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Thursday, 01 September 2011 13:21

here! TV is, well, Here!

Written by Steve Blanchard

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here! TV is, well, HERE!

The LGBT premium subscription channel lands on Bright House Networks Sept. 7

On Sept. 7, LGBT television viewers in Tampa Bay and Orlando will have the opportunity to add a little more fabulousness into their lives. The premium subscription cable channel here! TV will be available on channel 398 on Bright House Networks.

"Bright House has a key market that we've been interested in for some time," says Eric Feldman, here! TV executive vice president and general manager. "We're already on Verizon, but we've received great feedback from when are executives are in those markets—whether its at a film festival or whatnot."

The network went on the air in August, 2004, and has seen steady growth since then, despite some trying economic times. The expansion into Bright House's mid- and west-Florida locations has been something network executives have wanted for a long time, so they jumped at the chance to secure the spot.

"When we started the timing for the network was right, and then it was wrong—now it's right again," says Josh Rosenzweig, senior VP of original programming and development. "We made it through a difficult period—a difficult period for any premium service. We launched at the right time in 2004 to get our foot in the door and people knew we were there. That helped build a nice strong base of subscribers."

But when the economy took a down turn, subscribers started cutting the service to save money. But Rosenzweig believes we're coming out of that trend.

"In 12 months or so we'll see a new day dawning and people will still need to see their stories told," Rosenzweig says.

And there are plenty of stories available on here! TV for the entire alphabet that is our community.

"We do have something for everyone and our programs run the gamut," Feldman says. "Of course you're never going to please everyone, but we certainly try and I think we've been very successful."

Both men are hopeful that Bright House subscribers will take the opportunity to view here! TV when it debuts on Sept. 7 in our market. For those unfamiliar with the network, Rosenzweig has a simple way of explaining it:

"I like to use the analogy that here! TV is to LOGO as Showtime is to MTV," he says. "What you can give on a basic cable channel like LOGO is much different than what we can offer on a premium subscription channel. It's more adult stuff like *Queer as Folk* or *Six Feet Under*. We can tackle subjects people can't on basic cable. We can show two men in bed together or two women kissing. Our parameters are wider."

Feldman adds that while here! TV does offer adult content, it doesn't offer pornography.

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The popular network offers original programming as well as a library of movies, documentaries and special acquired from other sources. The availability of the network to Floridians utilizing Bright House is convenient, considering a multitude of original programming will debut over the next few months.

"The most exciting thing for me is the amount of new programming we have coming out through the fall and next year," says Mark Umbach, director of public relations and corporate communications for here! TV. "Whether it be *Dante's Cove: Book of Tresum* our political shows or our cooking show, *Food Fetish*. The diversity is amazing in the amount of new stuff coming up."

For Rosensweig, his excitement in the upcoming year stems from a documentary he's been directly involved in called *Broadway Cares/Equity Fights AIDS: A Look Inside*. The one hour special, debuting this month, goes inside the program in New York with backstage interview with key players.

When the same question is posed to Feldman, he's more hesitant to name just one program or series that has him excited, since he believes "all my children are beautiful."

For Feldman, his excitement stems more from what is happening in the nation as well as on here! TV.

"We have gay marriage in New York and the tide is changing when it comes to LGBT rights," he says. "Our focus is also changing and the network's focus is to be there for our viewers. We respect them and can't wait to share in these exciting times with them."

A look inside here! TV

With the arrival of the here! TV network on Bright House Networks on Sept. 7, many potential viewers may be interested in knowing what the premium cable channel offers. Here is a quick run down of new and returning programming slated for the fall and winter television season.

Broadway Cares/Equity Fights AIDS: A Look Inside, premieres this month—This one hour special premieres this month and goes inside Broadway Cares/Equity Fights AIDS. This in depth look at the organization takes viewers backstage to chat with the key players, who reveal what makes this the best of Broadway.

Thirty Years of AIDS, premieres November 2011—This original hard-hitting, one-hour documentary examines the trials and tribulations the AIDS pandemic has created over the past 30 years. Look back at how this nondiscriminatory disease has affected many lives over many years.

Dante's Cove: Book of Tresum, premieres late fall 2011—The *Dante's Cove* saga continues as the secrets, intrigues, and mysteries of Dante's Cove arise far away from its island origins. The new chapter begins as the protectors of the "Book of Tresum" seek out the only

individual who can unite the Houses of the Sun and the Moon.

She's Living for This, premieres late fall 2011—This nod to '70s variety shows (think *The Carol Burnett Show* and *Sonny & Cher meet Laugh-In*) stars drag superstar Sherry Vine and a cavalcade of comic sidekicks. Featuring songs, skits, and short films, this comedy promises to tickle the funny bone.

It's My Party, premieres in 2012—The cameras follow six nightlife promoters as they plan the most popular parties in the country. Find out what's hot, what's not, and how to saunter past the velvet rope and strut into the VIP section.

Alphabet Boys premieres in 2012—Two bohemian art school graduates and their female roommate get into all sorts of hilarious antics as they navigate New York City's professional and social worlds.

ONGOING PROGRAMMING

Threesome—here! TV's roundtable discussion with celebrity panelists answering viewers' questions regarding sex, dating, and relationships.

Boombax—Hosted by New York nightlife staple Cazwell, this retro music series features cutting-edge tunes unlike those on any other show of its kind.

Dinah Girls—Host Kayden Kross weaves her way through the world-famous women's weekend, Club Skirts the Dinah.

Food Fetish—The network cooks up something hot and spicy. Step into the kitchen with today's most innovative and highly regarded chefs as they dazzle viewers with their piquant prowess.

The Lair—This *Dante's Cove* spin-off follows the lives of sexy vampires in a small town sheriffed by none-other than former adult star Colton Ford.

To find out how to get here! TV, visit hereTV.com/AGetHerePage

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