CNN: the clock can never stop

All systems were go for June 1 start-up of 24-hour news service

If Satcom I did not disappear in space as its intended replacement, Satcom III, did last December, and if some other catastrophe did not occur, the Cable News Network, the 24-hour news programming creation of Ted Turner, went on the cable yesterday (June 1), heralded by three military bands playing the Star-Spangled Banner.

When it started up, CNN was expected to reach between 2.5 million and 3 million homes subscribing to cable systems that pick the program off Satcom I.

As the party was being planned last week for the extravagant inauguration ceremony that was to take place on the grounds of the CNN headquarters in Atlanta, CNN was well into its second week of dry runs of 24-hour news production. And, according to Reese Schonfeld, CNN president, "the first week didn't embarrass anyone, and the second week reflected credit on all concerned." In other words, Schonfeld said, "everything is on schedule, so far things are going as well as we have any right to expect."

Schonfeld said that all the domestic bureaus have contributed to the final CNN product. The Chicago bureau, he said, has been on line for three weeks, Washington for two and New York for one. The Los Angeles bureau was to sign on last Saturday, Schonfeld said, while the San Francisco and Dallas bureaus are not yet linked to satellite uplinking facilities, they have been contributing by carrying tapes to the nearest uplink points.

A total of 500 journalists, cable operators and dignitaries were expected for the inauguration. The guests, in addition to attending the 20-minute ceremony leading up to the turn-on of the system at 6 p.m. NYT, were invited to enjoy Turner's hospitality under two huge tents and take tours of the converted country club that serves now as headquarters for CNN and eventually for Turner's superstation, WTBS(TV) Atlanta.

The first 45 minutes of CNN's life, appropriately, were to be devoted to news, but at 6:45 p.m. a 15-minute taped tour, hosted by the husband-wife anchor team, Don Farmer and Chris Curie, were to be aired to introduce cable subscribers to the workings of the network.

According to Peter Vesey, the Washington bureau chief, the tour wasn't the only special feature scheduled. Vesey said that George Watson, vice president and managing editor, and Daniel Schorr, senior correspondent, were to have taped a 40-minute to one-hour interview with President Carter on Saturday for airing on Sunday evening. (Vesey also expected to do an interview with Ted Kennedy on Sunday for Monday evening and interviews with Ronald Reagan and John Anderson some time this month.)

According to Schonfeld, the regular Monday-through-Friday schedule is firm but the weekend schedule "is subject to change" and should remain in flux for a while. The weekday programming is built around two two-hour newscasts, at noon and at 8 p.m. To compete with local and network broadcast news, CNN is airing sports and financial news between 6 and 8 p.m. and sports at 11 p.m.

The rest of the day will be filled with continually updated news reports, features, daily columnists and talk shows.

Like the weekdays, the weekends are founded on updated news and one or two central news shows. In addition, many of the features seen earlier in the week are repeated. On Saturday, there are noon and 8 p.m. newscasts, but they are scheduled to run only one hour as opposed to the two hours of the weekday newscasts. Sunday also has a noon news, but the 8 p.m. news has been replaced with an hour sports report. The full schedule follows on page 56.