

Times Mirror Co. "This transaction is consistent with our decision to sell certain nonstrategic assets and helps position the company financially to take advantage of future

opportunities in the telecommunications industry," Cox Senior VP/Finance and CFO Jimmy Hayes says.

News-Press & Gazette owns five

cable systems in Arizona, one in California and several in Missouri, for a total 73,000 subs. Cox is the fourth-largest MSO, serving 3.2 million subs. ■

H E A D L I N E S

Raycom expands lineup

Charlotte, N.C.-based sports programmer Raycom has won exclusive rights for a number of national broadcast network events distributed by Liberty Sports, including the Cotton Bowl Classic, the John R. Wooden Classic and nationally broadcast Pac-10 Conference basketball games. Raycom earlier signed a deal to represent syndicated and national cable network Pac-10 and Big-12 football games for Liberty, which is the sports programming arm of top cable MSO Tele-Communications Inc.

A pox on WTBS

Turner Original Productions plans to produce a four-hour documentary series about plagues and viruses based on the book "The Coming Plague." The special is scheduled to debut on superstation WTBS Atlanta in 1997.

Makeover for United Video

Tulsa-based superstation distributor United Video plans to reposition itself by changing its name to UVTV. The company provides feeds of WGN-TV Chicago, WPIX(TV) New York and KTLA(TV) Los Angeles as well as a variety of audio services. The company also is expanding into pay per view by co-producing the June 10 boxing match between Tommy Morrison and Razor Ruddock.

Picture-perfect Hawaii

The Travel Channel is teaming with *Popular Photography* magazine to present a May 28 special, *Freeze Frame: Hawaii*. Travel Channel executives say the hour-long show could be the first of several travel/photography shows on the network. The cross-media production—sponsored by Pentax, Hilton, Agfa Film, United Vaca-

tions and the Hawaiian Tourist Board—will include a special section in the May issue of the magazine.

Sears days at Cinemax

Pay TV channel Cinemax is teaming with Sears for the second year in a row with its "Summer of 1,000 Movies" national promotion. The campaign, which runs May 28-June 30, will offer a rebate of up to \$60 toward Cinemax with the purchase of a 19-inch or larger TV set from Sears stores.

Toys for tots

Nickelodeon and Hasbro's Playskool division are teaming to produce several preschool products based on the Nick Jr. brand, including items based on daytime series *Gullah Gullah Island*, *Allegra's Window* and *Little Bear*. Nickelodeon already has a licensing deal with Hasbro's Kenner and Milton Bradley divisions calling for a full range of toys debuting in the fall.



Radio personalities Marjorie Clapprod and Pat Whitley are getting some cable exposure courtesy of NECN.

New England simulcast

Regional cable news network New England Cable News in June plans to begin simulcasting

WRKO(AM) Boston's *Clapprod and Whitley* weekdays between 5:30 and 7 a.m. Clapprod, a former Massachusetts state representative, previously hosted a show on NECN as well as a national show on Lifetime. NECN reaches 1.4 million cable subscribers in the six New England states.

DIRECTV movie deal

DIRECTV has signed a deal with MGM/UA Telecommunications Group giving the direct broadcast satellite company pay-per-view rights to MGM and United Artists films. Recent feature films from MGM scheduled to be shown this summer on DIRECTV include "Stargate," "Sleep with Me" and "Speechless."

Fore! (make that five)

The Golf Channel has signed five new MSOs to carry its 24-hour sports channel, which will put the company at 3 million subscribers, says Joseph E. Gibbs, Golf Channel president and CEO. The new sign-ups are Adelphia Communications (1.4 million subscribers), Marcus Cable (1.2 million), TCA Group (550,000), Post Newsweek Cable (498,000) and Cable America Inc. (80,000). The channel, founded by Gibbs and Arnold Palmer, launched Jan. 17.

Artist tributes

Music video network VH1 on June 22 at 8 p.m. ET will present its second annual VH1 Honors concert paying tribute to recording artists "who have offered their time and music to many worthwhile endeavors." Greg Kinnear will host the two-hour live concert from the Shrine Auditorium in Los Angeles that will include performances by honorees Annie Lenox, Whitney Houston, Boyz II Men, Vince Gill and Bette Midler. —RB