

# Farmington Observer

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## Jews deny boycott against Channel 56

By CARL STODDARD

No Jewish organization in the Detroit area has officially sanctioned a boycott against Channel 56 in response to that station's televised interview with two Detroit Nazis.

Several of the organizations, however, say they are displeased with the Nazi program and are seeking an apology from the station. One group, the Jewish War Veterans (JWV), headquartered in Southfield, is asking for the resignation of Channel 56 station manager Jim Christianson.

In an effort to smooth out differences, Jewish Community Council President John Shepherd and Christianson have set a meeting for this Thursday with station management and leaders of several Jewish groups.

The protests began after the public television station aired an interview with two Nazis on "Detroit Black News" Jan. 12. The program was part of a series of five dealing with the Nazis' presence in the black community. During the Jan. 12 program, a constitutional attorney and a proponent of black equal rights also were interviewed.

AS IT happened, Christianson said, the program was shown shortly after the station publicly announced it would not feature the Nazis on another program entitled "It's Your Turn." That show was cancelled, Christianson said, because the Nazis violated station

guidelines concerning "incitement of violence."

"The only thing we could do," Christianson said, "because it was in clear violation of our guidelines, was cancel it." No portion of the "It's Your Turn" program with the Nazis was shown on "Detroit Black News," he said.

Christianson maintains that the protest erupted because some members of the Jewish community assumed the station reneged on its promise not to feature the Nazis and "stealed in" the group in another time slot.

"That's the root of the protest," Christianson said. "(But) we can't program what will be offensive and what will not. Obviously, we must deal with all sides of a controversial issue."

The station, he added, "does not have anything to apologize for."

The JWV, however, wants an apology and Christianson's resignation. "We don't want to force the demise of Channel 56," said JWV state commander Leonard Green. "We just want to force Christianson out of there."

The veterans have fallen short of calling for a boycott of contributions to the station, but have not discouraged such actions.

"There's a lot of talk of a boycott," Green admitted. "That's a nasty word. Channel 56 happens to be a tremendously good station."

"OUR MEMBERS will do as their

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*—John Shepherd*

conscience guides them," he said. "We have not told our membership to withhold funds."

Both the JWV and the Greater Detroit Council of Pioneer Women, a Zionist women's group, are labeling the Nazi program "extremely irresponsible." The Pioneer Women have not asked for Christianson's resignation, although the group is seeking an apology from the station. The group has also rejected plans for a boycott.

"We have not taken a stand," said Betty Rath, president of the Detroit Pioneer Women and a Farmington Hills resident, "but our members have strong feelings about it. They will do what their conscience dictates."

"I would not like to see Channel 56 go off the air. But it's their ballpark. If Mr. Christianson would come out and publicly apologize to the black community and the Jewish community, that would help tremendously."

She added that the program had caused widespread anger and horror throughout the Jewish community.

Gordon Silverman, executive director of the Labor Zionist Alliance in Farmington Hills, a brother organization of Pioneer Women, said his group has left the question of a Channel 56 boycott up to individual members.

THE LABOR Zionist sent a letter to Channel 56 protesting the program in which the Nazis appeared.

"We did not suggest that we would boycott them," Green said, "but we did suggest that they owe an apology to the Detroit community."

Green said members of his group were especially upset that the station would allow the Nazis to broadcast their advocacy of racial hatred. They also called for other programs on Channel 56 to teach of the horrors of the Nazi holocaust and of racism and oppression throughout the world.

But a specific boycott of the station, he said, "isn't going to solve anything."

According to other, published reports, the Women's American Organization for Rehabilitation through Training (ORT) has launched a boycott of the station's fund-raising efforts.

ORT president Maxine Rosenzweig would not comment on those reports. A spokeswoman at ORT headquarters in Southfield, however, said ORT was not involved in a boycott.

Shepherd, of the Jewish Community Council, said he also is unaware of any ORT-sponsored boycott.

"I don't know of any Jewish organization that has said 'Let's go out and boycott the station,'" he said.

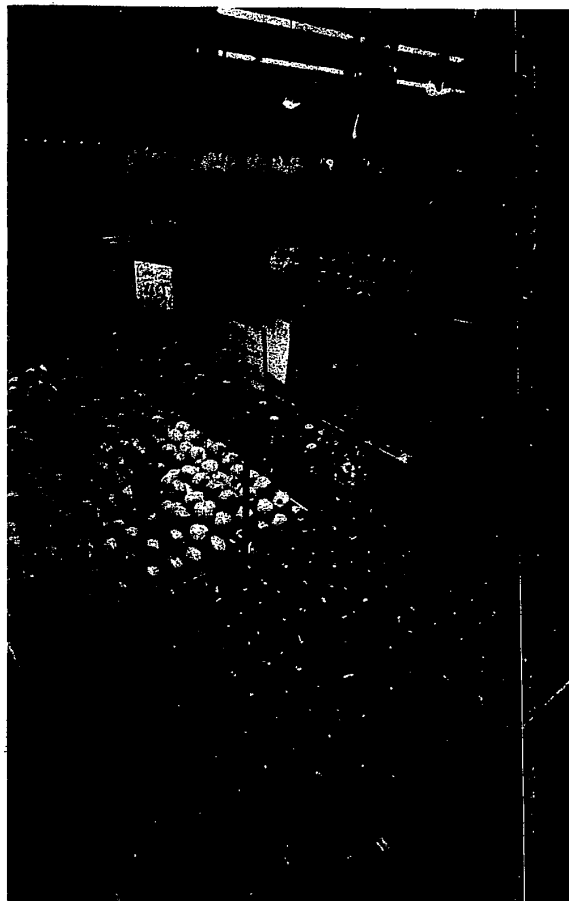
RICHARD LOBENTHAL, regional director of the Anti-Defamation League of B'nai B'rith staunchly denies his organization advocates a boycott of Channel 56.

"That's not to say we don't have problems with Channel 56," he said. He added that the ADL will take part in discussions with the television station management this Thursday.

"A person often designs to meet municipal building codes that only require minimum standards. We have reason now to do better than those codes. We need to convince the public that it makes more sense to build safer buildings."

In keeping with this philosophy, he is a member of the City of Farmington zoning board of appeals.

Every administrator of a building, every worker in a building, should know the safest place to go when disaster strikes," he says. "Trained architects and engineers can determine these sites. Michigan has the fifth highest death toll in the United States due to tornadoes.



## Fruit Marketing

There is more to selling fruits and vegetables than a shopper may realize. Marketing has become a strategic part of selling these staples with color coordination and shelf placement

being essential. While you may think the produce was just thrown on the shelf, take a closer look the next time you're at your local grocery. (Staff photo by Harry Mauthe)

## Color coordinated fruits are marketing gemstones

BY LOUISE OKRUTSKY

Shoppers would be hard pressed to find a green-on-green display of fruit and vegetables at the local market.

Produce has followed in the wake of cars, clothing and toys in being marketed with an emphasis on color.

Fruit and vegetables are color-coordinated to meet the public eye and the private family. Since beauty alone is an unsure formula for the marketplace, grocers are aware that pretty vegetables should be within easy reach of shoppers.

That's the way members of the food industry are looking at the dinner components that have long been the bane of children and parents.

Color gives fruit and vegetable bins a pleasing appearance, said Joe Miaorana, a local produce store owner.

Miaorana's method of display stresses mixing colors. Red fruit jostles orange produce instead of being placed together to create a scarlet bin.

His formula is far from a pat practice used by all grocers. "Each place is different," said Miaorana. "Some stores will place the apples on one side and the citrus on the other. It's a matter of taste."

Miaorana's methods also are used to handle the 20-30 items in his store by providing larger displays for fast-selling produce.

Slow-selling produce is relegated to a smaller display.

As with other types of products, the location of the fruit and vegetables is as important as their appearance.

Since produce is a regular item on most shopping lists, grocers can put it

just about anywhere in their stores.

Shoppers are attracted to such staple items, said Sergio Gogoiuly, Wayne State University professor of marketing analysis.

Since fruit and vegetables are color-coded in refrigerated units, they are usually found in the perimeter of the store, next to the electrical outlets.

Although physical limitations require the produce to be set in the outer ring of the store, the results are from a loss of sales for those staple items.

Outside aisles attract more traffic, Gogoiuly said.

Wise grocers realize that fruits and vegetables are in easy access spots in the store and place products less in demand nearby.

ITEMS such as barbecue grill char-

coal will be placed next to the fruit bin to boost sales, Gogoiuly said.

In spite of research done about the ways in which persons approach shopping, at least one marketing expert believes that the human touch is needed for sales.

"There's no secret formula," said Gordon Miracle, chairman of Michigan State University's advertising department.

"Grocers try out what works. They react to the way people behave. You make it easy for people and try to keep it in harmony with their lives," he said.

Miracle takes a ho-hum stance about the display of selling of vegetables. "It's not one of the central issues of life," he said.

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### SIGHT IS PRECIOUS

Just a reminder to say that this is Vision Week. Reporter Louise Okrutsky talked to some area eye doctors to get some advice on how to take care of those irreplaceable commodities, the eyes. To see what she found, turn to page 2A.

## Tornado expert rates buildings

A "big wind" has blown into the life of Farmington resident James J. Abernathy, associate professor for the school of architecture, Lawrence Institute of Technology, Southfield.

It has been the catalyst for "Engineering Aspects of the Tornadoes of April 3-4, 1974." He co-authored the book for the National Academy of Science. He also has written "What's Left After a Tornado" and a sequel, "Tornado Protection."

"You might say that I have been adopted by the National Weather Service," he says, preparing for the third annual symposium on severe local storms in Michigan, which LIT's school of architecture is co-hosting on March 7.

This year's symposium occurs during Michigan's first Tornado Safety Week—March 5-11.

The observance is the result of Abernathy and other's action as an advisory committee to the joint Michigan House and Senate Committee considering severe weather protection for state residents.

The symposium will bring together federal and state weather experts as well as communications and emergency service representatives.

They will be coordinating efforts to identify, warn and protect residents when severe weather occurs. Abernathy is a featured speaker on this program. His topic: "Heeding the Warning: Where to Go."

Building design and urban planning are Abernathy's fields of study and became the entree to his subsequent avocation of tornado protection. He earned his bachelor of architecture degree in 1964 at the University of Detroit and his master of science in urban planning at Wayne State University.

While at U-D five years ago, I was employed under federal contract to provide design assistance to architects on public buildings in a six-state mid-western area. I frequently found extensive concern about tornado safety," he says.

Shortly thereafter, I was part of a faculty team of 40 architects and engineers invited to participate in the preparation of a manual on multi-protection design which went beyond the confines of local codes in considering fire, wind and earthquakes in construction.

On that April 1974 day, the nation's most extensive outbreak of tornado damage occurred. It was the day in which, for example, extensive destruction in Windsor, Ontario, Montecello, Indiana and Xenia, Ohio made headlines across the country.

A few of the faculty involved in the previous study were called upon to



JAMES ABERNATHY

look at the havoc in their areas with an eye to future building theories they were espousing.

THREE WITH three professors from Texas, one from Auburn University in Alabama and one from Ball State in Indiana, Abernathy gathered the building performance statistics for his book on the 1974 tornadoes.

The work was disseminated by the National Academy of Science. Because using real life experiences as class assignments are part of LIT's teaching philosophy, Abernathy transported 30 of his students to the beleaguered town of Montecello to live and propose some alternative choices to city fathers rebuilding their city.

"It did, indeed, prove to be a real experience for those students," he says. "It showed how buildings had been built and how they might better be constructed to withstand wind."

Abernathy then presented "Tornado Protection" at the request of the Civil Defense Preparedness Agency to help school personnel locate the areas of maximum safety in existing buildings and to assist architects and engineers in designing new buildings that offer better protection from high winds, including hurricanes.

"A person often designs to meet municipal building codes that only require minimum standards. We have reason now to do better than those codes. We need to convince the public that it makes more sense to build safer buildings."

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