

I Want My Gay TV

Adelphia Launches LOGO in VT

By SCOTT SHERMAN

A new cable TV channel that has recently arrived in Vermont has some conservative and religious groups worried. Concerned Women for America are, as you might imagine, concerned. "This is a sad day for America's children," says their Dr. Janice Crouse. The American Family Association warns that TV viewers are about to see "scenes of men kissing men and women kissing women." And Focus on the Family cautions that "At any time of the day or night an unsuspecting child can be subjected to the message that homosexuality is a normal, natural and appealing lifestyle choice."

The cause of this right wing hysteria is the debut of LOGO, a new cable channel offering 24 hours a day of programming devoted to the lesbian, gay, bisexual, and transgender communities.

LOGO, which comes from MTV Networks, plans to offer a variety of gay-themed programming, including reality shows, comedies, LGBT movies, documentaries, and a host of other targeted shows.

A sampling of LOGO's programs at the time of this writing included "First Comes Love," starring actor/comedian Scott Thompson (*Kids in the Hall*) who "challenges gay and lesbian couples to fulfill a long-held wish to have the wedding of their dreams," "The Best of the GLAAD Awards," and the movies *Flawless*, *The Brandon Teena Story*, and *Jeffrey*.

Upcoming shows include a stand-up comedy program called *Take My Life Partner Please*, and *Noah's Arc*, a comedic drama about the life of an African-American gay man in Los Angeles and his three best friends.

LOGO has a news partnership with CBS, and it plans to produce original co-branded content with publications including *The Advocate*, *Out* and *The Out*

Traveler. The network also runs an ongoing original documentary series, *Momentum*, which focuses on the variety of distinct and different lives within the LGBT community, from a gay rugby team and gay rappers to lesbian surfers and gay Muslims and Latinos.

Adelphia Cable in Vermont has been carrying LOGO since its June 30 premier. LOGO is available as part of Adelphia's entry-level digital package, which adds approximately 50 additional channels to their basic analog package, for about \$12 more a month (plus equipment rental).



The four leads of LOGO's new "comedic drama" *Noah's Arc*: black gay life in LA. (Photo: Anthony Caravan)

Local cable operators can choose which channels they do and do not include in their programming. According to Julia Andrews, Marketing Manager of Adelphia, adding LOGO was a logical decision. "It's pretty clear we have a strong gay and lesbian community in Vermont, and we strive to provide relevant programming to all our subscribers. We'd be remiss if we ignored that group."

Lisa Birmingham, Adelphia's Director of Government and Community Affairs, agrees. "Vermont is a vibrant place, with diverse tastes, interests and households. Adelphia is committed to serving our entire state by offering a broad range of choices in programming."

Brian Graden, President of Entertainment at MTV Networks Music Group said this before the channel's premier.

"Because of the variety of perspectives and experiences in the gay community, the audience appeal and future programming ideas for LOGO are boundless. We are excited to make this channel available very soon to many Adelphia subscribers who are eager to have this option in Vermont."

Adelphia says they are working hard to let people know that LOGO is available. The company was a sponsor of this year's Gay Pride festival and had a prime-location booth at the vendor venue in City Hall. According to Andrews "People [at Pride] were really enthusiastic about the programming. I think it's something that's time has come."

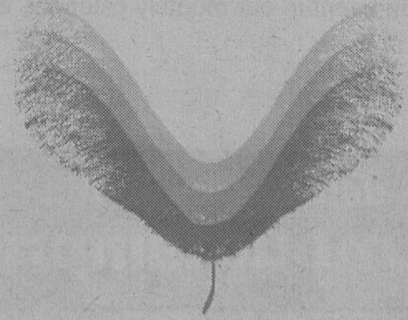
Adelphia's basic digital package reaches more than 50,000 households in Vermont. Adelphia's spokespersons state they are not aware of any negative feedback about LOGO, nor do they anticipate any here in VT.

However, if they do get

such calls, Adelphia intends to educate the callers about their ability to block unwanted content. "We have an ongoing info campaign called Control Your TV (www.controlyourtv.org) which educates parents on how to block channels or other unwanted programming," Birmingham said. "There are all kinds of options that enable customers to select what's available in their household."

Of course, Adelphia can also remind their viewers that while their digital package now offers one LGBT channel, it also has at least five religious channels. Which is to say: There's something for everyone, and "everyone" finally includes us. ▼

With his husband working out of state, writer Scott Sherman watches a lot of cable TV at home in Richmond.



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Our Mission

The Samara Foundation of Vermont is a charitable foundation whose mission is to support and strengthen Vermont's gay, lesbian, bisexual, and transgendered communities today and build an endowment for tomorrow.

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