

ORIGINAL

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, DC 20554

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JAN 9 1997

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

In the Matter of )  
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Advanced Television Systems and )  
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Their Impact Upon the )  
 )  
Existing Television )  
 )  
Broadcast Service )  
 )  
TO: The Commission )

MM Docket No: 87-268

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REPLY COMMENTS OF  
CHANNEL 13 TELEVISION INC.

Channel 13 Television, Inc., a Connecticut corporation, is the Owner of two low power television stations, WRDM, TV-13 Hartford, Connecticut and WDMR, TV-65 Springfield, Massachusetts. Pursuant to a listing of Channels that have spacing conflicts with DTV assignments, both of these Channels could be displaced.

In June of 1996, Channel 13 celebrated its tenth anniversary of broadcasting. Channel 65 has been broadcasting for 5 years. Both of these low power television stations have provided and are continuing to provide necessary broadcast services to the communities they serve. The majority of the programs aired by both stations are foreign-language programs, primarily in the Spanish and Italian languages. Weekly programs are also produced and aired in Greek and Polish.

Over the years these stations have become an important and

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respected member of their communities because of management's dedication to providing a necessary public service. The owners of Channel 13 started from nothing to build an organization which not only provides a needed service to the community, but also pays taxes and employs 15 full-time and 5 part-time employees.

These stations have clearly accomplished what was intended when the FCC permitted the licensing of low power television stations. These stations provide special niche programming and intensive coverage and participation in community activities and events which full power broadcasters do not provide.

On a weekly basis the Greek and Polish programs contain a locally produced segment on news and community affairs. In addition to a number of annual events in which Channel 13 and 65 participate, these stations also produce and air programs concerning these major annual events. Attached is a statement concerning the nature of these annual program events, station profiles and audience information.

In addition, weekly programs are produced and aired in Italian and Spanish, including: L'Italia D'America, a program concerning important issues and events for the local Italian community; L'Ora della Verita, a program featuring an in depth discussion of religious readings; 1550, Walter Martinez Y Usted, a music video show; Adelante, a Spanish language community issues program; and community calendars of events for the Italian and Hispanic community.

Special programs are always being prepared as needed or required for important news or community events involving social, educational, political or community issues. Channel 13 and 65 are always ready to

produce and air programs important to the community. Some of the other special programs in 1996 included a program on the dangers of lead paint produced in conjunction with the Children's Hospital of Hartford and cultural programs on the Ballet Hispanico and an exhibit at the re-opened Old State House on Hispanic Artists. A live broadcast was aired in November of 1996, with election results and commentary provided in Spanish and Italian. A special Christmas broadcast was produced by station personnel in Puerto Rico with visits to family members of local viewers. On January 6, 1997, Channel 13 personnel participated in, produced and then aired a special broadcast on the "Three Kings Day" celebration in Hartford, Connecticut.

During the 1996 baseball season, Channel 65 was selected as the English broadcaster for the home games of the Boston Red Sox in Western Massachusetts. The station was recently notified that it will again be the Boston Red Sox Station in Western Massachusetts for the 1997 baseball season.

Both of these stations could be displaced by allocating spectrum for DTV. The substantial investment by the owners and management could be wiped out in the blink of an eye. Action which terminates these stations without any attempt to explore the possibility of continued broadcasting is grossly unfair, not only to the owners and operators of these stations, but also to the communities which have come to rely on these stations for information, communication and entertainment. It is also unfair to all the employees of these stations who have dedicated themselves with pride to these

organizations.

The Commission cannot and should not ignore the dramatic impact the proposals for advanced television systems will have on communities across the country and particularly on Latino communities across the country. How can the FCC justify giving full power broadcasters a second channel while wiping out low power stations that are clearly serving necessary community needs?

The decision to go forward with advanced television should be further delayed until the impact on communities is clear and until some resolution can be found to maintaining services which are currently provided. Information concerning the stations and the target audience are attached.

As previously stated Channel 13 has been already broadcasting for 10 years. Station management and employees cover and participate in a wide array of community events. The Station produces programs of local interest. In every way, except the level of broadcast power, these low power stations act the same as full-power stations. If these stations were not providing a necessary service they would not have survived and succeeded for all these years. I have enclosed copies of some newspaper articles concerning some of the activities in which Channel 13 was recently involved.

Putting low power television stations out of business does not make any sense. Communities will not obtain the communications and information services to which they have become accustomed and upon which they rely. Persons will be displaced from their employment. Businesses will be wiped out and substantial investments will be

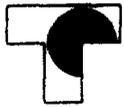
lost. The FCC should avoid these disastrous results at all costs.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Lucio Ruzzier", is written over a horizontal line.

LUCIO C. RUZZIER, SR.  
President, Channel 13  
Television, Inc.  
886 Maple Avenue  
Hartford, CT 06114  
(860) 956-1303

January 7, 1997



WRDM - TV13  
WDMR - TV65

TELEMUNDO

Station Profile

## **STATION PROFILE**

### ***WRDM-TV13 / WDMR-TV65 IN CONNECTICUT AND WESTERN MASSACHUSETTS***

WRDM-TV13 / WDMR-TV65 are two commercial Spanish language television stations broadcasting since 1986. WRDM-TV13 / WDMR-TV65 cover over 1.5 million Television Households in Connecticut and Western Massachusetts.

WRDM-TV13 / WDMR-TV65 are committed to the Hispanic Consumer Market of Connecticut and Western Massachusetts. Our primary objective is to be an integral and dominant part in the lives of our large and diverse Hispanic population. WRDM-TV13 / WDMR-TV65 have been successful in reaching this objective through a combination of high quality programs, specials, coverage of local community events and by providing programming directly from Puerto Rico. The stations also provide alternative programming with dedication and commitment to public service.

### ***WRDM-TV13 / WDMR-TV65 AUDIENCE RESPONSE***

Based on our research, the audience of WRDM-TV13 / WDMR-TV65 is loyal and highly responsive. We are perceived by our passionate and committed audience as being: "A Station concerned with the community!" We have a local presence, we are innovative and we combine Telemundo's top notch programming with news, sports entertainment, and drama. Programming in other languages include: Italian, Polish and Greek.

WRDM-TV13 / WDMR-TV65 have received numerous awards from different organizations serving the Hispanic community. Most recently we received the "PREMIO CARIBE AWARD" for dedication, commitment and the best live coverage of programming directly from Puerto Rico.

### ***WRDM-TV13 / WDMR-TV65 AREA COVERAGE***

In addition to local coverage, WRDM-TV13 / WDMR-TV65 also reach viewers thru most cable systems in the two-state area.



WRDM - TV13  
WDMR - TV65

TELEMUNDO

Market Data

**TARGET MARKET UPDATE**

With a combined estimated Hispanic population of about 472,300, Connecticut and Western Massachusetts is the third largest Hispanic Consumer Market in the Northeast, and the twenty fifth largest in the nation. However, Hispanics do not just live in cities, the greatest density of Hispanics can be found in the suburbs, where they represent close to about 13.5% of the population.

Hartford, CT - 156,722  
(29 Towns)

New Haven, CT - 91,545  
(27 Towns inc. Waterbury)

Middlesex, CT - 12,553  
(15 Towns)

Tolland, CT - 9,236  
(13 Towns)

Litchfield, CT - 17,853  
(10 Towns)

Springfield, MA - 128,169  
(5 Towns)

**COUNTY OF ORIGIN**

Over two-thirds of Hispanics living in the Connecticut ADI and Western Massachusetts are of Puerto Rican origin. Other Hispanic groups are: Peruvians (6.8%), Colombians (6.1%), Cubans (3.7%), Mexicans (4.1%), Dominicans (3.1%) and also others from South America and Central America make up the remainder of the population.

**AGE/SEX OF THE HISPANIC POPULATION**

Males and Females 18 years and older make up about 65% of the Connecticut and Western Massachusetts Hispanic Consumer Market. Of these, the majority are between the ages of 18 and 34 (41%). About 14% are between the ages of 35 and 49, and about 11% are 50 and over.

**INCOME AND BUYING POWER**

The average household income for Hispanics living in the Northeast is \$28,900 with a median household income of \$24,900. Close to 80% of Hispanic household in the Northeast make between \$10,000 and \$49,000: (40.2% 10,000-24,900); (39.4% 25,000-49,000). At the upper end of the scale, 5.3% earn between \$50,000 and \$74,999 and 1.3% earn between \$75,000 and \$99,999.

**LANGUAGE SPOKEN AT HOME**

Eight out of ten Hispanics in Connecticut and Western Massachusetts speak Spanish in their homes.



WRDM - TV13  
WDMR - TV65

Community Involvement

## COMMUNITY INVOLVEMENT

**IN CONNECTICUT, WRDM-TV13 GETS STRONGER WITH COVERAGE OF SOME DYNAMIC COMMUNITY EVENTS!**

\* **PUERTO RICAN PARADE**

The Puerto Rican Parade has brought entertainment and cultural enlightenment to the Spanish community since 1964. WRDM-TV13 has covered this exciting event since 1986. Every year the parade is celebrated in either the city of Hartford or New Haven. Parade organizers estimate that at least 100,000 attend this event. The parade is held in June.

\* **LATINOS CONTRA EL SIDA**

Latinos Contra el Sida (Latinos Fighting Against AIDS) is an annual FUNDRAISER held at EL MERCADO in Hartford, CT. WRDM-TV13 has televised this event for the past five years. WRDM-TV13 together with Latinos Contra el Sida, a community based organization, bring education and awareness to the Spanish community of Central Connecticut. Event is held in September.

\* **TELEMARATHON - LOS NINOS LISIADOS DE PUERTO RICO**

Evidence of how WRDM-TV13 gets stronger with coverage of community events is the Annual Telemarathon televised LIVE since 1989. Los Ninos Lisiados de Puerto Rico (Handicapped Children of Puerto Rico), and WRDM-TV13 have touched the lives of so many children in Connecticut and Puerto Rico. Telemarathon is held in October.

\* **PARKFEST**

New England's diverse Hispanic community comes together in Hartford, CT for an entire weekend of celebration of international foods, music, arts and culture during PARKFEST. WRDM-TV13 together with the SPANISH AMERICAN MERCHANTS ASSOCIATION promote a positive image of the city and celebrate the diversity, richness and pride of the Latin American culture represented in Hartford. PARKFEST is held in July. Over 100,000 people attend PARKFEST.

over...

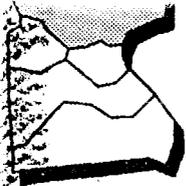
\* ITALIAN FESTIVAL

WRDM-TV13 covers also Italian programming and is proud to cover for the past ten years the ITALIAN FESTIVAL held on Franklin Avenue in Hartford, CT. This dynamic local Italian festival runs for three days and features artists from Italy, food and fun for the entire family. Festival is attended by at least 200,000 people and is held in September.

**WDMR-TV65 IN WESTERN MASSACHUSETTS SERVES THE LOCAL COMMUNITY WITH SPECIAL EVENTS!**

\* PUERTO RICAN FESTIVAL

WDMR-TV65 is proud to be part sponsor of the Puerto Rican Festival held at a local park in Springfield, MA. This fabulous festival runs for an entire weekend culminating with a parade. The festival is very well attended, with lots of entertainment and fun. WDMR-TV65 has covered this event since 1991. Festival is held in either July or August.



day, trying to find the next song on her playlist. She then sifted through some papers to find the schedule for public service announcements.

"Aw man, I've only got 10 minutes to say this one," she mumbled to herself. She began to read the lines.

Peeking over at the CD player, to see how much time was left for the song playing, she leaped over and queued the next song.

This was a normal day for 15-year-old Syreeta, who is a DJ at Weaver High School's FM radio station, 89.9 WQTQ. For 25 years, the station has offered students the opportunity to learn about radio broadcasting and a little about themselves.

From a small studio in the

equipment, give the weather report, spin the records and talk on the air. "We are an educational station," said Shirley Minnifield, who is the station's volunteer business manager and the school's library secretary. "We choose to branch out to the community, but it is not a community station. We are under the board of education."

Still, the station caters to the community and many listen to the station for their favorite radio personalities.

Michael Angelillo, Weaver's media specialist and a graduate of the school, remembers how the station started 25 years ago.

"In 1969, when I was a young teacher, I was sitting in the auditorium at a meeting where we were discussing how best to improve Weaver High School. The school was on Ridgefield Street then," he said.

for the community on the school."

Angelillo got the support of other school administrators and began researching other schools in New Jersey and Long Island that had similar stations. On Sept. 13, 1971, WQTQ went on the air, at the time just a 10-watt station.

Now WQTQ is 66 watts and looking to expand to 100. And unlike in 1971, when it could only reach a small area of town, QUTE — as it's affectionately known — reaches radios throughout Greater Hartford.

In recent years, WQTQ has been run entirely by volunteers. The board of education had cut its full-time general manager position. That has made all the difference in the world, said Minnifield.

"We are more consistent now. We stay on the air," she said. "It used to shut down during the summertime. It would shut down if someone didn't show up," she said.

music director for the station. English teacher Thomas Smith volunteers as chief engineer.

This month, the station will hold fund-raising events to help support its programming. Because the board of education has cut much of WQTQ's funding, the station has had to raise its own money for new equipment, upkeep and engineering costs.

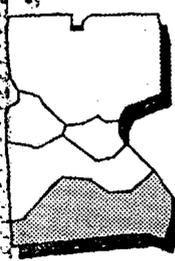
And young people continue to learn.

Syreeta, who has been a DJ for a year, said it has been a good experience.

"It gives me a chance to express myself and I like playing music," she said. "It also helps me speak out more. Before, I was kind of shy."

For information or to make a donation to WQTQ, please call (860) 722-8660.

## Barry Square Block Party should be a blockbuster



Come join the fun and fellowship of the annual Barry Square Block Party on Sunday. The event, which is hosted by the St. Augustine Church-Community Project, will take place from

12:30 to 4:30 p.m. at the plaza at Campfield and Maple avenues.

There will be marvelous entertainment.

The Aires de Colombia dance group will perform traditional Colombian dances in colorful costumes.

The Andes Mestizo music group will entertain with native flute, bombo and "little guitar" melodies.

The Hartford Christian Fellowship Academy Choirs, as well as the St. Augustine's School Choir, will

please you with their beautiful voices.

Guakiabom-jazz and Rumba de la Existencia, from Guakia Inc., will delight you with their superb talent.

The Hartford Mime Group will perform, and there will also be entertainment by Filipino dancers, Irish step dancers and the Senior Rockettes dancers.

At the party, the children of the community will be invited to join Irene Blean of the Camp Field Branch of the Hartford Public Library and "Mother Goose" for a storytelling session.



Joan Stuer

There will be jump ropes and board games hosted by the Southend Knight Riders Youth Group.

Two mounted patrol officers from the Hartford Police Department will be there, astride their horses. And what child doesn't like to pet a horse?

Face-painting also will thrill the youngsters, as will Sparkie and Boo Hoo the clown as they stroll through the crowds.

Girl Scouts, Boy Scouts and Police Explorers will be on hand to demonstrate their activities and answer questions.

Hartford Areas Rally Together will have a table for voter registration.

The Barry Square Seniors will have lovely crafts for sale.

The Hartford Fire Safety House will be on display, with firemen present to explain and answer questions.

William Newton and Lucio Ruzier, from Channel 13, will be the masters of ceremony, and our own Mayor Michael P. Peters will be there, too.

There will be hot dogs, soda, cotton candy, popcorn and ice cream, all sold at old-fashioned prices.

This annual event is held to demonstrate that we of Barry Square are a diverse and welcoming community, a place where we can come together in harmony, friendship and good spirit. The festivities will end with a grand and glorious parade of entertainers and everyone else who wishes to join in.

If it should rain, the party will be held at the St. Augustine Church hall, 10 Campfield Ave.

For information on the Barry Square Block Party, please call HART, (860) 525-3449.

Joan Stuer is a member of the St. Augustine Church-Community Project.

Literacy volunteers at Hartford will hold an inf session today from 2 to 3 p to 7 p.m. at 30 Arbor St. f teers interested in teachi to read and speak English For information, please 233-3853.

The commission on the will meet today at 5 p.m. i court, 10 Prospect St.

For information, please 543-8675.

**The Hartford Courant**

How can we help you?

We invite readers to write our news offices to share the ideas for news stories and let editor. Our coverage includes about Hartford community in groups, schools, churches, ic nesses and residents, and w listings of meetings, events a hearings. We welcome piece by city residents about living Hartford.

**In Hartford's Neighbor**

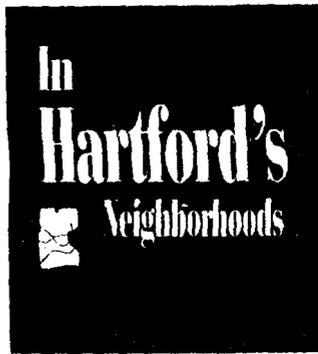
■ This page is produced by the Hartford's Neighborhood staff of the Hartford City Desk, located at 285 Broad St., Hartford, CT 06115. Telephone: 241-3999, Monday through Friday, 10

**Gouran Classm**

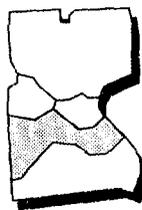
The Best Buy.

# Three men to become royalty for a day

By COURTNEY ANDERSON  
*Courant Staff Writer*



# Latino tradition marks



The portrait of the Three Wise Men and the traditional Christmas tree are symbolic of the two most important holidays of the season — Christmas and Three Kings Day.

On the night of Dec. 24, families and friends get together to observe Christmas Eve and await Santa Claus' arrival. Like our fellow U.S. citizens on the mainland, we Hispanics relish our tradition of gathering around the Christmas tree to open Santa's gifts. Our Spanish heritage continues to enliven our holidays.

Children in Latin America traditionally celebrate Three Kings Day by putting bowls of water and boxes of straw or grass under their beds for the camels of the kings. Every Jan. 6 the Three Kings leave toys under the children's beds.

On the eve of Epiphany, families gather and talk about the Three Wise Men sent by Herod to find out

about the newborn Jesus. Gift the Star of Bethlehem, they shipped the baby with the ransome gifts of the time: gold and frankincense.

Tradition transformed the biblical Magi into three kings (Tres Reyes Magos). The concept of the Three Kings differs slightly from Santa Claus. The spirit of the kings is symbolic of gift-giving to children, just as the baby Jesus received his presents as a tribute or welcome to this world.

Children, supervised by cut grass for the camels and treats for the Wise Men under beds. While the children fantasize, adults stay awake singing,



Hilda Gandra



It's a little like a bedtime story.

Once upon a time, in a place far, far away, Three Wise Men named Caspar, Balthazar and Melchior mounted on camels in search of the newborn baby Jesus. They traveled for 12 days, guided by a bright star in the sky.

When the Three Wise Men found him in the town of Bethlehem, lying in a manger and wrapped in swaddling clothes, they rejoiced and gave the child three gifts. One gave Jesus gold, one frankincense and the third myrrh.

This year, Angel Sierra, Paul Nunez and William Newton will portray the wise men for the Three Kings Day parade in Hartford. They will climb aboard camels provided by the R.W. Commerford and Sons' farm in Goshen. They will travel down Park Street for one hour and aren't expecting to see any stars in the sky at 10 a.m.



Newton

Though the three men won't have gold, frankincense and myrrh, they are expecting to have fun.

Sierra, 35, of East Hartford, is owner of Hispana Vision at 1944 Park St. He was born in Puerto Rico and will play the role of Caspar. He said children in Hartford don't celebrate the holiday as they do in Puerto Rico.

"There, the kids are more enthusiastic. Here, Christmas takes over," said Sierra. "Three Kings Day is just another day off. This just is not the same."

Sierra said keeping the tradition of Three Kings Day is very important.

"I visit Puerto Rico once or twice a year. My kids are exposed to some traditions when they go."

The parade should also be interesting for Sierra because he hasn't had much experience on camels.

"I rode one once in Disney World, but that's about it," he said.

Nunez, general sales manager for radio station WLAT Latino 1230-AM, will be Balthazar. He hasn't had much camel-riding experience either.

"The closest I've come is an elephant in the Bronx Zoo," he said.

Nunez, 45, lives in Hartford and is of Puerto Rican descent. He said his is the third generation of his family born on the mainland.



Nunez



Sierra

"I used to live in Puerto Rico for 10 years. I celebrated Three Kings Day when I was down there. People take it seriously there," he said.

"They actually put the grass under the bed [traditionally to feed the camels]. It was nice to see the city of Hartford observe this holiday. It makes us feel at home."

Nunez said as the years go by, more Hispanics take part in Three Kings Day.

"It is a lot of fun to keep our tradition alive, cultural awareness. But it takes the community. People are starting to observe it more and more."

And why does Nunez think he was selected as a king?

"The other guy couldn't make it," he said jokingly. "Balthazar was a larger fellow. Everyone kind of fits the part."

Newton, vice president of sales and Spanish program director for WRDM, Channel 13, said he too fits the part of Melchior.

"He was the dark one," said Newton, who has a dark complexion.

Newton, 39, of Manchester, is somewhat of a veteran at riding camels, compared with the other two kings. This will be his third time as a king, but he said riding a camel is a unique experience.

"It's very bizarre, strange, like nothing else. The feeling of the height on the camel, even after you get off," he said.

"The best part is the kids. After the first year, people would see me on the streets and some of them really believe you are a king."

He also said Three Kings Day is very different in Puerto Rico, where he is from. But he is happy Hartford celebrates it.

"I'm glad that the city recognizes it as an official day. It's the only time the kids are off and they get to stay home [for a Latino holiday]. I hope the parents tell them why they are off," he said.

Newton said when his children were younger, they, too, put grass and water under the bed as he did when he was a child.

"I used to keep the tradition with my kids of giving them clothes on Christmas and toys on Three Kings Day."

January 4 and 5 are your last

# Don't pay anything for



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# Spanish party a fresh look for Ad Club



**Patricia Seremet**

AFTER HOURS

**H**ey, Macarena! For its fall kickoff party this year, The Advertising Club of Connecticut decided to stop playing it safe.

It set aside the brie and chardonnay. It took a pass on the tasteful trio or the predictable DJ — does anybody really know how to dance to "Jeremiah Was a Bullfrog"?

The Ad Club sampled some salsa, sangria and a new sassy attitude. With the first-time assistance of two Latino television stations, the club sponsored its party Thursday night at Costa del Sol in Hartford's South End. And in the immortal words of the hit band Los Del Rio, the party turned into a festive kind of a night.

Latin stations WRDM-TV, Channel 13, in Hartford and New Haven, and WDMR-TV, Channel 65, in Springfield, which produce Hispanic and Italian programming under the Telemundo corporate umbrella, helped to deliver a different kind of crowd, as well as a different kind of atmosphere.

About 200 people crammed into the intimate Spanish restaurant of Pepe Feljoo, spilling onto his patio. He had cleared away tables and chairs to make room for keyboard music from Mexico Lindo and the vigorous cumbin dancing that followed. And then there were the sizzling skillet of paella and shrimp that had everyone salivating and no one longing for the bacon-wrapped scallops and mushroom caps of yesterday.

"I tell you, for me it is very exciting," said Ana Alfaro, director of sales development for Channel 13, who first introduced a Spanish theme party to Tiffany Nunes, the Ad Club's executive director.

"I thought it would be very important to unite the two communities," she said. "The Ad Club is not aware of all the Latino media. And not that many Latinos are familiar with the Ad Club. Sometimes, Latinos stay within their own community."

Nunes was delighted to spice up the annual party.

"One of the missions of the club is to bring diversity," she said. "There are very few different ethnics in advertising. Somehow we have to do some programming that attracts different people to the club."

"They have different resources, and we're tapping into their resources and relationships," Nunes said.

"Ethnics in advertising is a whole new issue that definitely needs to be addressed," she said.

In the good old days, it was easy to attract a big crowd to the kickoff party. Radio station WRCH would host a lunch on its Farmington grounds. But Ron Pell, the Ad Club's new president, said that next year the party will be revived. Dick Robinson, the new owner of the RCH building, which will be called the Dick Robinson Center for Media Arts, told Pell he wants to invite folks back.

"Who said you can't go home again?" said Leo Barrieau, presi-

dent of Barrecom Associates, an advertising, marketing and production agency in West Hartford. He started his career at WRCH as an account executive in 1974.

Pell said that during his Ad Club reign he plans to have more events downtown to make the club fit its name, which means that it's now statewide, and not just a Hartford club anymore.

Jack Caulfield, account manager for Bridgeport-based Star 99.9, made the bold and daring Fairfield County drive up for the party. But then, he has been a member of the Ad Club for 15 years, and said: "I'm here because this is the thing to do to be plugged in."

His station just changed its name last Monday from WEZN — a marketing decision, he said, to reflect a

"One of the missions of the club is to bring diversity. There are very few different ethnics in advertising. Somehow we have to do some programming that attracts different people to the club."

**Tiffany Nunes**

Ad Club executive director

format change it had made in 1988. "It's like a new nickname," Caulfield said.

He compared it with WTNH-TV, Channel 8, changing its look and name from Action News 8 to News Channel 8.

Ed Bussler, new account executive at Channel 8, came to the station from Syracuse just as the change was being made.

"It brings us to a new level," he said. "Our new promotions look great, and it establishes our news product."

At the party, Bussler met up with Eric Majchrzak, a new account executive hire at WMRQ-FM, 104.1, who moved here from Albany. It turns out that they graduated a year apart at Buffalo State College.

Majchrzak had a good day — he made his first sale, Alpine Ski Works in Milford.

"I love the ethnic touch it has. It's nice to step out of the box."

**Leo Barrieau**

President, Barrecom Associates, on the party's Spanish theme

He also has been under siege from would-be fans who think he is Bailey from the television show "Party of Five." There were a couple of admirers at the party, but Majchrzak is accustomed to the attention.

"People stop in my car and say, 'You know, you look and act just like Bailey,'" he said. "But I asked my mother, and she said no."

And look what else is happening in TV land.

Mike Lupo, chairman of the Hartford Film Commission, is launching

a new station, called TV 6, in October. Michelle Davis will be the director of marketing and promotions. The station will run music videos from Canada, a shot-at-home program out of Tennessee, and locally produced segments from Hartford.

Eventually, they want to highlight local stores and events.

"I think Hartford needs to be publicized on its positive side," Lupo said. Lupo is financing the station from money he made from Opul Business Systems, a computer management company in Hartford. He has three private investors, including Davis.

The station will be based in the old Channel 18 building on Garden Street, which Lupo wants to buy. He also is negotiating for a storefront downtown so the station can have a local presence.

Hector Torres, president of the Connecticut Hispanic Yellow Pages, was pleased to report that, in the four years since he launched the publication, his business has been growing 30 percent a year.

The Hispanic market hasn't been growing at that rate, but the Anglo market has increasingly embraced the Hispanic consumer.

At one time, 90 percent of the ads in Hispanic radio, TV or newspapers came from national companies such as McDonald's, Pepsi-Cola and Sears, Torres said. Now people are a lot more educated, he said, and local companies are stepping up.

Torres started his own marketing and public relations firm two years ago, and that business has grown from just two to three clients in the first six months to 15 now. They include the Connecticut Children's Medical Center and the Meadows Music Theatre.

There's considerable change going on in the radio market, with conglomerates ARS and SFX buying a number of independent radio stations. That gives rise to the ever-churning rumor mill. There are only three major independent stations left — WDRC, WWYZ and WCCC — according to Byron McClanshan, local sales manager for WDRC.

"It means it's more competitive, but it makes us more endearing to other clients in the market," he said. "Retailers don't want to give any more control to the conglomerates."

Barrieau thinks conglomerate control has hurt the industry.

"It's almost legal collusion," he said. "It doesn't help small businesses. It forces them to pay higher rates."

Barrieau was among the Ad Club regulars who reveled in the Spanish theme.

"I love the ethnic touch it has," he said. "It's nice to step out of the box."

And as for Costa del Sol, Barrieau described it as "one of those little gems in Hartford that hasn't been discovered yet."

Patricia Seremet is a business writer for The Courant.

CONNECTICUT NEWS

# Hartford cultural group wins grant from Gloria Estefan Enterprises, Sears

By STEVEN F. GOODE  
Courant Staff Writer

On Wednesday, Hartford's Hispanic community gathered to say OYE! — and to thank international recording artist Gloria Estefan.

Translated from Spanish, "oye" means "listen." It is also an acronym for Opportunities for Youth Empowerment, a program created by Gloria Estefan Enterprises and Sears, Roebuck & Co., which awarded a \$20,000 grant to Guakia Inc., a Puerto Rican arts and cultural organization in Hartford.

On Elliott Street East Wednesday, more than 100 members of the Hispanic community celebrated the award and kicked off Project OYE!

with song, dance, food and a youth talent festival. Youngsters got their faces painted, saw clowns and received juggling lessons. Work by local student artists was displayed and Hispanic rappers and youth dance groups from as far away as Springfield performed.

"This event and award are very important to the school and the community," said Julio Cesar Roman, a senior at Bulkeley High School and youth coordinator for Guakia Inc. "It gives us the opportunity to say 'The arts come first.'"

The grant will be used to expand Guakia's after-school and weekend arts programs and create a new program designed to develop healthy alternatives to violence and harmful

street activities for young people.

"I think this will help get young people more interested in the arts instead of the streets," said William Newton, vice president of Channel 13 Television Inc. in Hartford. "Not only will it keep the kids busy, it will allow them to develop their artistic talents. And in Spanish, too."

Estefan is on a 34-city tour, but had to cancel her Wednesday night performance at the Meadows Music Theatre because of sickness. While touring, Estefan has been awarding a grant to one organization that addresses critical youth issues in each city of the tour. She said it is important to her to give youths an opportunity to become instruments of positive change and make a differ-

ence in their communities.

Project OYE! will be administered by the United Way of the Capital Area. George Bahamonde, United Way's president and chief executive officer, said the program gives Hartford a chance to show that it is alive and diverse.

"People tend to tolerate diversity, which is different than valuing it," Bahamonde said. "Through sharing their culture, this program will give young people an opportunity to value diversity."

Given Howard, youth leadership coordinator for the United Way, who was part of the group assigned

to choose a Hartford organization, said that Guakia's approach to anti-violence education through the arts made it a very appealing choice for the grant.

"They have a very unique way of reaching out to the kids," Howard said.

Lani Davison, interim director of Guakia, said the grant, which includes \$5,000 for which the organization must raise matching funds, is an honor and a boost for Guakia's visibility.

"We see it as a challenge," Davison said. "This will let the children explore their vision of what a

safe and happy city is."

"I'm very excited and happy said Shallda Alicea, 17, who sir at Guakia and was stage coordinator for the celebration. "This makes us feel very special to be the group they chose."

Calling it "a gift to our children," Gladys Hernandez, president of Guakia, said the organization's mission is to bring the beauty of Hispanic culture to everyone, not just the Hispanic community.

"The arts can affect the lives of everybody," she said.

Information on Guakia Inc. is available by calling (860) 296-9141.

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Ron Chimelis

## Simon says he'll keep on fighting

He's been living in a hotel for two weeks since coming to Springfield. Of course, it's fair to say Springfield Falcons left wing Jason Simon has been living in a hotel room all his life. Until this week, it had been five months since Simon had played a period of hockey, and nine months since he had played a full game. He was all set to compete for a spot with Winnipeg when his right knee was wrecked in the first exhibition against Edmonton, and now here he is, playing in Springfield.

"Getting hurt was tough because it was my first big chance for the NHL," he said. "I was real-

# SPORTS

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SECTION D

## WBX-TV to air Sox 65 times

Channel 65 of Springfield, already in tune with Connecticut Valley cable companies, will air at least 65 Red Sox games.

By GARRY BROWN

Staff writer

SPRINGFIELD — WBX-Channel 65 of Springfield will serve as Western Massachusetts carrier of Boston Red Sox telecasts, the station's president said last night.

As its deal now stands, Channel 65 will carry 65 of the 80 games available from the Red Sox' new flagship station, WABU-Channel 68 of Boston. However, there is a strong possibility that Channel 65 could wind up carrying the entire package.

Another 75 games would be

available to Western Massachusetts viewers who choose to subscribe to the New England Sports Network (NESN) through local cable companies.

"Our games will be available off-air (free) in many areas," said Lucio Ruzzier, Channel 65's president.

The low-power, 1,000-watt broadcast station is also carried on some cable systems.

Some towns serviced by the two major cable companies in the Connecticut Valley, Continental and Greater Media, already have Channel 65 as part of their regular

programming, so their customers can count on Red Sox coverage. Springfield, covered by Continental, and Chicopee, Ludlow and Wilbraham, serviced by Greater Media, get Channel 65 on cable.

Ruzzier said he is attempting to get his station into other cable systems in Western Massachusetts.

Channel 65 is part of a four-station conglomerate which specializes in Spanish and Italian programming, including soccer, boxing and wrestling. The other stations are Channels 13 and 11 of Hartford, and Channel 10 of New Haven.

"The baseball broadcasts will be in English — but we'll still do the soccer from Italy in Italian," Ruzzier said.

Earlier in the winter, WGGB-

Channel 40 of Springfield had been hoping to work out a deal for Red Sox baseball. Channel 40 would have been able to carry only 12 games because of its commitment to ABC network programming. The station's manager, Mike Moran, wanted to pick up the rest of Channel 68's feed and reroute into the local cable companies. To do that, he would have needed a waiver from NESN, which controls Sox cable rights.

Yesterday, Moran said his request had been denied by NESN.

"We gave it our best shot, but it looks as though we won't be carrying any games," Moran said.

With that, the way would seem clear for Channel 65 to pick up the entire package.

Red Sox television became a

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sticky subject in this area when WSBK-Channel 38 of Boston chose to end its 21-year relationship with the Sox. Channel 38 used to do 80 games, which were available on this region's basic cable systems.

When the Red Sox chose Channel 68 as their new flagship station, that created problems throughout New England because of its limited signal.

Channel 68 has worked to establish a New England network, with Channel 65 as its latest addition.