspects of the Deaf community are highlighted with BSL (British Sign Language), as well as various sign systems from many countries around the world.

Sign Out: Hosted by Stuart Brackney, this long-running series covers newly passed legislation, telephone relay services, employment rights, and programs/services offered to the public.

Specials: This designated time slot is used as a platform by various Deaf and disability organizations and product information providers.

Spectrum USA: Addressing issues affecting people with disabilities with your host Virginia Roberts, Executive Director of the Texas Governor's Committee on People with Disabilities.

Sportsman's Showcase: Conservation, along with ethical hunting, is Ken Tucker's main focus for this outdoor series.

Sportsman's Spotlight: Host Steve Kettenhoven is a licensed hunting and fishing guide with cerebral palsy who will take you on great outdoor excursions.

Sunshine Factory: P. J. and the Kids laugh and learn together in this energetic children's program.

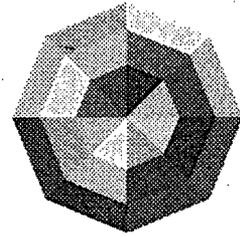
Ten Commandments: This is an enlightening and educational look at the do's and don'ts of disability etiquette.

Thanh: A documentary that chronicles the life of Thanh Diep, a Vietnamese-American teenager with physical disabilities.

Very Special Arts: Enjoy the magic of creation and the beauty of the arts in these entertaining and enlightening shows, featuring talented artists.

KALEIDOSCOPE

24-Hour Schedule



KALEIDOSCOPE

ET		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	PT		
Current Sched	8:00	AM	Deaf Mosaic	KALEIDOSCOPE	Studio "A"	KALEIDOSCOPE	KALEIDOSCOPE	The Cutting Edge	AM	5:00	
	8:30	Deaf Perspective	Focus	Focus		Focus	Focus	Ablefit	5:30		
	9:00	Very Special Arts	KTV News	Fully Accessible Movies	KTV News	Fully Accessible Movies	KTV News	Festival	6:00		
	9:30	KTV Close-up	See Hear		Say It With Sign		Sign Out	KToons	6:30		
	10:00	DC Report	Making Life Better		Touching Us All		AARP	Kim's World	7:00		
10:30								7:30			
	11:00	KALEIDOSCOPE Shopping								8:00	
	11:30	(Making shopping accessible for people with disabilities)								8:30	
	12:00	PM									9:00
	12:30	The Cutting Edge	KTV News					The Cutting Edge	9:30		
	1:00	Studio "A"								10:00	
	1:30	(Fully Accessible Movies)								10:30	
	2:00									11:00	
	2:30									11:30	
	3:00									PM	
	3:30	Very Special Arts	KTV Focus	Ablefit	KTV Focus	Ablefit	KTV Focus	Kim's World	12:00		
	4:00	See Hear		Point of View		People At Work		KToons	12:30		
Early Fringe	4:30	Deaf Perspective	Kim's World	Festival	KToons	Hear Kitty, Kitty	Sunshine Factory	Festival	1:00		
	5:00	Say It With Sign								1:30	
	5:30	Deaf Connection								2:00	
	6:00	Off Hand								2:30	
	6:30	Deaf Mosaic								3:00	
Access	7:00	KALEIDOSCOPE								3:30	
	7:30	Focus								4:00	
Prime	8:00	KTV News								4:30	
	8:30	DC Report	Very Special Arts	Making Life Better	Touching Us All	AARP	Everyday Heroes	KTV Sports	5:00		
	9:00	Studio "A"								5:30	
	9:30	(Fully Accessible Movies)								6:00	
	10:00									6:30	
	10:30									7:00	
Late Night	11:00									7:30	
	11:30	KTV Close-up	Deaf Mosaic	See Hear	Deaf Connection	Deaf Perspective	Off Hand	KTV Close-up	8:00		
	12:00	AM	KALEIDOSCOPE								8:30
	12:30	Focus								9:00	
	1:00	KTV News								9:30	
	1:30	The Cutting Edge	Very Special Arts	Making Life Better	Touching Us All	AARP	Everyday Heroes	The Cutting Edge	10:00		
	2:00									10:30	
	2:30										
	3:00	KALEIDOSCOPE Shopping								11:00	
	3:30	(Making shopping accessible for people with disabilities)								11:30	
	4:00									AM	
	4:30									1:00	
	5:00									1:30	
	5:30									2:00	
	6:00	Studio "A"								2:30	
	6:30	(Fully Accessible Movies)								3:00	
	7:00									3:30	
	7:30	KTV News						Scripture Says		4:00	
									4:30		

PROGRAM DESCRIPTIONS

AARP: With a focus on older Americans and those interested in making the most of their lives AARP brings you features on disability, health care, financial security, community safety, and more.

Ablefit: Keep healthy and active with KTV's workout for people with disabilities.

DC Report: Tony Coelho, chairman of the President's Committee on Employment of People with Disabilities, hosts a round table discussion with leaders in business, government, and disability on topics from welfare reform to education to the information superhighway.

Deaf Connection: Hosted by Dr. Steve Baldwin, this interactive talk show for Deaf Americans features Deaf leaders, entertainment figures, as well as experts on issues related to the Deaf community.

Deaf Mosaic: This 18-time Emmy Award-winning program has been covering the news and accomplishments of the Deaf community since 1985 and is produced by Gallaudet University.

Deaf Perspective: Various aspects of the Deaf and hard of hearing culture are explored. The focus ranges from language to heritage to folklore, as well as accessibility through technology.

Everyday Heroes: Hosted by Maureen Nunn, this ACE Award-winning show brings you in touch with people whose extraordinary work enhances the quality of life for others.

Festival: A bright and wonderful series, celebrating visual arts for children of all ages performed in sign language. Mimes and fairy tales are a part of the innovative, poignant, and fast-paced Festival!

Hear Kitty, Kitty: This entertaining and informative series covers everything you have always wanted to know about cats. Hosted by Roxanne Baker and interpreted by Kathryn Deal, this Hollywood-produced program gives tips on how to take care of your cat, provides history and background on various breeds, and features human interest segments that relate to our fancy felines.

KALEIDOSCOPE Focus: A magazine montage of the activities of over 100 disability-related organizations and how their daily involvement affects the lives of over 49 million Americans.

KALEIDOSCOPE Shopping: Shopping is now accessible with this open-captioned programming featuring products of universal design along with disability-specific products.

Kim's World: Motivated by Helen Keller, Deaf/blind actress Kim Powers shows youth and young adults the joys and values of seeing life in Kim's unique manner.

KToons: Classic cartoons open captioned for everyone's enjoyment. Join Bugs Bunny, Elmer Fudd, and the gang for animated hijinks.

KTV Close-Up: These network specials will feature in-depth interviews with headliners in the disability community from lawmakers to athletes to community leaders.

KTV News: The nation's leading disability organizations contribute stories related to the latest information on drugs, research, technology, assistive devices, therapy, legislation, and more. It's the cutting edge of information for health and disability.

KTV Sports: Fast-paced, exciting highlights from the competitions of world-class athletes with disabilities from every nation, plus a look at the leisure side of sports and the disability community.

Making Life Better: This series highlights the activities of the National Easter Seal Society with a focus on independence and ability.

Off Hand: Hosted by Herb Larson, the Deaf community's "Johnny Carson," and Lou Fant. Celebrities are spotlighted in this Hollywood-based show.

People At Work: This series profiles the dedication and professional capabilities that people with disabilities contribute to the nation's workforce.

Point of View: Hosted by Cecilia Berrios, this program addresses the issues and explores information that affects the lives of people who are blind or visually impaired.

Say It with Sign: This series teaches the important basics of sign and investigates cultural differences, family relationships, and other aspects of American Deaf lifestyles.

Scripture Says: A weekly study of Bible readings as read in various churches with American Sign Language and captions.

See Hear: This exciting international magazine-format series is brought to viewers straight from the United Kingdom. Various aspects of the Deaf community are highlighted with BSL (British Sign Language), as well as various sign systems from many countries around the world.

Sign Out: Hosted by Stuart Brackney, this long-running series covers newly passed legislation, telephone relay services, employment rights, and programs/services offered to the public.

Studio "A" Movies: Movies for the whole family. Enjoy timeless film classics and Academy Award winners . . . all audio described for the blind and visually impaired and open captioned for the Deaf and hard of hearing.

Sunshine Factory: P. J. and the Kids laugh and learn together in this energetic children's program.

The Cutting Edge: A magazine-style show exploring the frontiers of medicine, from emerging trends to the latest advances in health care.

Touching Us All: A series of programs showcasing the many ways United Way-supported programs help people in the local communities they serve.

Very Special Arts: Enjoy the magic of creation and the beauty of the arts in these entertaining and enlightening shows, featuring talented artists.



“ KALEIDOSCOPE Television is important for America's disability community. The network's programming helps Americans with disabilities move into mainstream life by changing perceptions.”

SENATOR BOB DOLE



“ KALEIDOSCOPE not only gives people with disabilities a new means of communication, but television gives all Americans an opportunity to maximize abilities.”

SENATOR TOM HARKIN



“ As one of 49 million Americans who happens to have a disability, like I happen to have epilepsy, I'm very excited about KALEIDOSCOPE. KTV uses the extraordinary power of television to communicate ideas and positive role models for our complex society.”

TONY COELHO, Chairman
President's Committee
on Employment of People
with Disabilities



“ Please join March of Dimes and KALEIDOSCOPE. With your help, we can improve the quality of life for Americans with birth defects and other disabilities. And we can offer quality programming the whole family can enjoy.”

DR. JENNIFER L. HOWSE
President
March of Dimes
Birth Defects Foundation



“ Join with us at Easter Seals and KALEIDOSCOPE. We want to share vital, accurate information. We want to brighten American homes from coast to coast with good, quality television.”

JAMES E. WILLIAMS, JR.
President and CEO
National Easter Seal Society



“ We're delighted to join KALEIDOSCOPE in the "Calling on Cable" campaign. I hope you will become a part of the effort to bring this exciting network to every home in America.”

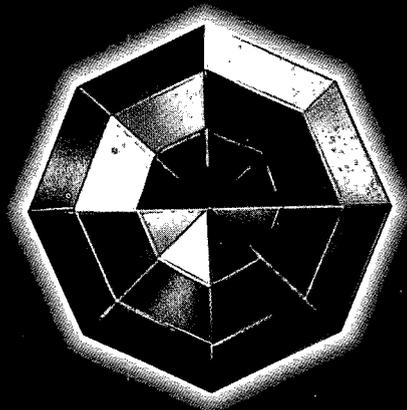
ELAINE L. CHAO
President and CEO
United Way of America

“Calling^{49 MILLION} ON Cable”

Contacting you soon will be the most powerful, respected charitable and disability-related organizations in your community. They'll be asking you to dedicate a 24-hour channel to carry their full schedule of family entertainment and information programs daily on KALEIDOSCOPE: America's Disability Channel (KTV). You'll want to say YES because:

- 1 The disability community represents about 30% of your cable franchise area.
- 2 KTV appeals to this significant market share and creates new local sales opportunities for you.
- 3 Locally, you may use two minutes per hour.
- 4 You'll benefit from high viewer interest in local programs, spots and promotions, as well as local production revenue.
- 5 KTV consistently delivers quality programming, accessible to all audiences: open captions for viewers who are deaf and movies with audio descriptions for people who are blind.

Learn how these unique advantages can produce a great bottom line for your company. Call KTV's Affiliates Manager today at 210-824-7446.



“Calling^{49 MILLION}
ON
Cable”

KALEIDOSCOPE

AMERICA'S DISABILITY CHANNEL

1777 NE LOOP 410 ■ SUITE 300 ■ SAN ANTONIO, TEXAS 78217
VOICE (210) 824-7446 TTY (210) 824-1666 ■ FAX (210) 829-1388

KALEIDOSCOPE: America's Disability Channel
"Calling on Cable"
NEWS RELEASE (SAMPLE)

(Insert local information where underlined)

RELEASE DATE:

COMMUNITY LEADERS ARE CALLING ON CABLE

YOUR TOWN, STATE -- KALEIDOSCOPE: America's Disability Channel (KTV), a national cable television network by and for America's 49,000,000 people who have disabilities, their family members, and supporters, announced today in (your town) that they are beginning a nationwide "Calling on Cable" campaign. This grassroots, community leadership campaign is designed to get KTV added to every cable system in America.

The network's recent announcement of its expansion to a 24-hour-per-day schedule in April 1995 coincides with President Clinton's recent challenge: "Now is the time to act on our awareness that disabilities are a natural part of the human experience. As we push for strict enforcement of the Americans with Disabilities Act, we recognize that our commitment to people with disabilities must extend farther than that."

Tony Coelho, President Clinton's newly appointed senior advisor and chairman of the President's Committee on Employment of People with Disabilities, is KTV's program spokesperson. Coelho, who was the original sponsor of the Americans with Disabilities Act, is helping promote the channel and says: "As one of 49 million Americans who happens to have a disability, like I happen to have epilepsy, I'm very excited about KALEIDOSCOPE. In these dramatically changing times, KTV has captured the imaginative vision to be the media conduit for this uniquely abled community and uses the extraordinary power of television to communicate ideas and positive role models for our complex society."

The (your town) "Calling on Cable" campaign began on (August 25) when a group of community leaders organized the Executive Council of the campaign. According to (your town's) campaign director (name and former title), "This broad-based campaign includes many business, civic, medical, governmental, and educational leaders, as well as representatives of disability organizations such as (list 5-6 national organizations having local affiliates involved in the campaign), and many other groups and individuals. As the news spreads throughout (your town) about KTV's upcoming 24-hour cable expansion launch, we are finding extensive and enthusiastic local grassroots interest in airing its total programming schedule on our local (cable system name)."

The disability constituency in any community consists of about 30% of the population (Harris Poll study, 1991) and includes people who have disabilities, their families, and the organizations and professionals who are closely associated with them. According to a U.S. Bureau of Census study in 1991-92, approximately 19.4% of all Americans have disabilities. In (your town,) this would be about (##,###) people. ("With its large number of state agencies, facilities, and university programs which are disability related, your town's disability community may well exceed national statistical averages," according to Dr. Bill Nichols, president and CEO of KALEIDOSCOPE: America's Disability Channel.)

"(Your town's) disability community is excited about the prospect of having a **fully accessible** national cable television network available **around the clock** which airs family oriented, informative, and entertaining programming that is meaningful and interesting to them," said Rebecca Short, KTV's director of affiliate relations. "Local supporters feel an urgency to action now because they know that (your town's cable system name) needs to plan well in advance of KTV's April expansion launch date to assure that the network's full 24-hour daily programming will be assigned a full channel space on this cable system."

Noting that KTV's 24-hour schedule includes programming from some of the nation's key disability-related organizations, (name of executive director and disability-related organization), said, "Now our local group of (#) supporters will be able to enjoy and benefit from our own programming. KTV will help keep us abreast of relevant

research findings, information, and technological advances which affect the people we serve." In preparing for KTV's expanded schedule, the network plans to premiere program series featuring such national organizations as the Arthritis Foundation, American Lung Association, AARP, American Foundation for the Blind, National Easter Seal Society, and many others. Special programs and guest appearances will be provided by many of the other major disability organizations which compose KTV's over 100-member National Advisory Board.

(Name of executive director of state or local disability organization), said, "Local disability-related organizations will have opportunities to air some of their local programs during times which KTV will provide. The determination of which local programming will be aired during this free local airtime will be one function of a KTV Local Advisory Board for (your town) which is being formed during the "Calling on Cable" campaign."

KTV's national cable television service is unique, not only because its programming targets the interests and talents of the disability community, but also because its 24-hour schedule is fully accessible to all viewers through the use of four communication forms: open captions, sign language, audio description, and full voice/music/sound.

According to (Deaf community leader's name, title, and organization), "America's 28 million people who are Deaf or hard of hearing thoroughly appreciate KTV's programming, which brings us in close touch daily with our Deaf culture. Now we will be able to tune in any time of day or night and enjoy favorite programs which are accessible through open captions or sign language."

Movies, which are enhanced by adding audio description to narrate the action during dialogue-free scenes, will be shown daily on KTV. "New heights of television enjoyment are being experienced by people who are blind or have visual impairments as they tune in to movies on KTV with audio description which brings the action to life," says (name, title, and organization of leader in field of blindness). (Educator/parent/civic leader), believes that "our young people especially enjoy the variety of KTV programs which showcase the talents and skills of entertainers and actors who have disabilities, such as Ken Medema, Tony Melendez, Kim Powers, and many others who have attained success in their chosen fields."

One of KTV's favorite shows is *Kim's World*, an entertaining children's series starring Kim Powers, a vivacious actress who is Deaf/blind. In this 13-part series, Kim invites her viewers to share with her the joys of experiencing life. (Name of Celebrity or Honorary Chairperson) says, "KTV's programming is not only interesting and educational, it's just plain quality entertainment. Our city needs more wholesome, family programming that encourages people to reach their full potential."

Other (people in your town) in business, education, rehabilitation, medicine, civic organizations, and state and local government who also are supporting this channel include (list names, titles, organizations). (Mayor, name) says, "KTV provides the optimum television experience. It can be enjoyed together by all members of the family--whether or not they have disabilities."

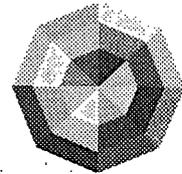
The present distribution of KTV's programming has grown to more than 14 million cable television households through 201 cable systems in 34 states. Joby Falk, KTV's affiliate manager, says, "This represents approximately 25% of the estimated 56 million cable subscribers in the United States."

KTV currently is aired from (X:00-XX:00 a.m. on your town's cable system name every day on Channel [#]).

PLEASE REFER TO KTV BACKGROUNDER, 9/94, TO AUGMENT INFORMATION IN THIS NEWS RELEASE.

For more information, contact (name, your town's) "Calling on Cable" Campaign Director at (telephone #).

AFFILIATES



KALEIDOSCOPE
AMERICA'S DISABILITY CHANNEL

1777 N.E. Loop 410, Suite 300 San Antonio, TX 78217 / 210-824-SIGN (Voice) 210-824-1666 (TTY) 210-829-1388 (FAX)

"Kaleidoscope: The nation's only television network for people with disabilities"

14.1 Million Cable Households

200 Systems in 33 States

Satcom C1 TR 18

STATE & CITY	SYSTEM	CH	STATE & CITY	SYSTEM	CH
ALABAMA			CONNECTICUT		
Montgomery	Storer Cable	54	Bridgeport	Cablevision of S. CT	34
CALIFORNIA			Norwalk	Cablevision of CT	41
Fresno	Continental Cablevision	4	FLORIDA		
Oakland	Cable Oakland	13	Gainesville	Cox Cable University	8
Orville	Butte College TV	21	Orlando	Cablevision of Central Florida	16
Santa Barbara	Cox Cable of Santa Barbara	20	St. Augustine	Cablevision Industries	18
San Diego	Cox Cable of San Diego	4	Tallahassee	Florida State University	School
San Diego	SW Cable TV	16	St. Petersburg	Paragon	9/18
San Francisco	Viacom Cable S.F.	53	GEORGIA		
Santa Monica (L.A. Area)	Century Cable	TBA	Athens	University of GA	42
Berkeley	Bay Cablevision	16	Columbus	Telecable/Key School	2
Mare Island	Americable International	24	HAWAII		
Hercules	Bay Cablevision	19B	Honolulu	Hawaii Public TV	KHET
Oakland	Cable Oakland	TBA	Honolulu	Wireless Cable Connection	TBA
Palo Alto	Cable Community Coop	78	IDAHO		
Esparto	Cableview Communications	48	Twin Falls	King Video Cable	10
Albany	Century of Cable	25	ILLINOIS		
Benicia	Century of Cable	35	Chicago	Prime Cable	TBA
Novato, Ignacio	Chambers Cable	36	Chicago	TCI Cable	TBA
Oakcrest Estates	Coast Cablevision	25	Chicago Sub.	Continental Cablevision	13
Concord	Concord Cable TV	23	Mt. Vernon	Cablevision of S. Illinois	39
Vallejo, Venetia	Donrey Cablevision	18B	Springfield	Dimension Cable	25
Hamilton AFB	Horizon Cable	31	INDIANA		
Clearlake Oaks	Jones Intercable	31	Ft. Wayne	Comcast-IPFW	6
Yountville	Multivision Cable	37	IOWA		
Napa Valley	Multivision Cable	TBA	Council Bluff	Heritage Cable	17
Danville	Ponderosa Cable	9	Davenport	St. Ambrose U./Cox	11
San Bruno	San Bruno Cable	23	Des Moines	Drake University/Heritage	10
Los Gatos	South Bay Cablevision	TBA	Dubuque	TCI Cablevision of Dubuque	64
Milpitas	South Bay Cablevision	19	Mason City	Northern Trails/Heritage	29
Mountain View	South Bay Cablevision	19	KANSAS		
Santa Clara	South Bay Cablevision	19	Overland Park (K.C.)	Telecable	TBA
Saratoga	South Bay Cablevision	19	KENTUCKY		
Los Altos Hills	Sun Country Cable	42	Bowling Green	Storer Cable	TBA
Alameda, Foster	TCI Cablevision	19	MARYLAND		
Brisbane, Broadmore	TCI Cablevision	19	Baltimore	Essex Comm. College	17
Cupertino	TCI Cablevision	19	Lanham (D.C. Area)	Multivision Cable	31A
San Leandro	TCI Cablevision	19	Rockville (D.C. Area)	Montgomery Community TV	21
Sunnyvale	TCI Cablevision	19	MASSACHUSETTS		
Contra Costa County	TCI Cablevision	15	Boston	Cablevision of Boston	21
East County	TCI Cablevision	22	Brookline	Cablevision of Brookline	21
East Bay	Viacom Cablevision	29	Cambridge	Continental Cablevision	60
Castro Valley	Viacom Cablevision	37	Frammingham	Frammingham Cable	15
Antioch, Pittsburgh	Viacom Cablevision	42	Sheffield	Sheffield Public Schools	School
S. San Francisco	Viacom Cablevision	29	MICHIGAN		
Manteca, Lathrop	Continental Cable	35	Dearborne Hhts. (Detroit)	Cablevision	11
Stockton, Lincoln	Continental Cable	37	Kalamazoo	Western MI University	28
Roseville	Jones Intercable	42	Southfield	Continental	11
Ione, Buena Vista	Pacific Coast Cable	9	MINNESOTA		
Modesto	Post Newsweek	42	Brainerd	Bresnan Communications	19
Oakdale	Post Newsweek	34	Minneapolis	Oseo School/King Video Cable	65/57
Sacramento County	Sacramento Cable	19	White Bear Lake	North Central Comm. Corp.	62
Colfax	Sonic Cable	16	MISSOURI		
Tracy	TCI Cablevision	17	Columbia	Educational Satellite Network	School
Vacaville	TCI Cablevision	42	Overland	Continental Cablevision	3
Lake of Pines	TCI Cablevision	8	St. Louis	Cencom of Missouri I	8
CANADA			St. Louis	Cencom of Missouri II	8
Manitoba	Video Cable TV	TBA	St. Louis	Cencom of Missouri III	8A

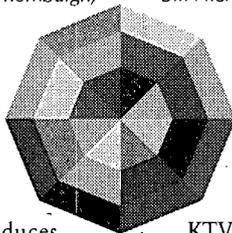
STATE & CITY	SYSTEM	CH	STATE & CITY	SYSTEM	CH
MISSOURI cont'd			OHIO cont'd		
St. Louis	Continental Cablevision	3	Columbiana	TCI	36
University City	Continental Cablevision	3	Bessemer	TCI	36
NEBRASKA			Sebring	TCI	40
Omaha	Cox	23	Lisbon	Tele-media Company	23
NORTH CAROLINA			Salem	Tele-media Company	19
Morganton	Compass Cable	2	Canton	Warner	11
NEW JERSEY			Youngstown	Warner	11
Toms River	Adelphia Cable Comm.	20/25	OKLAHOMA		
Port Norris	Atlantic Cable Television	39	Oklahoma City	Cox Cable	TBA
Princeton	C-Tec	28	Tulsa	Tulsa TV Cable Inc.	23
Jersey City	Cable TV of Jersey City	44	OREGON		
Bergenfield	Cablevision of NJ	21	Beaverton	Columbia Cable/Tualatin Access	6
Newark	Cablevision	34	Portland	Paragon Cable	30
Trenton	Comcast Cablevision	39	PENNSYLVANIA		
Cherry Hill	Garden State	14/19	Easton	Sammons	54
Mays Landing	Harron	10	Lancaster	Lancaster Wireless	TBA
Jersey City	Jones Intercable	48	Northampton	Twin County Cable TV	28
East Wall	Monmouth	51	Philadelphia	Comcast Cablevision	66
Jackson	Monmouth	21	Philadelphia	Wade Cablevision	67
Lakewood	Monmouth	21	Reading	Burkes Cable TV	31
Seaside	Monmouth	29	RHODE ISLAND		
West Freehold	Monmouth	51	Warren	Full Channel TV Inc.	13
Millstone	Monmouth	21	SOUTH CAROLINA		
Bridgeton	Sammons	14	West Columbia	Cablevision of Columbia	12
Morris	Sammons	B15	TENNESSEE		
Atlantic City	Sammons	22/1	Memphis	Memphis Schools/Cablevision	19
Eatontown	Storer	8	TEXAS		
Central	Storer	43	Austin	Austin Cablevision	29
Plainfield	Storer	6	Austin	Cablemaxx	8
Woodbury	Storer	35	El Paso	Paragon/El Paso Comm. Col.	15
East Orange	Suburban	48	Fort Worth	Fort Worth Cable	5
Hamilton	TKR	48	Houston	Warner Cable	15
Maple Shade	TKR	34	Houston	Storer Communications	TBA
Tri System	TKR	41	San Antonio	Paragon Cable	20
Elizabeth	TKR	25	WASHINGTON		
	TCI of Northern NJ	96	Everett	Viacom Central	26
Paterson	US Cable	9	Everett	Viacom North	26
Bergen	Vision Cable	10	Seattle	Chambers	27
Avalon	Warner	62	Seattle	Summit	27
NEW YORK			Seattle	TCI North	27
Albany	Capitol Cablevision	28	Seattle	Viacom	27
Canandaigua	Finger Lakes TV	12	Tacoma	TCI	29
Flushing	Brooklyn Queens Cable TV	28	Tacoma	Viacom	29
Flushing	American Cablevision	28	Vancouver	Columbia Cable	51
New York	Manhattan Cable TV	TBA	WASHINGTON, D.C.		
Queens	Quics Cable	28	Washington D.C.	Gallaudet University	9
Rome	NY School for the Deaf	School	WEST VIRGINIA		
Staten Island	Staten Island Cable	TBA	Charleston	Capitol	11
West Seneca	Adelphia Cable International	10	WISCONSIN		
Woodbury	Cablevision	30	La Crosse	La Crosse Sch. Dist./TCI	12
OHIO			Madison	Madison Schools/TCI	10
Cleveland	North Coast Cable	47	<p>NOTE: Some systems repeat KTV programming at additional times. Others pre-empt the channel for local programs. Please contact your local systems for specific coverage information.</p> <p>TBA: Channel designation and scheduled air time to be announced.</p> <p>** For more information about affiliates, call Joby Falk at KTV.</p> <p>Revised: September 15, 1994</p>		
Columbus	Time Warner	16/61			
Parma	Cox Cable	2			
Hiram, Mantua	Adelphia Cable	36			
N. Lima, Canfield	Armstrong Utilities	24			
Shenango	Century Shenango Cable TV	23			
Massillon	Massillon Cable TV	49			
N.W. Warren	Northeast Cable TV	34			
Ellsworth	Star Cable	5			
Warren	TCI	34			
E. Liverpool	TCI	37			
Garrettsville	TCI	36			
Kent	TCI	47			

American Academy for Cerebral Palsy and Developmental Medicine ■ American Academy of Audiology ■ American Academy of Disability Evaluating Physicians
 ■ American Assn. of Retired Persons ■ American Autoimmune Related Diseases Assn. ■ American College of Radiology ■ American Council of the Blind ■ American Deafness & Rehabilitation Assn. ■ American
 ■ American Foundation for the Blind ■ American Hearing Research Foundation ■ American Heart Assn.
 ■ American Lung Assn. ■ American Medical Assn. ■ American Nurses Assn. ■ American
 Occupational Therapy Assn. ■ American Optometric Assn. ■ American Physical
 Therapy Assn. ■ American Podiatric Medical Assn. ■ American Printing
 House for the Blind ■ American Society for Deaf Children ■ American Speech-
 Language-Hearing Assn. ■ Arc (The) ■ Arthritis Foundation ■ Assistance
 Dog Institute (The) ■ Association for Education & Rehabilitation of
 the Blind & Visually Impaired ■ Association of Schools of
 Public Health ■ Association of Special Needs Center
 Disability ■ AT&T National of Rehabilitation
 ■ Boston Univ., Department of Companions for Independence
 Counseling ■ Canine Handicapped ■ Council for
 ■ Canine Helpers for the Fibrosis Foundation ■ Della
 Exceptional Children ■ Cystic Affairs, Blind Rehabilitation
 Society ■ Department of Veterans Affairs, Information Technology
 Service ■ Department of Veterans Foundation (The) ■ East Carolina
 Center ■ Dogs for the Deaf ■ Dole Studies ■ Epilepsy Foundation of
 Univ., Department of Rehabilitation America ■ Girl Scouts of the U.S.A.
 ■ Helen Keller National Center for Deaf-
 Technology, Department of Psychology
 Foundation International ■ Landmark Foundation ■ Lupus
 Foundation ■ Memphis State Univ., Department of Counseling and
 Counselor Education & Educational Psychology ■ Muscular Dystrophy Assn. ■ National Anputation Foundation ■ National Assn. for Independent Living
 ■ National Assn. for Visually Handicapped ■ National Assn. of Rehabilitation Facilities ■ National Assn. of State Directors of Special Education ■ National Assn. of
 State Mental Health Program Directors ■ National Assn. of the Deaf ■ National Center for Learning Disabilities ■ National Center on Deafness ■ National
 Coalition for Research in Neurological Disorders ■ National Council on Communicative Disorders ■ National Council on the Aging ■ National Down Syndrome
 Congress ■ National Easter Seal Society ■ National Handicapped Sports ■ National Head Injury Foundation ■ National Information Center for Children & Youth
 with Disabilities ■ National Information Center on Deafness ■ National Mental Health Assn. ■ National Multiple Sclerosis Society ■ National Organization on
 Disability ■ National Parent Network on Disabilities ■ National Rehabilitation Assn. ■ National Rehabilitation Information Center ■ National Spinal Cord Injury
 Assn. ■ National Stroke Assn. ■ National Technical Institute for the Deaf ■ National Theatre of the Deaf ■ New York Univ., Rehabilitation Counseling Program
 ■ Northern Illinois Univ., Department of Communicative Disorders ■ Orton Dyslexia Society ■ Paralyzed Veterans of America ■ Parkinson's Disease Foundation
 ■ Pathways Awareness Foundation ■ President's Committee on Employment of People with Disabilities ■ Prevent Blindness America ■ Registry of Interpreters for
 the Deaf ■ San Diego State Univ., Department of Administration, Rehabilitation and Postsecondary Education ■ Seeing Eye (The) ■ Self Help for Hard of Hearing
 People ■ Southwest Educational Development Laboratory ■ Special Kids in Publishing ■ Special Olympics International ■ Spina Bifida Assn. of America
 ■ Stuttering Foundation of America ■ Texas Governor's Committee on People with Disabilities ■ Tripod ■ United Cerebral Palsy Assns. ■ United States Disabled
 Sports Team ■ United Way of America ■ University of Arkansas, Research & Training Center in Vocational Rehabilitation ■ University of Georgia, Rehabilitation
 Counseling Program ■ University of Maryland Eastern Shore, Rehabilitation Services Program ■ University of North Carolina/Charlotte, College of Education
 ■ University of Northern Colorado, College of Health & Human Sciences ■ Very Special Arts ■ West Virginia Univ., Rehabilitation Counselor Education



Pictured clockwise: Jim Williams, Celeste Holm, Robert Bradford, Chris Burke, Kevin Saunders, Tony Melendez, Crystal Gayle, Bob Dole, Kathy Buckley, Elaine Chao, Ken Medema, Kim Powers, Tony Coelho, Ginny Thornburgh, Bill Nichols, Justin Dart, and Jim Brady.

KALEIDOSCOPE



TELEVISION

Just as a fascinating and ever-changing kaleidoscope produces colorful and dazzling images, KALEIDOSCOPE, the television network for everyone, brings into focus captivating programming from the disability community around the world.

KTV's close ties with and commitment to the disability community have resulted in an effective "telecommunications cooperative"—television cooperating with more than 100 disability-related organizations to convey their vital, nationally relevant messages to the public.

KALEIDOSCOPE: America's Disability Channel (KTV) is the nation's first fully accessible cable television network by and for America's 49 million people who have disabilities, their families, and the organizations and professionals who are associated with this major, diverse population segment (approximately 30% of every community [Harris Poll, 1991]).

"Finally, a Channel for Everyone"

- **KTV is Accessible.** With all of its programs using open captions or sign language for people who are deaf, and with selected programming with audio description for people who are blind, KTV can be accessed by millions of new viewers who, until now, have never been able to enjoy television.
- **KTV is Educational.** Many KTV programs provide a creative and innovative opportunity for learning. Whether teaching sign language, providing profiles on the latest technology, dispelling myths, or any of a hundred other ways, KTV programs educate.
- **KTV is Entertaining.** Nowhere is there a better blend of musical concerts, comedy, children's shows, high-energy sports, movies, and programs on the arts that features the skills and talents of people with disabilities.
- **KTV is Informational.** KTV has the latest breakthroughs in medicine and rehabilitation, health care updates, news, in-depth interviews with world and national disability leaders, documentaries, resources for parents and people of all ages with disabilities, and much more.

LEADERS & VIEWERS



KALEIDOSCOPE ■ 1777 N.E. Loop 410, Suite 300, San Antonio, TX 78217-5235 ■ (210) 824-7446 (Voice) ■ (210) 824-1666 (TTY) ■ (210) 829-1388 (FAX)
"KALEIDOSCOPE: The only television network for America's 49,000,000 people with disabilities"

What our leaders say . . .

"Together, we have begun shifting disability policy in America from exclusion to inclusion, from dependence to independence, from paternalism to empowerment."

President Bill Clinton

"Now those of us in the disability community have an opportunity to come together through KALEIDOSCOPE (KTV), to educate so many people throughout this country. . . ."

Tony Coelho, Chairman

President's Committee on Employment of People with Disabilities

"KTV brings a great day for 49,000,000 people with disabilities and for our entire nation."

Senator Robert Dole

"We who are citizens with disabilities have waited a long time for the opportunity to participate fully in the mainstream. KTV is a powerful means to assist in reaching that important goal for all Americans."

Jim Brady, Former Presidential Press Secretary

". . . a channel 49 million Americans need, and I am excited about the opportunities it brings for all Americans."

Senator Tom Harkin

"We care about the quality of programming that we provide to our viewers and KALEIDOSCOPE is excellent programming."

Bill Daniels, Chairman

Daniels & Associates

"KALEIDOSCOPE is cable's most compelling new program service."

Bill Airy, President

VGI, Tele-Communications Inc., TCI

What our viewers say . . .

"FANTASTIC!! . . . we truly enjoy your shows!"

Paul C., Springfield, Virginia

"I am a teacher. . . . My students sit mesmerized as they watch [KTV]. A program like this has been much needed."

Kay B., Birmingham, Alabama

"I really have found your programming to be a godsend. My friends and family watch your shows even though they have normal hearing."

Sam P., Fort Worth, Texas

"I want to tell you how great I think the Network [KTV] is. I have a five-year-old stepdaughter. . . . We enjoy watching it together."

Kristen P., Smithtown, New York

"Your program is so wonderful, a great contribution to our lives. Your interviews are intelligent and provocative. We love you and watch you."

Julie C., San Jose, California

Telecommunications Cooperative. Dr. Bill Nichols, President and CEO of KTV, calls the Network a "telecommunications cooperative." Dr. Nichols says: "KTV is television cooperating through programming with education, business, medicine, government, and key disability-related organizations in this country and around the world, bringing together unique programming to entertain, educate, and inform. KTV is television at its best . . . networking with millions of people and hundreds of organizations to get their nationally relevant messages out to the public by means of America's most accessible medium--television."

National Advisory Board. KTV is served by a National Advisory Board (NAB) composed of the executive officers of over 100 major national disability organizations and by a Congressional Advisory Board composed of 14 key disability leaders in Congress. These NAB organizations, which are closely associated with the over 80 million people who have disabilities and their family members, form an extensive, grassroots constituency which is in every community throughout the nation. KTV and its NAB maintain a "win-win" relationship, especially in the areas of programming and promotion, through a cooperative exchange of expertise and resources . . . doing together what could never be done separately. As a television network which is experienced with and sensitive to the disability community, KTV provides an array of customized, supportive services through its video production and national dissemination capabilities. KTV offers its NAB organizations valuable free airtime to air their programs and public service announcements (PSAs) to its targeted national television audience. Special considerations also are made available for other KTV services, such as program and PSA production, convention/special events productions, captioning and audio-description services, and educational tape service. In addition, organizations which are members of KTV's Local Advisory Board in each community are offered local programming time.

KTV History. In May of 1990, a group of private investors with corporate headquarters in San Antonio, Texas, acquired The Silent Network and began airing its award-winning programming which targets the interests and culture of the nation's 28 million people who are Deaf or hard of hearing. On July 26, 1990, the date on which the historic Americans with Disabilities Act was signed, the Board of Directors announced the launch of a new cable television network, America's Disability Channel (ADC). ADC's 3-hour daily schedule not only included Deaf cultural programming but also expanded the scope of its services to encompass the needs and interests of all members of the disability community. Since its 1990 launch, KTV programming has received numerous media awards, including the Emmy, Barbara Jordan Media Award, Angel Award, and the National Media Access Award.

During its start-up phase, cable television audiences and industry leaders came to quickly identify America's Disability Channel as the one, unique national television network specifically designed by and for people with disabilities. As time passed, however, it became clear that the name "America's Disability Channel" needed to be expanded to reflect more fully the network's programming goals and guiding philosophy and attitude. Therefore, an extensive name-search study was conducted, resulting in the selection of the name "KALEIDOSCOPE: America's Disability Channel (KTV)." KTV's Executive Vice President of Corporate Affairs, Phyllis Nichols, says: "The name "KALEIDOSCOPE" better describes KTV's programming which pulls together diverse groups of people and organizations in a dynamic array of activity, depicting the enormous capabilities and talents within the worldwide disability community and better reflects KTV's inclusive, mainstream, positive attitude toward disability." Just as a fascinating and ever-changing kaleidoscope produces colorful and dazzling images, KALEIDOSCOPE, the television network for everyone, brings into focus captivating programming from the disability community around the world.

Distribution and Viewership. The present distribution of KTV's programming has grown to more than 14 million cable television households through 201 cable systems in 34 states. Joby Falk, KTV's Affiliate Manager, says: "This represents approximately 25% of the estimated 56 million cable subscribers in the United States." KTV currently is aired three hours daily from 8:00-11:00 a.m., Eastern Time, or as scheduled by the local cable programming service. In addition, an estimated 5 million satellite dish owners may receive the unscrambled KTV programming signals from Satcom C-1, Transponder 18.

Expansion to 24 Hours. Beginning in April of 1995, KALEIDOSCOPE: America's Disability Channel will launch its planned expansion to a 24 hour-per-day schedule. As this expansion launch rapidly approaches, the disability community is expressing increasing interest in viewing their own programming on KTV's 24-hour schedule and are asking how to obtain this cable service. As good business practice, cable operators want to satisfy their customers by providing programming which is desired by a majority of their viewers. To let local cable officials know their viewers' preferences, grassroots disability supporters in communities throughout the nation will join together in organized local efforts to request KTV. These unified efforts involve local community leaders, not only in disability organizations, but also in business, government, education, rehabilitation, and civic organizations and groups. As the April expansion nears, these grassroots campaigns will be duplicated in communities throughout the country to request that KTV's full schedule will be made available to every cable television household in America.

KALEIDOSCOPE: America's Disability Channel

BACKGROUND

KALEIDOSCOPE: America's Disability Channel (KTV) is the nation's first fully accessible cable television network, featuring family-oriented, educational, informational, and entertainment programming by and for America's 49 million people who have disabilities, their families, and the organizations and professionals who work with them. KTV's close ties with and commitment to this disability community (which includes approximately 30% of the population [Harris Poll, 1991]) has resulted in the formation of an effective "telecommunications cooperative." With its programming mission "Finally, a channel for EVERYONE!" KTV's unique, commercial, national television service not only targets the disability community but also has broad appeal among all television audiences. Nationally recognized leaders applaud KTV as follows:

Bill Airy, President of TCI subsidiary VGI: "KALEIDOSCOPE is cable's most compelling new program service."

Jim Brady, former Presidential Press Secretary and Vice Chairman of the National Organization on Disability:

"KTV should be in *every home* in America."

Tony Coelho, President Clinton's newly appointed Chairman of the President's Committee on Employment of People with Disabilities and original sponsor of the Americans with Disabilities Act:

"As one of 49 million Americans who happens to have a disability, like I happen to have epilepsy, I'm very excited about KALEIDOSCOPE. In these dramatically changing times, KTV has captured the imaginative vision to be the media conduit for this uniquely abled community and uses the extraordinary power of television to communicate ideas and positive role models for our complex society."

Senator Bob Dole: "KTV brings a great day for 49 million people with disabilities and for our entire nation."

Senator Tom Harkin:

"A channel 49 million Americans need, and I am excited about the opportunities it brings for all Americans."

Senator Daniel Inouye: "KTV addresses the needs and interests of people with disabilities."

James E. Williams, Jr., President and CEO of National Easter Seal Society:

"A channel dedicated to providing vital information, news, and education to people with disabilities and the organizations which work with this large community . . . an historic contribution which enhances the quality of life for people with physical disabilities and for all Americans--now and in the years to come."

KTV Programming. Ron Dixon, KTV's Executive Vice President of Programming and Production, says: "Although KTV's targeted audience is the disability community, programming content includes everything from general interest programs to specialized shows featuring disability-related issues and information, technology, health care, rehabilitation, education, comedy, religion, music, travel, and sports." KTV also provides a variety of special interest shows, ranging from cooking to political awareness. Programming formats include children's shows, documentaries, series, magazine and talk shows, movies, concerts, drama, and original specials. Sources for programming include original productions, featuring performers who have disabilities in leading roles; films and videotapes provided to KTV by disability-related organizations for wider audience viewing; programs produced for general viewing but made accessible through open captions, sign language, and audio description; corporate-sponsored specials and series produced by KTV; and programs acquired through America's Disability Foundation.

One of KTV's favorite shows is *Kim's World*, an entertaining children's series starring Kim Powers, a vivacious actress who is Deaf/blind. Kim invites her viewers to share with her the joys of experiencing life. Another first for television is the popular series *Achievers* with host Kevin Saunders who interviews internationally recognized leaders who have achieved a high degree of success in their chosen fields. Joining the prime-time lineup in April will be *KTV NEWS*, anchored by Briana Brooks, which will highlight health and disability information to keep viewers abreast of current happenings. Audiences thrill to the beauty and creativity of the arts as *Very Special Arts* presents entertaining and enlightening performances, featuring talented artists such as Crystal Gayle and Tony Melendez.

Fully Accessible Channel. The use of open captions and sign language, in conjunction with full voice/music/sound, makes the audio content of KTV's programming accessible to people who are Deaf or hard of hearing. Through the use of audio description, the video content of movies and other appropriate programming becomes accessible to people who are blind or visually impaired. KTV is a network that the whole family can enjoy, not just those who have a disability.

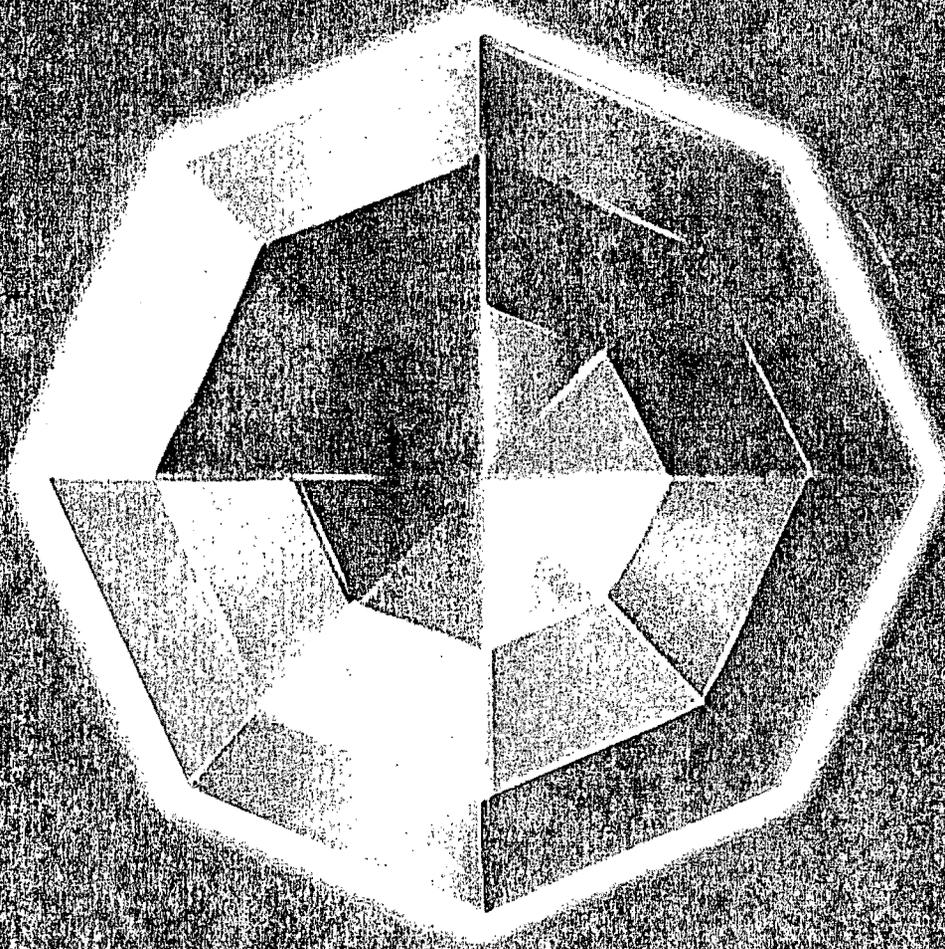
Massive Market. KTV's advertisers recognize what C. Atkins, Jr., Chairman of the Board, calls "America's largest new market niche"--a \$699 billion annual market comprised of people with disabilities (U.S. Bureau of Census, 1991-92). Advertisers are seeking to reach this market because, as Ken Olshan, Chairman of Wells, Rich, Greene, Inc., says: "Companies are discovering that it is good business to recognize the so-called disabled Americans. . . . Participating in this market is not an altruistic endeavor; it's the greatest example I know of enlightened self-interest."

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