The art of selling the city

Portland's business recruitment video just won an award, but there's more to economic development than a 6-minute sales pitch.

By Bob Young

Portlanders have their own favorite images of what makes their city a great place to live. It might be fireworks over Casco Bay, fish fry at the Portland or the notion that three cars at a light constitutes a traffic jam. Of course, the city's real appeal is not in such discrete details, but in its gestalt—the overall feeling that Portland is like a small town with big city amenities.

But how would you depict the city to convey that feeling if you had only 6 minutes to persuade business leaders to move here?

The city's business recruitment video recently won an international award, and it's not surprising. The video stands above most of its type, which tend to show an assortment of talking heads testifying about what a great place their fair city is.

Portland's recruitment vehicle, "The Presentation," is not only technically slick and eye-candy, it's also attention grabbing and "off the wall," as the city's marketing specialist Liz Darling says.

Has it worked? That's a tough question to answer. No video, by itself, can get a business to pull up stakes and relocate. It can only arouse interest, plant images and try to correct misperceptions.

The real task of economic development—meaning recruiting and retaining jobs—is much more complex. And Portland doesn't even have an economic development strategy that reaches outside its downtown business district.

Former mayor Anne Pringle led a push to create a broader strategy during her terms. And the blueprint of the strategy can be found in a much-anticipated report by the Industry and Commerce Plan Advisory Committee (ICPAC).

Now the question is whether the strategy will be adopted—and whether the city should shift its focus away from downtown.

continued on page 6
A conversation with Arthur Rowe

City »Real Estate« columnist Arthur Rowe received a phone call last month from an agitated West End resident. The caller reported that he had been sitting on his toilet when a rat swam up through his apartment's plumbing and into the bowl beneath him. It was unclear whether the rat was the more startled of the two.

“Looking for a meal to come to them. They’re always in a hurry. They're not real fussy about what they eat. They can live off that stuff, and they can live on the good parts of human waste—things that don't get thoroughly digested.”

By Wayne Curtis, photos by Peter Shellenberger
4

Are you considering borrowing on your home? Learn how low your interest rates can be and the various loan options available.

We offer:
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CityBank
270 Congress St.
Portland, ME 04101

It's simply comfortable by the sea.
Selling the city
continued from front page

Three years ago, the city had no marketing tools to sell itself. So it put together an "investor
package" of information with lots of statistics and demographic data about Portland. It was
pressed in that this isn't everything, but it didn't give a flavor of the city." Darling said.

That's where "The Presentation" comes in. "It must have videos of 50 different cities, and we
had a great hair stylist on stage with a jacket and a ball and they really sell you," Darling said.
"Getting reacted, I wanted something really vivid. I wanted to show that Portland was progressive and not backwoods. I knew what we wanted, but I didn't know exactly.

Local filmmaker Roger Graf supplied the answer. Graf's idea was to open the video by having a
person representing Portland enter a cold corporate boardroom to make a presentation. The representative's boardroom becomes a poster that shows images of the city, while he makes a verbal pitch. A sampling of special effects is thrown in to open the scene.

"The Presentation," starts with an image of "Portland, Oregon." Portland's representative played by local filmmak Graffs. enters a conference ball and the Portland Temple Follies at light out across the room. Corporate boardrooms are identical. As a logo Portland.

Kilbourne launches his pitch, complete with singing image of the city. Portland is two hours north of Rome. It has many city facilities, good schools, colleges, hospitals and a healthy industrial base. All this is in a clean beautiful city untamed by the suburbs.

Kilbourne then uses a brick as a "small, simple and understandable" representation of the city, a series of shots showing downtown high-rise buildings and Portland's historical architecture. "Portland is a city in motion," adds, "with national and international access to every major mode of transportation. It's the closest American port to Europe and the Canadian maritime provinces." He mentions the largest export and a new high-rise bridge. Fries, trains, boats, buses and people are the scene.

The film highlights the city's cultural and night life with shots of the Portland Museum of Art, the symphony, the opera, the theater, museums and an event on stage at City Hall Youth. Portland.

Kilbourne wraps up the pitch on a deadline note, saying the film itself, "this gem of the north" will bring the focus and dimension of the city.

"The Presentation," has been sent to about 500 businesses that have responded company to Portland. The city's investment guide was sent to provide business with more substantive data about Portland.

"The video's success is hard to measure at this point," said Darling, adding that some companies have come to Portland just because of the video. "My business isn't going to move overnight. We're trying to build momentum. We've got a high-quality, professional package."...
Casco Bay Lines

Rock On Water.

It's no miracle. Just Portland's newest, hottest, rightnight spot. Brought to you all summer long by Casco Bay Lines. Check it out!

Casco Bay Lines

Fast food

Welcome to Clam Man; the political sentiment for all tops and pocketbooks. To help you choose from our extensive menu of candidates, we've ranked each of them according to how thoroughly they're likely to get to bed in the November election. One star means they're unlikely to be there before they start. Two stars indicate half-baked. Three stars show the stage needs more spice. Four stars denote that the stage needs a little spice. And five stars are usually for a guaranteed performance. Unfortunately, at the two-star level, we don't want you to have any of these.

Let me tell you all about our specials. We're offering a diet of negatives campaigns, thinly veiled with bad taste and discouragement. Our waiters at your functions a bottom-dwelling sous chef scraped in a grill pan and served in a bed of HAC money. Before you order, you should know that we're not just about the food ideas, coherent thoughts and strong principles. We're also here in the integrity. Perhaps you'll like to start with our new appetizer of Or Clam Party, a competitive candidate: Republican Jim Langley. This is in the same spirit that he is seen on the general election for the primary, by feeding off his opponent's culinary skills. Langley has no pre-election campaign and lacks a major to broaden his appeal. But it's the only conservative running for major office, he's benefit from a baking of uninterested, hardworking men and women. One- and a half stars.

Democrat Dennis Doherty will serve you with a rich dish of soft, political porridge. Come see our base for an old-fashioned political view of working class, underclass and moderate independents. Doherty isn't exactly what the public is hungry for, but he's close enough to comfort food to rate two and a half stars.

The 2nd Congressional District candidates are early-come, early-to-go. Democrat John Baldacci will have you serving up significant specials with his healthy approaches. Baldacci's campaign's appetizers by looking across the table and finding the new menu. Republicans indicate a relatively small percentage at the electron's minimum daily nutritional requirements. Neither has demonstrated that they can deliver the press in less than 10 minutes at least, along with a little dressing in the form of a mullet. Two stars.

The independents in the 2nd Congressional District include John Michael, an ex-Democrat, and independent Jeffrey Turrentine. Both make candidates indigestible. Their campaigns have exploded, and there will be no calories to digest on the table. They'll try to appeal to the same organic electorate.

Groovin' Guitarist: Carter 9 percent of the votes are likely to be unappetizing. Carter campaigned at a school, while Fitzgerald has yet to reach a summer concert for Michael, one-half of the Big Chief Music Cruise.

The winner's toast is awarded with appropriate ceremonies. Three of the four candidates will now ship up more than 10.5 million dollars apiece to make sure the public gets to fill the bowl they've sipped. Democrat John Baldacci is thought to be a winner in this round, and he's still amazing. All that cooking has made him sick on the issues, but dinners aren't feeling adventurous this year, and we've prepped their bland consistency to any amount of new and varied. Two-and-a-half stars.

Republican Susan Collins is red meat, or maybe that's just the donut she was eating. Collins has to prove she's not another Floridian snail, and she has to find a bone to throw to her party's right wing, but then she dies at home on election day. If it can't resonate the conservative vote, she's entitled alive. Two-and-a-half stars. Republican Angus King is too hot for itself but not fed, but when it comes to the bread and butter issues, he's offering much. The wine and biodegradable feet reach on his left foot, but to attract the lunch bucket bunch, he better not set out some Frank-Sugar Halpurs. Two stars.

The groovin' guitarist Carter is frozen on the sail, sold in the mix and it's a band in this mix. Let's call a spade, and give him a spade.

The 2nd Congressional District candidates' Republican's are a stew of Left Peapod - People's Party's. Republicans are a stew of cold, hard and not very appetizing. Two-star citizens plans to thaw and add sugar before re-introducing him to the voters to two stars.

Seniors 65 and older.

Smaller prices.

GULF OF MEXICO

BEFORE

AND</div>
Drunkin' donuts

By Al Diamonde

It's 6 a.m. on a Saturday. Beer time. Two guys, who may or may not have just finished work on the third shift, are enjoying Happy Hour and an egg white omelet at the bar of Bob's on Dorset Street in Portland. Four women are playing cards at one of the tables. Two beers, one burnt umber, one ochre drink with two mayonnaise sandwiches. A yappy couple with a pair of ears are sticking to coffee and fruit juice, although I laugh at them sitting lanky at my Goosey's Pale Ale chair shortly after one of their regular pounded maple syrup in its hair. It's obvious beer is about to make a comeback in the breakfast beverage of choice.

For centuries human beings have understood the advantages of drinking a hearty pint first thing in the morning. Alan Eames, author of "A Beer Drinker's Companion," cites "Francis of Oxbridge." 1748:

"In men and men with eyes open and barge contemplative in sight it's really being, like in cooking rice and lambing, for a banquet arranged. And there is some cheese. On the occasion, filled with bread, a phase is to be found. It is the only trick that is made.

Of course, this is where it gets tricky: the breakfast beer is just the way it comes from the tap or bottle. Unadulterated. A Beer Drinker's Companion advises: 'In men and men with eyes open and barge contemplative in sight it's really being, like in cooking rice and lambing, for a banquet arranged. And there is some cheese. On the occasion, filled with bread, a phase is to be found. It is the only trick that is made.'

Eames also mentions an anonymous aphorism with sound medical reasons for hitting the brew early, "With breakfast," the unknown prophet writes, "there is much to be done. The time called a 'Breakfast Porthole,' 9:32 a.m.

"BREAKFAST Porthole, 9:32 a.m."

"The Porthole, 9:30 a.m."

"Miss Portland Diner"

"Sun Breakfast"

"Denny's, 2 a.m."

"Alberta's"

"Bayou Kitchen"

"The Art of Breakfast"

"Neon Diner"

"Denny's, 2 a.m."

"Trudy's"

"Alberta's"

"The Bayou Kitchen."

"You, you should BLUE ROSE. I am HOW THE BAYOU KITCHEN. LATER, LATER, LATER."

"Denny's, 2 a.m."

"The Art of Breakfast"

"Miss Portland Diner"

"Neon Diner"

"Denny's, 2 a.m."

"Alberta's"

"The Bayou Kitchen"

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"Denny's, 2 a.m."

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"Miss Portland Diner"

"Neon Diner"

"Denny's, 2 a.m."

"Alberta's"

"The Bayou Kitchen"

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"You, you should BLUE ROSE. I am HOW THE BAYOU KITCHEN. LATER, LATER, LATER."

"Denny's, 2 a.m."

"The Art of Breakfast"
Chicken Little at City Hall
Sky falling? Forget about tomorrow

Here's the dilemma. The International Master Terminal is in need of some cash — a little more than a half-million dollars. In a memo last month to the Portland City Council, waterfowl referee from Vanport, "a large number of wooden pilings" supporting either one of the International Master Terminal was determined to be that he found "a structural collapse." He asked $28,000 to reinforce the pilings — along with another $28,000 to finish constructing a new fence around the terminal.

Impounding structural collapse is the sort of thing that gets Portlanders to sit up and take notice. A collapse is expected to force a decision from cruise ship passengers, from the transfer of international passengers, from the Portland International Airport, and from the city itself. That is, the money would have to be found to save the terminal.

As usual, the breathless editorial writers of the Press Herald were among the first on the scene of the impending disaster, demanding that the City Council act fast. "Some people," the editorial noted, "are beginning to wonder if the money would come from capital improvement funds if some other agency, perhaps the Waterfront Park Commission, which owns the terminals, can't."

If the baby is dead, put it out of its misery. If the baby is hurt, take it to a doctor. The point of this editorial is not whether or not the City Council should act, but whether or not it should act with the sense and reason required, but Portlanders have contributed time and effort with help to planning will grow discouraged and cut back the time they choose to spend on the project, it could. It is the job of the Council to make sure that the funding next year's projects is to pay for tomorrow's crises isn't common — least not the political ones. A collapse is the only sure way to get money from some long-term projects to shore up the necessary repairs. The plan is improving lighting along Congress Street, for instance, to attract more administrative staff, and if it's not entirely clear if the money allocated could be spent this year anyway. And this is but a habit Portland can afford.

What's the solution? CBD would encourage public safety awareness whenever one department head or another shot itself by the sillier and more frequent scandals. But if the City Council is slated to sit on whether or not to commit capital funding in the terminal on Wednesday July 6 — the day after we go to press. Little opposition is expected.

In any case, finding some recreation may be made. But we hope the council will sit back and think about the future. And we also hope that the terminal planning group can make more than just moral support.

Jesu's paves


death. The city, the city of the university, is responsible for the maintenance of the parking lots near the campus of the University of Maine at Orono. The parking lot near the campus of the University of Maine at Orono is the only parking lot near the campus of the University of Maine at Orono that is accessible to the public. The parking lot near the campus of the University of Maine at Orono is the smallest parking lot near the campus of the University of Maine at Orono. The parking lot near the campus of the University of Maine at Orono is the only parking lot near the campus of the University of Maine at Orono that is accessible to the public. The parking lot near the campus of the University of Maine at Orono is the smallest parking lot near the campus of the University of Maine at Orono. The parking lot near the campus of the University of Maine at Orono is the only parking lot near the campus of the University of Maine at Orono that is accessible to the public. The parking lot near the campus of the University of Maine at Orono is the smallest parking lot near the campus of the University of Maine at Orono. The parking lot near the campus of the University of Maine at Orono is the only parking lot near the campus of the University of Maine at Orono that is accessible to the public. The parking lot near the campus of the University of Maine at Orono is the smallest parking lot near the campus of the University of Maine at Orono. The parking lot near the campus of the University of Maine at Orono is the only parking lot near the campus of the University of Maine at Orono that is accessible to the public. The parking lot near the campus of the University of Maine at Orono is the smallest parking lot near the campus of the University of Maine at Orono. The parking lot near the campus of the University of Maine at Orono is the only parking lot near the campus of the University of Maine at Orono that is accessible to the public. The parking lot near the campus of the University of Maine at Orono is the smallest parking lot near the campus of the University of Maine at Orono. The parking lot near the campus of the University of Maine at Orono is the only parking lot near the campus of the University of Maine at Orono that is accessible to the public. The parking lot near the campus of the University of Maine at Orono is the smallest parking lot near the campus of the University of Maine at Orono. The parking lot near the campus of the University of Maine at Orono is the only parking lot near the campus of the University of Maine at Orono that is accessible to the public. The parking lot near the campus of the University of Maine at Orono is the smallest parking lot near the campus of the University of Maine at Orono. The parking lot near the campus of the University of Maine at Orono is the only parking lot near the campus of the University of Maine at Orono that is accessible to the public. The parking lot near the campus of the University of Maine at Orono is the smallest parking lot near the campus of the University of Maine at Orono. The parking lot near the campus of the University of Maine at Orono is the only parking lot near the campus of the University of Maine at Orono that is accessible to the public. The parking lot near the campus of the University of Maine at Orono is the smallest parking lot near the campus of the University of Maine at Orono. The parking lot near the campus of the University of Maine at Orono is the only parking lot near the campus of the University of Maine at Orono that is accessible to the public.
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Public

art in the city of Portland, it seems, is on the brink of change.

Public art in Portland? What public art? Oh come on, Portland owns some art. For starters, there's a statue of Longfellow at Longfellow Square, but again, is this kind of statuary too, even if it is only by accident.

Cross Jewelers

320 Congress Street, Portland, Maine 04101 Tel. 774-2487

Free 1 Year Parking

With the city's renewed interest in art in public spaces, Portland's hottest gallery may soon be its city streets.

The City Center. The city owns that

art. For starters, there's the statue of

Michael. But again, is this kind of statuary

at the moment a properly

properly

by the agency folded in the late 70's, the property reverted to the city. So the city got it for free of itself. It's clear that they didn't consider the statue of

Michael - what he's doing.

anyway. The Maine Public Urban Renewal Project, which at the time was being run by the downtown

Congress Street, Portland, Maine 04101 Tel. 774-2487

Free 1 Year Parking.
Silver screen

**What's where?**

Diving into something changes after CMR gives its approval, museums are asked to make sure the art is hung in a public setting that matches the type of art. (CMR stands for Cultural Management Review.)

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**General Cinemas**

Maine Mall, Portland

Dates effective July 8-14

- Maine (PG)
- The Pink (PG-13)
- 12:45, 2:05, 4:55
- 5:30
- 7:10, 9:10, 9:45

**The Mighty Ducks 2 (PG)**

- 1:30, 3:40, 5:45, 7:45, 9:30

**The Mighty Ducks**

- 10:30, 12:30, 2:30, 4:30, 7:30, 9:30

**Naked Gun 33 1/3: The Final Insult (PG-13)**

- 1:30, 3:40, 5:45, 7:45, 9:30

**One Night at McCool's (PG)**

- 1:30, 3:40, 5:45, 7:45, 9:30

**Princess Bride (PG)**

- 1:30, 3:40, 5:45, 7:45, 9:30

**Soul**

- 10:30, 12:30, 2:30, 4:30, 7:30, 9:30

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**In your face**

And then there's the debacle over Cabot Lyon's sculpture of dolphins in front of the Portland Museum of Art, where there currently is a stand of birch. It had been commissioned by that good guy John Pappajohn. But Cabot, the sculptor's architect, had opted, saying that it would look too commercial if it were slotted into the art of the waterfront side. Pappajohn dragged it over to Woodlawn College, where it was eleveted for a while.

In the meantime—well in the late '80s—the Ciancettes were converting the former inn to the Old Port into the Portland Regency Hotel. The city told them they had to do something with the space in front of the building. The city specified a fountain, and that's what Cabot's piece was intended for. So the Ciancettes bought it from Pappajohn, and Cabot gave them specific instructions about how to weld it and the planting should be in the area.

The Ciancettes disregarded those instructions, though, and did nothing completely different, which involved putting up four four-foot letters of the piece, thus obliterating much of the actual statue, just in an awkward-looking and too big aesthetically for the square.

Lyford bought it. By Maine law, work that is in the public eye cannot be altered without the consent of the artist. But until that time, the police had been sworn. Lyford said he spent a couple thousand dollars to do battle with the Regency and won a small gain in that they could hang the black shirt somewhere. But the fountain still isn't functioning the way it was intended to be. "The same sort of children down the walls of the city," Lyford said angrily. Beyond city service, he said, the city offered him no support at all.

But now, of course, the city in its capacity of the public art has appointed its own public art group, the Portland Public Art Committee, for the purpose of jurying, enacting, and permanent installation throughout the city. It's also about to inaugurate a periodic art program stimulate it is, according to this program, and the initiative applying to the city for any form of assistance to another work or maintenance or maintenance on the park. The city has dedicated 1 percent of funds received from the city for the installation of public art. This Public Art Committee will jury the applications as well as the first implementation of the Portland Public Art Committee, which the city has leased to excess of $15 million dollars.

So what will be the future bring to art in Portland's public spaces? Where this was the case, for instance, which had been proposed in the '80s by the Once a concept of the new Post Office Park was decided upon. Why is there no art there anymore. What the City Planning Department is most interested in is to have an art in a public space, so if you think about this way it is designed to. "The same sort of children down the walls of the city," Lyford said angrily. Beyond city service, he said, the city offered him no support at all.

I asked City Manager Gavlot why there are so many big works of art in the park. Gavlot replied that he thought it was because they didn't know what the plans had called for, but it was the work they could use. It was. It is. So they're not symbolic, they wouldn't be there. The city is not symbolic, of the Cape Cod State.

Artists who wish to have their work displayed publicly in Portland must submit to the committee detailed proposals, including an impressing list of criteria. The work must be in the best tabulating of conceptual design, relate to the surrounding context and standards of public safety, maintenance and conservation. It must be easily accessible to the public. And the artist making the proposal must provide the committee with specific details about structure, lighting, subtitle, design, potential design (if applicable), the length of time the piece will be on display, and any who will be installed and removed. The artist must also acquire all the necessary permits — some are not free, but a hireable amount.

I learned one pioneering — and extremely organized — artist. It's not that he's the only one. It's from Nancy Wolyna's. Wolyna had already jumped dally through the hoops, and her work has been installed in front of city office buildings on Temple and Congress. I went to see a look, but when I got there I was stunned. There was January 4th on a foot-long pole behind a placard, which read, "on Desire Day". This is a temporary art installation prepared by the city and recognized by the City Planning Office, the Portland Public Art Committee and the Friends of the Park Commission. This project, the first temporary art installation in the Downtown Arts District, will later place from June 1st to July 1st. For more information, contact Kay Waggoner-Hicks, 774-7030. Then it listed several prominent Portland businesses that had contributed to the project.
The stage is set. As the audience settles in, the lights dim. The actors take their places, their faces hidden by masks. The director raises his wand, and the first scene begins.

"The Madwoman of Chaillot" by Jean Giraudoux is a play about a woman who lives alone in a castle. She is visited by a group of visitors who are looking for a new home. The play is a social commentary on the state of the world, and it is filled with symbolism and metaphor. The actors, hidden behind masks, bring the text to life, their movements and gestures speaking volumes without words. The audience is captivated, and the performance is a triumph.

After the show, the audience is invited to a reception where they can meet the actors and discuss the play. The atmosphere is lively, and the conversation is热烈. The night is a success, and the play is a hit.
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art

openings

Wynton Marsalis

Brooks Atkinson Theatre, New York, NY
Saturday, July 22, 8:00 p.m.
Portland City Hall Auditorium
Tickets $15, $25

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events

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Wynton Marsalis
Brooks Atkinson Theatre, New York, NY
Saturday, July 22, 8:00 p.m.
Portland City Hall Auditorium
Tickets $15, $25

Forest City 5
Theater of the London Chapel
London, England
Saturday, July 22, 8:00 p.m.
Main Street Theater, Portland
Tickets $20

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September 5-17 (125Hrs)

DANCING IN AMERICA, A JUSTICE OF THE PEACE
Art & Soul continued from page 23

dance

Alley cats
Prowling 'round the coolest side streets
in town

There's something about finding an alley, a secret passageway, an unlooked-at bit of road that gives one a deep shock of pleasure —
the pleasure of discovering, perhaps, or maybe just the wonderful sense that the universe is never a completely blank wall.

Who among us hasn't poked around the streets exploring a hidden door or perhaps discovered a back entrance? I once discovered a hidden door in a Pennsylvania ghost town — mysterious kiosk with open sign: a tiny spiderweb-splattered white-tiled room.

Lately, I learned that it had sheltered slaves along the Underground Railroad.

Still, there are those who have been alleyways and side streets all their lives.

One of my favorites is Portland's Gilbert Lane, theebolutionary alley that connects power networks to trees that droop over on Murray Hill. There are three or four houses along this enclosed boulevard, and it's cool on a stormy night.

Paul Karp

smarts

At the Portland Museum of Art: "Pastimes in the Victorian Parlor" (through Aug 1) and "Learning to Light: from Oil to Gas" (through Aug 8).

Around town

30 Tapestries Threaded for a Social Cause

American Craft Museum, New York, NY
Saturday, July 22, 10:00 a.m.
Portland Museum of Art, Portland

Other

Call for Work: Food Artists
The Print Shop, 25 Commercial St., Portland
Paula Higgins: 874-8793

EIGHTS

The Portland Museum of Art:
"Pastimes in the Victorian Parlor" and "Learning to Light: from Oil to Gas"

The Maine College of Art: "F槱e's Provincetown painting workshop" (Aug 1-14)


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Channel 36  Home Shopping Network
Channel 37  ESPN 2
Channel 42  Bravo
Channel 43  SportsChannel New England*
Channel 46  The Learning Channel

As we upgrade each area of our system, our customers
will be receiving these services on a full-time basis.

In the coming months, we will be bringing you many other new channels and
services via our state-of-the-art fiberoptics technology.

Stay tuned!

*SportsChannel New England's coverage after July 15 will be determined by negotiations with the programmer, which are currently in progress.