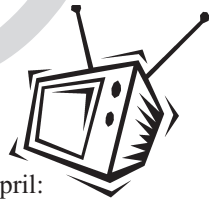


## Movies, Sports & Events

Take a sneak peek at some of the fresh, quality programming coming to cable in April:



**FX:** Original Series Season Premiere: *Rescue Me* – April 7 at 9pm

World Broadcast Premiere Movies: *The Departed* (4/7 at 5:30pm) and *Snakes on a Plane* (4/14 at 7pm)

**Discovery:** Specials: *Who Was Jesus?* (4/5 at 7pm); *Alaska Week* (4/12-4/17 at 8pm); *Inside the FBI* (4/26 at 8pm)

Original Series Season Premieres: *Myth Busters* (4/8 at 8pm); *Deadliest Catch* (4/14 at 8pm); *Out of the Wild: Alaska Experiment* (4/14 at 9pm); *Pitchman* (4/15 at 9pm)

**Comedy Central:** Original Series Season Premiere: *Reno 911!* – April 1 at 9:30pm

**Bravo:** Special: *The Real Housewives of New Jersey* – April 7 at 10pm

**TLC:** Original Series Season Premiere: *American Chopper* – April 9 at 8pm

**Lifetime:** Original Movie Premieres *High Noon* (4/4 at 8pm) and *Tribute* (4/11 at 8pm)

**ABC Family:** Original Movie Premiere: *My Fake Fiance* – April 19 at 7pm

**Hallmark:** Original Movie Premieres: *Love Takes Wing* (4/4 at 8pm); *Love Finds a Home* (4/11 at 8pm); *Chasing a Dream* (4/25 at 8pm)

**Animal Planet:** Original Series Premieres: *Escape to Chimp Eden* (4/3 at 8pm); *NIGHT* (4/8 at 9pm); *Groomer Has It* (4/11 at 8pm); *Stranger Among Bears* (4/17 at 9pm)

**Spike:** Original Series Premieres: *Ultimate Fighter* (4/1 at 9pm); *Fast Machines with Funkmaster Flex* (4/5 at 9:30pm); *Deadliest Warrior* (4/7 at 9pm); *Pro's vs. Joe's* (4/27 at 10pm)

**TV Land:** Original Series Premiere: *The Cougar* – April 15 at 9pm

**Fox Sports:** Royals regular season coverage begins 4/6 at 1pm! Find complete schedule at [www.royals.com](http://www.royals.com).

**ESPN & ESPN2:** Special: *NFL Draft* – Live coverage on April 24 and April 25

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Pass this newsletter on. Click [www.kcnow.com/listings/789427](http://www.kcnow.com/listings/789427).



C A B L E

# FYI

KANSAS CITY

## Journey TV On Demand, your passport to travel marketing



Now, you've got the opportunity to showcase your business or travel destination exclusively to over 200,000 digital cable subscribers throughout the Kansas City area just in time for summer planning

This new, interactive vacation and weekend getaway guide launched locally in 2008 on Time Warner Cable Channel 989. Journey TV is the first and only on demand channel dedicated to the travel and leisure industry.

With the simple click of the remote, viewers can use Journey TV's easy-to-use navigational tools to research and share destinations, entertainment and activities with the entire family from the comfort of their living room couch 24/7.

Advertisers can place their long format videos exclusively in the Kansas City area or any/all other Time Warner Cable markets. Choose from the many pre-determined categories to fit your specific needs:

- State by State
- Entertainment
- Beach Vacations
- International

Or insert in our newly-created, local "Staycations" category.

Now more than ever, Kansas City consumers will be looking for reasonable ways to enjoy everything our local area has to offer through this ever-important "Staycations" category. You can place your video under any of our subcategories:

- Attractions & Parks
- Events
- Hotels & Resorts
- On the Water
- Destinations

Partner Journey TV with your cable commercial schedule and let viewers know they can find more information about your products and services on Channel 989. Journey TV advertisers will be sent Monthly Viewership Reports detailing information on how viewers interacted with your message. In 2008, Journey TV On Demand received over 36,000 hits in KC.

*Continued on Page 3*

## The Power of YOU

T I M E W A R N E R C A B L E



## A View From The Top

**ESPN**  
Big 12 Basketball:  
Kansas vs. Oklahoma  
17.1 on 2/23/09 from 8pm-10:15pm  
Baylor vs. Missouri  
13.5 on 3/14/09 from 5:15pm-7:15pm  
Texas vs. Oklahoma  
8.0 on 2/21/09 from 8pm-10pm

**College GameDay**  
8.4 on 3/14/09 from 7:15pm-8pm

**ESPN2**  
Big 12 Basketball:  
Kansas vs. Texas Tech  
10.6 on 3/4/09 from 8:30pm-10:45pm  
Texas Tech vs. Missouri  
9.2 on 3/12/09 from 8:45pm-10:45pm

**TNT**  
Original Series: *The Closer*  
6.8 on 2/16/09 from 8pm-9pm

**USA**  
Original Series: *Monk*  
6.5 on 2/20/09 from 8pm-9pm  
Original Series: *Burn Notice*  
6.0 on 3/5/09 from 9pm-10pm

Source: Nielsen Overnight Cable HHs in KC DMA

## Inside This Special April 2009 Issue:

- Get your media pitch home run ratings, pg. 2
- Your broadcast favorites can be found on cable too, pg. 2
- USA hits a perfect 10, pg. 2
- Metro Sports dedicated to youth in sports and in life, pg. 3

