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Consultant hired to study cable TV in area

By MARY GNIEWEK

It looks like the Cable Television Information Center will act as consultant in the selection of a cable TV franchise for the cities of Farmington, Farmington Hills and Novi.

The joint endeavor to bring cable TV to the three city area won the approval of the Farmington Hills City Council last week. Farmington City Council will address the issue tonight with Novi following in a week or two.

"We'd like to get the consultant in the community in April," said Farmington City Manager Robert Deadman. Deadman invited the two neighboring cities to join the venture four

months ago. Besides hiring a consultant to study proposals, the joint resolution establishes a subcommittee of city managers and one council member from each community to work with the consultant.

The subcommittee will refer franchise proposals back to each city council. Once a franchise ordinance has been accepted, the subcommittee will be ready to receive proposals from various cable TV vendors.

After a review of proposals, the subcommittee will choose a vendor they believe can best serve the communities. If all three cities don't agree with the choice, they'll have to be cost of the study—about \$35,000.

IF THE CITIES are unanimous in their selection, the cost of the study will be paid by the vendors who make application.

"We feel since this is normally a private enterprise situation, taxpayers shouldn't have to pay for evaluating proposals," Deadman said.

"These in the business ought to pay the cost." Application fees will be in the \$2,500 to \$5,000 range.

"The vendor who wins the franchise will pay all outstanding fees to the consultant," Deadman said. Hiring a consultant is necessary be-

cause "the granting of a franchise is a 15-year proposition. It's very technical," according to Deadman.

It would be difficult for city officials to evaluate proposals and find a competent vendor, he said.

"If you sell to the highest bidder, you'll get a bad system," said Harold Horn, executive director of the Cable Television Information Center.

His office, a non-profit segment of the Urban Institute in Washington, D.C., has advised 1,700 cities. Horn has testified before Congress on cable television inquiries.

"We do not work for or with the industry," he said.

Most cable TV firms offer local government 3 to 5 percent of gross revenues as a franchise fee. Horn said to consider 3 percent reasonable. Communities must grant franchises because cable TV requires use of a public right-of-way.

"THE PACKAGE probably will include antenna service, improved picture quality and the capability to bring in television channels from as far away as Los Angeles and Atlanta," Deadman said.

He said the study will take about six months, with up to 18 months following for engineering a system. In all, cable

TV may be available in Farmington in three years.

Movies, live sports coverage and local programming are possible offerings.

"We felt the larger the area serviced by a single vendor, the better chance we'd have to receive peripheral services," said Deadman.

"It's important to go together because the school district crosses borders. There has to be an interconnection between schools.

"It makes good sense to use one vendor so we're all on one system."

Each subscriber would pay an installation fee and a monthly rate for cable TV service.



Rose Foltyn of Foltyn's Bakery in Farmington Hills puts the final touches on the St. Patrick's day fare: green hat cakes, shamrock cookies, cupcakes and tarts.

The Irish are ready — and that's no blarney

By MARY GNIEWEK

It's a day for the Irish, but no one will be excluded from celebrating St. Patrick's Day at the green pubs in town today.

Amidst the shamrocks and shillelaghs, barrels of green beer will be flowing at Dunleavy's Pub and Grab, 3405 Grand River, and the Old Village Inn, 3338 Grand River.

Proprietors of the two local Irish taverns, Jack Dunleavy and John Cowley, urge party-goers to come early and stay late.

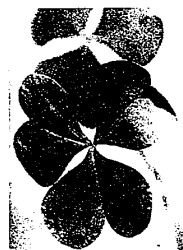
"We expect about 900 million people," said Dunleavy, who marked three years in Farmington last January.

His family has owned Irish pubs in the Detroit area for 49 years. "We get quite a few people we've

known over the years, ball players and politicians. It's the biggest day of the year for us. No other day generates as much fun or business."

Both pubs promise homemade Irish foods like corned beef and cabbage, potato soup and Irish stew.

THREE BELFAST IRISHMEN known collectively as Pat's People, (Continued on page 3A)



A real shamrock



Greg Cowley, son of owner John Cowley, takes an order from a customer at the Old Village Inn. Cowley topped off his attire with a shiny green hat with shamrock in honor of St. Pat's Day. (Staff photos by Randy Borst)

Area physician leads family practice comeback

By LOUISE OKRUTSKY

The white walls and grey carpet of the Wayne State University Family Health Center in Detroit seem to go on forever following the building's circular design.

But inside the office of WSU Medical School's Family Health department chairman Dr. Joseph Hess, the antiseptic white is gently relieved by comfortable plaid couches and collections of photographs waiting to be hung on the walls.

That feeling of humanity amidst a sea of sterility permeates Hess' vision of what family medicine should offer.

The philosophical heirs of general practitioners, family medicine attempts to fill the medical gap between self-treatment and specialists. Doctors are trained to cope with patients' problems from birth to old age.

The challenge of facing such diverse situations attracted Hess to general practice at a time when many of his classmates were becoming specialists.

In 1956, opportunities to train as a

general practitioner were sparse so Hess opted for an internship in internal medicine.

After his initial internship, the Farmington Hills resident went through three additional years of training at WSU's Department of Internal Medicine.

After teaching at Veterans' and Harper Hospitals he earned a masters in medical education and became involved in planning the WSU Health Care Center.

HE BECAME head of the Family Health Department at WSU's medical school in 1974.

Hess doesn't regret that much of his time is spent in teaching and administration rather than in practicing medicine full time.

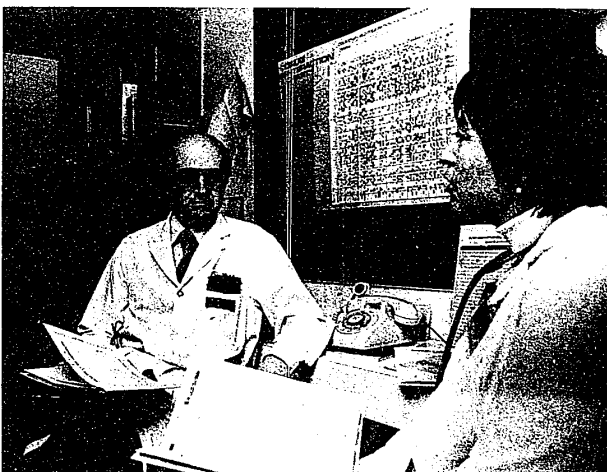
It was through his teaching he received an opportunity to visit the People's Republic of China in April, 1977.

Pictures from that trip lean against the wall in his office waiting to be hung in the new medical center.

"It gave me the opportunity to see the country in a way I like to. I'm not especially interested in the tourist spots but rather in seeing the way the people of that country live," he said.

He came away with respect for the way in which the Chinese have progressed in their medical techniques while managing to blend folk ways with scientific research.

Since Mao-Tse-Tung required school. (Continued on page 3A)



Dr. Joseph Hess (left) works in his office in the Wayne State University Medical School. (Staff photo by Randy Borst)

what's inside

- A la Mode 3B
- Community Calendar 3B
- The Inside Angle 3A
- Monday's Commentary 6B
- Shopping Cart Section C
- Sports Section D
- Suburban Life Section B
- Travel 5C

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WHAT A WEEK

For the first time in its 98-year history, the American Association of University Women (AAUW) have a week proclaimed in its honor. The 150 members of the Farmington Branch join 190,000 members across the nation in marking the week of March 16-23. See story in Suburban Life, Page 1B.