

Cable television scrutinized by legislative panel

By JACKIE KLEIN

franchising of cable TV, leaving its regulation up to local governments.

SOUTHFIELD City Council on Oct. 27 is expected to select staff members and citizens for an advisory committee to study cable companies and recommend franchisees. Officials say Southfield will be looked into cable TV within about a year.

Officials in Lathrup Village say they, too, are looking into cable companies. But, they admit, Lathrup will probably contract with whatever company wins the Southfield franchise.

About 50 corporations in southeast Michigan are bidding for cable franchises. Many communities have awarded franchises that won't shortchange subscribers on the number of channels or services, despite lack of regulatory legislation, he said. The process is complex, he said, and state involvement could add more confusion about the rapidly growing industry.

The first testimony at Monday's committee hearing was Thomas Sharrard who is with Wayne-Westland Community Schools and the Michigan Association for Media in Education.

"Cable satellite expansion will have a significant impact on the fate of educational television in the next two years," he said. "The 50 franchisees in southeast Michigan may be tied to separate local communities, schools, hospitals and government offices. But there's a lack of commitment and programming for education."

Cable TV is a highly technical and expensive media and it wouldn't be feasible for the government to control individual franchisees, he said. There's a need to coordinate networks for statewide educational programming, he contended.

"WE NEED multiple uses to meet many needs," he said. "Efforts have failed because of lack of personnel, equipment and local funding. Students would be waiting in line to provide programming at minimum wages in one quality production studio."

"With declining enrollment, empty school buildings could be used to bring local cable broadcasts to preschoolers to adults. Learning never ends. The state could provide a clearing house for network sharing and distribution and to avoid duplications."

State licensing agreements may include franchise fees and grants to promote local programming in a satellite or microwave two-way transmission network, Sharrard suggested. A state regulatory agency should set guidelines of support of local cable and coordinate its development, he said.

In other testimony, Craig Chrystal, president of the Michigan Cable Television Association, said there are 100 franchisees in the state and 600,000 subscribers in southeast Michigan.

That number is expected to swell to 1 million in the next two years.

Concerns about the lack of information on cable were expressed by Rev. Terry Halfpenny.

"The six-county Catholic Archdiocese is aware of the growing industry," he said. "Some public access channels have been guaranteed but not followed through. Small operations will be bought out by large cable companies. We'll have four or five large systems representing local cable."

"Uninformed communities will lose participation and control. We need specific legislation to educate local officials and enforce cable contract services."

AUDREY MARINER of Oakland University said a committee of 36 Oakland University students was formed in April to study cable TV. Another committee started by Oakland University also includes Oakland Community College, Lawrence Institute of Technology, Walsh Institute, Macomb Community College and Cranbrook school.

The committees haven't yet recommended a policy on government regulation, Ms. Mariner said. But, she noted, because of increased enrollment of older and non-traditional students, educational institutions would benefit from a two-way learning system on cable TV.

Oakland County has 550,000 potential subscribers who are "life-long learners," Ms. Mariner maintained.

"There's a need to plan for a total system franchise, not for patchwork communications," she claimed. "Competition is intense and we need an enabling ordinance to assume the cost of an interconnecting franchise. Selected educational and governmental programs should be available to all communities on demand."

ON THE subject of educational cable TV, Lucy Ainslee of Birmingham School District said there's a problem of lack of contiguous boundaries of school districts.

A Birmingham citizen cable TV study committee formed early this year recommended that portions of Southfield and other communities which lie within the Birmingham School District become part of that city's cable system.

Steve Schwartz, Birmingham's assistant city manager, suggested the possibility of enabling legislation for a multi-community cable authority, such as the one in Dayton, Ohio, to avoid parochialism.

Mark Adler, a television producer, said cities need directions to ask the right questions of potential franchisees.

Most city officials don't understand the technology of cable or choice of programming, he maintained.

There may be too many channels and not enough trained personnel, he contended. He questioned how state legislation could keep a high level of cable service in a tight economy.

J. Rivard Jr., an attorney representing a national cable TV company, said there's no need for government regulation of the industry.

"There's been a tremendous change in local information options," Rivard said. "With all the competition in the Detroit metropolitan area, some communities have gotten good franchises despite their ignorance. The state could support a clearing house for information and the U.S. Congress should look into abuses."

Should Michigan's burgeoning cable television industry be subject to state government regulations? That's the question on the minds of members of the Senate Special Committee on Cable Television and its chairman, state Sen. Kerry Kammer, D-Pontiac.

The committee conducted a public hearing in Southfield Monday to hear testimony from government and school officials and other persons who have concerns about cable TV. It was the second of five hearings around the state.

Opinions on possible state legislation to license and control the booming communications system appear to be divided. But most speakers said they're interested in a broader view of the advanced technological phenomenon.

"For a combination of economic, political and technological reasons, the cable television industry is growing in Michigan and other states at an explosive rate," Kammer told the 75 persons who attended the hearing.

"We're starting these hearings without preconceived ideas of whether or not the state should play a role in development or regulation of cable television," Kammer said. "There's some support for a state clearing house to provide communities with education on cable. The question is how many will take advantage of it?"

The Federal Communications Commission (FCC) isn't involved in the

Marketing is topic

Press releases, direct-mail campaigns, volunteer work and community image building are just a few of the subjects to be explored during a "Marketing for Non-Profit Organizations" workshop at Madonna College on Thursday, Oct. 30.

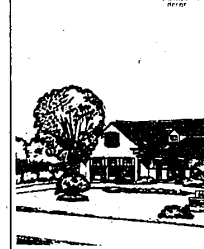
Southfield public relations consultant Charles F. Kleber, of Charles F. Kleber and Company, Inc., will conduct the workshop, which will be held in Room 115 in the Administration Building on Madonna's Livonia campus from 8:30 a.m. to 4:30 p.m.

Participants may earn 70 units of continuing education credit for the seminar, which will cost \$50. For more information, or to register, contact the office of Continuing Education at Madonna College at 591-5049 or 591-5000. Members of non-profit agencies, as well as the public, are encouraged to attend.

Madonna College is located at Schoolcraft (1-99) and Levan in Livonia.

FOUND
During the past eight decades Detroit-area families have found at McCabe's the guidance and assistance they need.

McCabe's funeral home has been serving the community since 1893. Located at 31950 12 Mile Rd., Farmington, Mich. Phone: 553-0120.



McCABE
funeral home
Since 1893

31950 12 MILE RD., FARMINGTON, MICH.
Phone: 553-0120

DETROIT LOCATION:
18570 GRAND RIVER AVE. Phone: 836-3752

L. DAVID McCABE, Director
EDWARD P. DEWAR, General Manager

Enter the Michigan Money Supermarket Spree!

win up to 5 minutes of free grocery shopping plus other valuable prizes



October 1, 1980 through October 22, 1980
Drawing October 23, 1980, 10:00 a.m., at Ten Mile and Grand River office of Michigan National Bank-Farmington.
You need not be present to win.

Winners are in for a lot of excitement and FREE groceries at either of the Supermarket Spree locations: The Kroger Store at Grand River and Halsted or the Chatham Store at 11 Mile Rd. and Middlebelt Rd. Win up to 5 minutes or 3 minutes to fill as many shopping carts with groceries as possible! There's no limit on the dollar value! (maximum 1 minute per aisle). To become eligible for the Michigan Money Supermarket Spree it's as easy as 1-2-3!



1. Fill out the attached Michigan Money Card Application.
2. Bring the Michigan Money Card Application to any of the conveniently located Michigan National Bank-Farmington branches listed below. At the same time, you can ask for and fill out the official Supermarket Spree entry form.
3. If you are not a customer, come in and open your checking and/or regular daily interest savings account.

Michigan Money® Card Application

Name				
Address				
City/State	Zip Code			
Checking Account No.	Savings Account No.			
Signature	Date	If Joint	Signature	Date

Your Signature on this form will constitute an agreement that all uses of the Card will be governed by the EFT service agreement.

Michigan National Bank Farmington

24 Hour Michigan Money Financial Center
11 Mile & Middlebelt, Chatham Sq. Ctr.

Your hometown Bank - Member FDIC Insured to \$100,000. Affiliated with Michigan National Corporation. \$5.5 billion banking organization.

Orchard Lake Road at 10 Mile Farmington Hills, MI 48024 477-3330
Twelve Mile and Farmington Rds. Farmington Hills, MI 48071 553-7720
24000 Drake Road North of Grand River Farmington Hills, MI 48018 478-7470
Nine Mile Road at Farmington Rd. Farmington Hills, MI 48018 476-4332
Ten Mile Rd. and Grand River Farmington Hills, MI 48018 478-6263