

Cable TV Narrowcasting: wave of future

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programming per week if it receives the tri-city franchise and stipulates that another 75 hours per week in which subscribers can watch programs obtained from other non-satellite sources.

MetroVision's offer sets aside \$142,000 in the first year for locally originated shows and another \$292,000 for public-access programming. The \$292,000 includes an initial grant of \$150,000.

OMNICOM of Denver budgeted \$150,000 in the first year of operation for locally originated programs and \$142,000 for public-access presentations.

The operating-budget figures only include salaries, benefits, maintenance, production equipment, videotape and film stock, and miscellaneous supplies and promotion expenses.

Omnicom's proposal calls for 40 hours of non-profit programming — 23 produced by the cable operator and 17 hours generated by other, independent sources.

United-Nederlandler of Denver budgeted \$121,000 in the first year for locally originated shows and \$80,000 for public-access programs.

United-Nederlandler vows to produce seven hours of local programming and 14 hours of public-access offerings per week.

In terms of staffing to produce the shows and help community members prepare broadcast-quality programs, MetroVision says it will hire nine full-

time persons in the first year. Four of those nine persons would work on local-origin shows and, over the period of a year, five persons would assist the community in preparing public-access fare.

A SMALLER staff of 1 1/2 persons would work on local-origin shows under the Omnicom proposal (presumably with one person sharing other duties at the cable company.) Three persons would work full time on public-access shows if Omnicom's bid is accepted.

United-Nederlandler proposes hiring six full-time persons to produce local programs and one part-time person to assist. Four full-time persons and one part-time employee would help citizens produce public-access shows.

While public-access shows serve a small audience, "they are not necessarily bad," said David Korte, vice president of Cable Television Information Center Association, an agency that analyzes cable proposals and advises communities such as Farmington, Farmington Hills and Novi.

"A good example is East Lansing, Mich.," Korte said. "They have a small system than Farmington will have. But they have a significant amount of local programs. A lot of it is of the Anne-McGillicuddy-sewing-circle-instruction variety. But that is something of interest to a small percentage of people."

"I compare it to community newspapers. You can't expect Channels 2, 4, 7 or 9 to spend much time on happenings in the Farmington area unless there's a

major tragedy. But that doesn't mean there aren't things happening that deserve mention."

THE COST of providing community access to cable television isn't the problem, Korte said. The degree of support for the idea by civic leaders makes the difference between occasional community coverage that no one watches and community programs that serve specific audiences.

To provide local coverage the three bidders are offering at least two studios each and at least one mobile van equipped for live transmissions.

MetroVision's proposal calls for a 1,600-square-foot studio to be built within 1 1/2 miles of the Haggerty/11 Mile intersection. A separate 900-square-foot public-access studio also would be built. A mobile van worth \$185,594 is included in the proposal submitted by MetroVision. Their bid sets aside \$47,500 for educational access by the schools and equipment worth \$32,952 at each of the three municipal governments for broadcasting meetings and public hearings.

Omnicom's proposal calls for construction of a 600-square-foot studio to be built near Grand River and I-275 and a 400-square-foot public-access facility in the same area.

Omnicom's proposal calls for the construction of five complete color studios at the three Farmington-area high schools, Novi High School and Oakland Community College.

THE COST of the school studios is estimated by Omnicom at \$45,514 for

each facility. Classes could be taught at the college, according to the proposal, and "narrowcast" only to the other schools where students could participate in a discussion via two-way audio and video hook-ups.

A 1982 Ford Super Van would be available for mobile production, according to the Omnicom bid specifications.

United-Nederlandler's offer calls for a 1,000-square-foot studio tentatively to be built near Drake and Grand River.

The company expects to have a full-time staff of 20 persons by the third year of operation.

Two public-access centers are listed in the United proposal along with a 22-foot Winnebago mobile home for live or location shooting.

Four computer centers, budgeted at \$20,000, are offered in the plan. This proposal would enable citizens to go to Farmington Community Library, Farmington Branch Library, Novi Public Library or OCC to use terminals hooked up to a central computer.

United offers 10 local channels in its proposal while MetroVision offers 16, and Omnicom offers 9 local channels.

Half of MetroVision's operating budget will be allocated to public-access programs, according to the proposal. Omnicom says 40 percent of that budget will fund public-access assistance. United-Nederlandler's proposal allocates 46 percent of its operating budget for the community service.

obituaries

HAROLD D. JAMIESON
Harold D. Jamieson, 78, of Farmington Hills, died Aug. 23.

He was a retired self-employed builder and construction worker.

He was a member of the Farmington Historical Society and the Unitarian Universalist Church of Farmington.

Surviving are his wife, Adaline; son, Perry D.; sisters, Belle Lawson of Farmington Hills, Jessie Nash of Pittsford, Mich., Viola Johnson of Colorado, Madelyn Bunting of Texas and Larena Gough of Westland.

Memorial contributions may be sent to the American Cancer Society or the Unitarian Universalist Church in Farmington.

Funeral arrangements were handled by the Thayer-Rock Funeral Home.

ANNIE M. SATTERFIELD
Annie M. Satterfield, 74, of Detroit, formerly of Livonia, died Aug. 23.

She was a seamstress and a homemaker.

Surviving are her daughter, Sally Monks of Lake City and her son, E. Gene Satterfield of Farmington.

Funeral arrangements were handled by the Thayer-Rock Funeral Home.

WILLIAM A. SIMPSON
William A. Simpson, 49, of Farmington Hills died Aug. 22.

He worked for the Jarvis B. Webb Co. in purchasing.

He was a member of the Monahan Council, Riley Post American Legion No. 506 I.B.E.W. Local 17 and the University of Detroit Alumni.

Surviving are his wife, Dolores; two daughters, Cheryl and Vickie; two sons

Bill and Burt; and a sister, Adel Zurek of Redford.

Memorial contributions can be made to the Educational Trust for the Simpson Children.

Funeral arrangements were handled by the Thayer-Rock Funeral Home.

ELIZABETH WILSON
Elizabeth Wilson, 86, of Farmington Hills died Aug. 25.

She was a homemaker.

Surviving are three daughters, Irene Brown of Farmington, Evelyn Weeks of Brighton, Martha Wilson of Fenton; three sisters, Isabella Reed of Florida, Gertrude Hovey of England and Emily Harrison of England; and 13 grandchildren.

Funeral arrangements were handled by the Thayer-Rock Funeral Home.

Burial was at Grand Lawn Cemetery.

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