

# BET Signs Four-Year Pact With Scripps Howard Company

**Special To The Post**  
New York - Black Entertainment Television and the Scripps Howard Cable company have signed a four-year agreement to launch the basic advertising-supported BET service in several of its systems.

Announcing the agreement today were Jay Kerekas, vice president, Scripps Howard Cable Company, and Donald E. Anderson, senior vice president, Home Box Office, Inc.

Under the terms of the agreement, BET launched last month on Scripps Howard's Sacramento system, Sacramento Cable Television. The Sacramento franchise represents the largest system currently under construction on the West Coast and will eventually pass 350,000 homes. The agreement also allows for the upcoming launch of BET in Scripps Howard franchises in Colorado and Florida. The MSO currently owns franchises in over 20 communities

across the country. Commenting on the agreement, Kerekas said, "We are pleased to establish this agreement with BET, and are particularly excited about the launch in our important Sacramento system. We feel confident BET will perform exceptionally well for us in this new-build area."

HOB's Anderson said, "Scripps Howard is a company on the move, and it is a pleasure to be associated with them. Sacramento represents not only enormous

business potential, but it also places BET and its unique programming on the TV sets of California legislators."

In April 1985, Home Box Office, Inc. announced the purchase of an equity interest in BET under which some sales and marketing

activities are carried out by HBO.

Scripps Howard Cable Company is based in Cleveland, Ohio.

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## Kool & The Gang Honored

Kool & The Gang have been honored in a two-week period by municipal officials 2,500 miles apart.

First, the biggest hit group in R&B-pop were presented a key to the city Walter Tucker, the mayor of Compton, Ca. Then, back on the East Coast, Essex County, N.J., county executive Peter Shapiro presided over a ceremony naming Robert "Kool" Bell as "star whose talent for making hit recordings is as great as his commitment to improving the lives of young people everywhere."

County executive Shapiro enumerated some of the reasons that city officials all over the country

have been recognizing Kool and The Gang's humanitarian efforts this year. Shapiro cited the group's leadership in the Big Brothers and Big Sisters Organization, their involvement with the United Negro College Fund, the group's role as official ambassadors of the International Conference of Mayors, and even Kool's official position on the Essex County Parks and Recreation Advisory Board.

By the way, the ceremony took place in one of the park locations over which Kool, in his role as a member of the advisory board, has jurisdiction: West Orange, New Jersey's Turtle Back Zoo.

## Professionalism

**Editor's Note:** Few men alive today have as many brilliant achievements as L. Ron Hubbard - author, musician, philosopher, research pioneer, educator, photographer, cinematographer, explorer and humanitarian. The author of the best-selling self-help book "Dianetics: The Modern Science of Mental Health" here gives his secret for attaining success in any field.

By L. Ron Hubbard  
**Special To The Post**

Don't ever do anything as though you were an amateur.

Anything you do, do it as a professional to professional standards.

If you have the idea about anything you do that you just dabble in it, you will wind up with a dabble life. There'll be no satisfaction in it because there will be no real production you can be proud of.

Develop the frame of mind that whatever you do, you are doing it as a professional and move up to professional standards in it.

Never let it be said of you that you lived an amateur life.

Professionals see situations and they handle what

they see. They are not amateur dabblers.

So learn this as a first lesson about life. The only successful beings in any field, including living itself, are those who have a professional viewpoint and make themselves and ARE professionals.

### Pressure Check

Free blood pressure checks will be available every Wednesday in October in Community Health Services's building, located at 1401 E. Seventh St. Blood pressures will be checked from 12-2 p.m. Appointments are necessary.

For more information and to make an appointment, please call 375-0172.

### Arts Piano Lab

Community School of the Arts' Piano Lab, located in Spirit Square, announces a special late registration.

Because they are group lessons, the cost is very affordable. Beginning and continuing school-age students are offered class times on Monday through Saturday afternoons.

For more information or to register, call 377-4187 weekdays from 9:30 a.m. to 6 p.m.



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