

Trojan spirit revives student newspaper

By Marie McGee
staff writer

Trojans of yore — strong, hard-working and determined — have nothing on their modern-day counterparts serving on the staff of Clarenceville High School's student newspaper, the Trojan Tribune.

A spunky staff has managed to put out a prize-winning newspaper despite odds that would have made a less dedicated group throw in the literary towel. Under the direction of English/journalism teacher Mickey Skarvi, the newspaper rose three years ago from the ashes of an extinct Clarenceville Phoenix to bring new laurels to the small school district. Clarenceville encompasses parts of Livonia, Redford Township and Farmington Hills.

The rebirth has been anything but painless.

The easy part was to catch peer interest. That came about through the use of punchy headlines, stories of topical interest, interesting graphics and make-up with a lot of pictures plus a vigorous opinion page that didn't shy away from controversial topics.

THE TRICK WAS to do it without the basic tools of journalism: no home base or "press" room where a staff could gather to brainstorm, each issue; no camera or darkroom facilities; and no typewriter to call its own. Not mention, a next-to-nothing budget.

Nevertheless, their "fantastic enthusiasm," Mrs. Skarvi said, has made it

possible for each of the staffs to win honors at the annual Schoolcraft College competition for high school newspapers.

Last year, for instance, the fledgling Trib won a second place, beating out competition from Class A and AA schools, including the prestigious Southfield entrants, most of the Livonia district and Plymouth Canton/Salem papers.

Judges included several Observer staff members and Jack Hoffman, executive director of the Sliger Newspapers in Northville.

At the time, an elated Ms. Skarvi said: "This has got to be the most exciting and rewarding accomplishment in my years as a teacher. It proves you don't need a lot of fancy equipment to be good."

A GUTSY APPROACH to controversial topics has earned the respect of the student body. Recently, when the newspaper came under fire from a school district administrator who seemingly questioned the quality of the paper, the staff came back with a stinging editorial. The editorial put forth a strong case in its own behalf by listing the paper's recent achievements and noting the obstacles the staff has had to overcome to put out a prize winner.

An editorial written by editor Dennis Hayes entitled, "Has the Tribune received due credit?" pointed out that the criticism "hurt." It went on to ask if the administrator "had the credentials to critique a newspaper" in light

of the professional critique done by publisher Hoffman. Hoffman stated that the Trojan "is very, very close to being the best of them all."

One of the paper's biggest boosters is principal Anthony Marra.

"I'm partial to it. They are doing a fine job. I've watched it grow and, under Mrs. Skarvi's direction, they are doing a very, very good job. She seems to have a knack for attracting good kids."

MARRA EVEN had praise for the one issue Mrs. Skarvi's feels was a near fiasco. It dealt with the controversial issue of "jocks and jells" — teen jargon for those with a bent toward school athletics and those more familiar with a drug culture.

"We had everyone mad at us," she recalled.

"What happened was that students took sides," Marra said. "It created a lot of feelings."

But something good came out of it, Marra said. "We got responses from students who don't ordinarily exercise penmanship. It gave them the opportunity to speak out. I think that's a good thing to have happen."

Money continues to be a problem for the staff. A \$1,000 budget provided by the school district doesn't go very far when production costs are in the \$325-per-issue range.

While the paper is a sell-out in the classroom, advertising sales lag. Unlike the award-winning yearbook, the paper has a hard time interesting area advertisers in the Clarenceville student body market. But the ad staff keeps plugging away in hopes of possibly attracting a single big sponsor. The most likely prospect would be the Livonia Mall, the school district's commercial neighbor.

THE UNDAUNTED staff isn't resting on its laurels, however. It hopes to preserve the spirit of independence by working its own way out of the financial crunch without having to appeal to the school board. And the staff hopes to do it in a most unlikely way — by sponsoring a statewide baton twirling competition and pageant at the high school in March.

And of all things, the district's declining enrollment has turned out to be somewhat of a blessing in disguise. With fewer students, the high school administration has finally found a room the staff can call its own.

And the prospect for a typewriter is brighter than it's ever been.

No sweat

Cognizant table personnel long have known that a little sprinkled oil on a napkin will keep the napkin from tangling in mid-air with a customer's glass as it's raised to, quenched a thirst.



Trojan assistant editor Matthew Brown checks the front page layout on a light table to make sure everything is in place. Besides writing all the stories and headlines, the staff does its own keylining.



Staff photos
by Bill Bresler

Columnist Rodger Williams types his copy on borrowed time — in the darkroom facilities used by the yearbook staff on a typewriter that also technically belongs to the yearbook staff. When that typewriter isn't available, the newspaper staff has to use the typing department machines — when they aren't being used.



Yearbook staffers Linda Kowalske of Farmington Hills and Kecia Hearndon examine some of the Highlights of the yearbook edition. The prize-winning yearbook also reflects combined thinking of the newspaper and the yearbook staff to make the yearbook more relevant — not fluff stuff. The '81 edition, for instance, raised the question: Will Clarenceville High School become another ghost town? and listed the perils. Another dealt with "Jocks, Jells and Other Misfits." Stories and commentary often accompany the pictorial review. "That's so when someone picks up the yearbook 10 years from now, they'll know what the issues were," said one staffer.



GLORIA SLAGLE of Farmington took high honors New Year's weekend in slalom skiing at Mt. Brighton Ski Lodge. Miss Slagle took one second-place and two third-place medals in competition sponsored by the Central Division of the United States Ski Association. The races are scheduled at Boyne Mountain and Thunder Mountain the rest of the winter. Miss Slagle, 16, is a junior at Southfield Christian High School and is coached by George Prisch. All four women's events were won by Helena Stanisavljevic of Pontiac.

AN INDIAN POWWOW is coming to Oakland Community College's Orchard Ridge campus Jan. 16 and 17. Traditional American Indian singing and dancing will be performed from noon through 4 p.m. and 7-10 p.m. Saturday, Jan. 16, and from noon to 3 p.m. Sunday, Jan. 17. Emcee of the event is Benny Bearskin Jr., an American Indian who is active in the native American community and promoter of many cultural activities. The affair is open to all persons interested in finding out about Indian traditions. Donations are \$1 for singers and \$2 for dancers. Indian crafts, jewelry and food will be on sale. Lectures and movies on Indians will be scheduled at the campus during the week preceding the PowWow. For more information, call Matthew Hanna at 532-1911.

THE YOUTH BAND and Orchestra of Farmington Hills is looking for new members to meet for 12 consecutive Wednesdays at the Shiawassee Recreation Center, 30415 Shiawassee, Farmington Hills. The classes will run from Jan. 13 through April 7. There is a \$15 fee for instruction. The class is open to all music students in sixth-eighth grade who have had at least six months' instrumental instruction. All participants, except students learning percussion, must furnish their own instruments. Music and related equipment will be provided by the Farmington Hills Parks and Recreation Department. All students should be attending music lessons in conjunction with the youth band instruction — which is not a replacement for music lessons.

CARDIOPULMONARY RESUSCITATION, also known as CPR, is being offered three nights this month at the Shiawassee Recreation Center, 30415 Shiawassee, Farmington Hills. To be certified by the American Red Cross participants must attend all three classes 7-10 p.m. There's a \$4 fee for the class which covers a book and an instructional hand-out. The program is presented by the Farmington Hills Parks and Recreation Department and the Farmington Jaycees. The class is limited, however, to 12 participants. Registration is

taken on a first-come, first-served basis. Register at the parks and recreation office, 31555 11 Mile, Farmington Hills.

SKI RACES for beginners and experienced cross country skiers will take place Feb. 7 at Glen Oaks Golf Course, 30500 13 Mile Road, Farmington Hills. The race is one of seven 1982 ski races being promoted by the Detroit Parks and Recreation Department and Blue Cross-Blue Shield of Michigan. The first race will be held at 11 a.m. Sunday, Jan. 17, at Redford Golf Course on Grand River between Six and Seven Mile roads. Entry forms can be obtained at the Detroit Parks and Recreation Department headquarters, 725 Randolph Street in downtown Detroit or by sending a stamped, self-addressed envelope to Blue Cross and Blue Shield of Michigan, Community Relations No. 1908, 600 Lafayette East, Detroit, Mich. 48226. Registration fee is \$4 in advance or \$5 on the day of the race. All entrants will receive free refreshments and an embroidered race patch. Experienced skiers who compete in four or more races can qualify for Circuit Awards. A 35 mm camera is top prize. For more information, on the races call the Blue Cross at 225-0211.

FAILING BUSINESSES or business in danger of going under could get a lifeline by listening to Gerre Jones, a marketing professional who deals with design firms. Anyone can attend the free lecture at 7:30 p.m. Thursday, Jan. 14, in the Lawrence Institute of Technology auditorium at 21000 10 Mile Road in Southfield. He'll give tips on increasing business and improving a firm's corporate image.

HIGH-SCHOOL GRADS planning to attend Kalamazoo College can attend a free financial-aid workshop from 7-9 p.m. Monday, Jan. 25. The workshop will be conducted at Northville High School, 775 North Center Street in Northville. Reservations to attend should be made at least one week in advance. Representatives of both the admissions office and financial-aid office will assist students and their families in completing the standardized financial aid form which is due at the end of January.

JOANNE BARTLETT of Metropolitan Savings Association has been promoted to assistant president — branch coordinator of the Farmington Hills firm. Ms. Bartlett has been manager of the company's Farmington Hills and Dearborn offices in the 4½ years she's been with the company. She is a member of the Oakland County Treasurers Association and the Southeast Michigan Municipal Finance Officers Association.

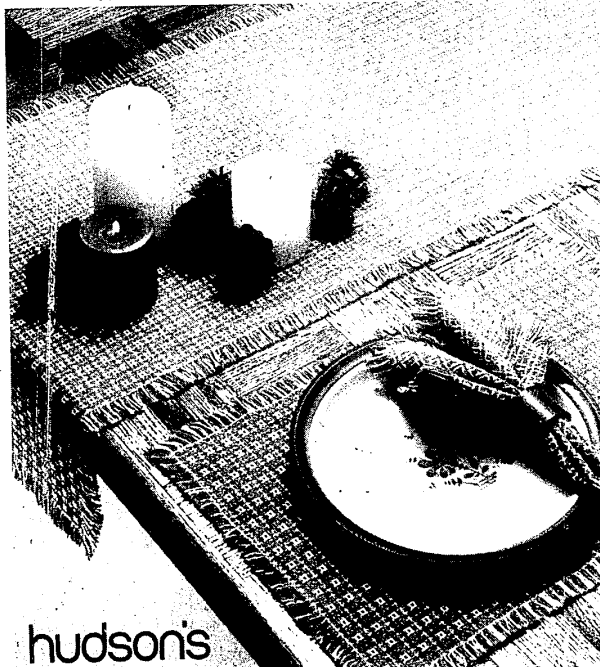
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