

Community Calendar

CHESS CLUB

Monday March 6: Farmington Hills Parks and Recreation sponsors chess club events for novices and rated players from 5-9 p.m. at the Farmington Community Library, 2650 Liberty. For information contact Farmington Hills Park and Recreation Office, 474-6115.

CLEFT PALATE CLUB

Monday March 6: The Cleft Lip/Cleft Palate Parents Group will meet at 7:30 p.m. in Room 111 of Henry Ford Centennial Library in Dearborn. Plastic surgeon Donald Dittmars, director of the hospital's cleft palate team, will speak about surgical procedures for the cleft child. Call 649-3567 or 831-5906.

FASHION AWARENESS

Monday March 6: Fashion Awareness, a two-session workshop with

Marlene Colfer, helps participants coordinate and accessorize their wardrobe, at 1 p.m. in Farmington Community Center. Registration is necessary. Call the center at 477-8464.

CPR COURSE

Monday March 6: Three-session course on cardio-pulmonary resuscitation (CPR) begins at 7 p.m. in Farmington Hills Community Library on Twelve Mile. Pre-registration is necessary by calling the Farmington Hills Parks and Recreation Office at 474-6115. Fee \$3.

BUILDING SELF-ESTEEM

Monday March 6: "Building Self-Esteem," a three-session program, begins at 7 p.m. in Mercy Center with the Rev. Dick Fournier. Registration fee is \$35. Contact Jean Feteri, 2660 Eleven Mile, Farmington Hills, 49018.

CHILDREN'S LIBRARY

Monday March 6: Jill Locke, head librarian of Farmington Community Library, gives a guide to the use of the children's library and how to make library materials interesting to preschoolers at 8 p.m. in Nardin Park Community Nursery School 29887 Eleven Mile. No Charge.

HELPING HAND

Tuesday March 7: A wrap-up training session will be offered to Helping Hand Volunteers who have not attended one of the previous training sessions, at Our Lady of Sorrows Church, 23615 Powers at 7:30 p.m.

ALLADIN'S FANTASY

Tuesday March 7: "Alladin's Fantasy" fashion show and luncheon sponsored by Franklin Knolls Womens Club as benefit for New Horizons of Oakland County. Farmington Hills

Division, at noon in Southfield's Raleigh House. Tickets, at \$8.50 each, available by calling Mrs. Harold Johnson at 626-6442.

WIDOWED PERSONS

Tuesday March 7: A Guide to Fuller Living. That's the subject of the monthly meeting for widowed persons at 7 p.m. in the Mercy Center at 28600 Eleven Mile. The program was planned and will be by Jean Peteri, Program Planner. Admission is \$2. Refreshments served. For information call 478-8010.

FERTILIZER SALE

Through March and April: Boy Scouts of America Troop 179 of Farmington is launching its Early Bird Fertilizer Sale, coordinated by fund-raising chairman Douglas G. Madaleno. Scouts will be knocking on doors taking orders for fertilizer. For information call 478-3656.

WOMENS RIGHTS

Wednesday March 8: Detroit Councilwoman Maryann Mahaffey will be the keynote speaker at 3 p.m. at the Orchard Ridge campus of Oakland Community College in a conference sponsored by the Womencenter to celebrate International Women's Day. The conference will run from 1-9 p.m. and will offer a variety of workshops,

speakers and films related to women's rights. The afternoon and evening events, as well as child care services, are free.

ARTISTS CLUB

Wednesday March 8: The Farmington Artists Club will present a program by Gary Papierski, a designer of parade floats and other industrial work. He will talk about "What is drama, conflict, excitement, and how can artists capture it?" At 7 p.m. in the Farmington Hills Community Library on Twelve Mile.

RAVEN GALLERY

Wednesday March 8: Claudia Schmidt, a folksinger, begins a week-long appearance at the Raven Gallery. Cover \$3.50. Showtimes: 9:30 p.m. Wednesday, Thursday, Sunday and 9:30 and 11:45 p.m. on Friday and Saturday. Through March 12. Call 557-2922.

LEAGUE MEETING

Wednesday March 8: The Farmington local branch of the League of Women Voters will hold their regular meeting at 7:30 p.m. at 34222 Glaston Circle.

A HEALING COMMUNITY

Thursday, March 9: Dr. Bruce

Danto, Associate Professor of Wayne State University School of Medicine, will talk about the ability to rely on and be part of a family, congregation or neighborhood that is life-supporting; how to understand what is happening, and how, under stress, you can effectively participate in a healing relationship. At 8 p.m. in Mercy Center, 26600 Eleven Mile, \$2.50 for the session. Call 476-8010.

SILK FLOWERS

Thursday March 9: A two-session program in the creation of silk flowers will be led by Mary Foran from 7:30-8:30 p.m. March 9 and 16 at the Farmington Community Center. Fee is \$10 plus materials. The first class concentrates on making irises, tulips, poppies and tiger lilies, the second on roses.

LUTHERAN ANNIVERSARY

March 11 and 12: Antioch Lutheran Church will celebrate its 200th anniversary with a smorgasbord dinner at the Detroit Danish Club Saturday: reception at 6:30 p.m. and dinner at 7:30 p.m. Dinner speaker is former pastor James Henneberger. Rev. and Mrs. Bertil Anderson will host an Open House at the parsonage from 4-7 p.m. March 12 for members and friends. Grade 7-12 students will celebrate with a birthday party at 4 p.m. March 12.

Channel 20 sets sights on children's air fare

By CARL STODDARD

While high-powered stations like channels 2, 4, 7 and 50 jockey for a top notch in the Detroit area television market, little Channel 20 is making a bid to become the greatest thing for children since Santa Claus.

The smallest Southfield station (WXON) gets whalloped in prime time when viewers opt for network programs on other stations. Channel 50, also located in Southfield, fights back with a steady stream of vintage movies.

That doesn't leave much room for Channel 20. So the new kid on the block has taken aim at the daytime audience, especially the younger viewers.

So far, it's paid off. Only Channel 50 now draws more prime-time viewers during the day. And it's paid off in other ways as well. According to WXON president and general manager Aben Johnson, the station has been in the black financially since 1973.

The station comes on the air about 1:30 p.m. and offers a steady stream of kiddie. Offerings include "Bullwinkle" and "Popeye" cartoons and reruns of "Nanny and the Professor," "Batman" and "Room 222." In the evenings, it's a steady dose of sports games, movies and several religious programs.

JOHNSON, a Bloomfield Hills resident, is a former real estate developer who got into television in 1966 when he bought Channel 62.

"I'd built a couple hand (radio) receivers when I was 13," Johnson said. "But it seemed like a growing industry."

He built the station and broadcasting facilities in Walled Lake. "There was

no room for us in Southfield," he recalled. But because Channel 62 must broadcast at a higher frequency, the station was unable to transmit a clear picture throughout the metropolitan area.

So in 1972, Johnson and partner John E. Danaher of Grosse Pointe acquired Channel 20 from United Broadcasters. Today, the station operates out of an office in the American Center on Eleven Mile. The small cinderblock studio is located behind Channel 50 on Eleven Mile just east of Inkster.

Channel 20 reaches about 7,000 homes and one million viewers a week. Larger Detroit stations, in comparison, may reach four or five million viewers.

"Ours has been starting from the bottom," Johnson said. "But we're taking solid steps—avoiding the lily pads and stepping on the rocks."

The station is planning to increase its power output and may convert partially to become a pay-TV station.

IN LATE March, the station will double its broadcast power to one million watts. The boost won't increase the station's range, but it provide a clearer picture.

"A lot of people don't have outside antennas. They don't even have hooops for the UHF," Johnson said. "We have to belt a little more power out there."

The switch to subscription television is further down the road and not as certain. But Johnson has a permit to operate a system which will station would broadcast a scrambled signal to homes renting unscrambling equipment. Those viewers, he said, could tune into first run movies and other programming intended to be a notch above commercial offerings.

"Subscription television can help us

in the lean times when network prime time is so strong," Johnson said.

The station would broadcast the scrambled pay television programs in the evening. The daytime fare would still be free.

"We have an opportunity in the years to come to be the best independent TV station in the Detroit area," Johnson said. "That's what we're striving to be. (But) we still have a long way to go."

The station now employs about 25 persons. With a small staff, it has been necessary for most employees to work in more than one area.

Doug Johnson of Southfield, for example, is program manager but also sells advertising time for the station.

The Channel 20 news staff is small—one part-time announcer "rips and reads" news headlines from a wire service printer.

Among the station's goals is production of a full half-hour news program. For the present, at least, the 6 p.m. slot is filled with reruns of "Get Smart."

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