

End nears for cable selection

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The six-member committee that also will give its recommendations is comprised of Farmington City Manager Robert Deadman, Farmington Hills City Manager Larry Savage, Novi City Manager Edward Krievail, Farmington Councilman Richard Tupper, Farmington Hills Councilman Jack Burwell and Novi Councilman Ronald Watson.

Committee members tried to meet in private Wednesday afternoon at Farmington Hills City Hall to discuss the consultant's recommendation and attempt to come up with a recommendation of their own. The meeting was cancelled, however, when members of the press showed up and asked to attend.

"We think there'll be bitter complaints (from the two cable companies who aren't recommended)," Savage told the two reporters present. "We'd like to have all the facts before the

council before the (CTIC Associates) report is disseminated."

COMMITTEE MEMBER Tupper agreed, saying that "Any information that got out that isn't thought out could be damaging."

The rationale behind excluding the press from their deliberations, committee members explained, is legal because they only act as an advisory body by recommending which firm should get the tri-city cable franchise. That isn't the same as making a decision in closed session, committee members explained.

If the cable companies bidding for the franchise know the recommendations prior to Tuesday night's meeting, the public hearing could deteriorate into an attack of the report by the two "losers" even before it is presented by CTIC Associates Director Harold Horn, committee members said.

THURSDAY, AFTER learning that the Farmington Observer discovered Metrovision was ranked highest by CTIC, Deadman offered to let reporters look at the consultant's report in advance of the meeting and said council members would be briefed on it before tomorrow's meeting.

Deadman initially asked that reporters not tell cable companies what CTIC recommended before the Observer hits the street today.

Early disclosure of the recommendation, Deadman said, "would not be in the public interest."

THE NEXT DAY Savage found out,

after talking to David Korte, staff member at CTIC Associates, that the Farmington Observer knew Metrovision was recommended in the report.

So, Friday morning the consultant's findings were released to the two local reporters, and school and library officials.

"We forced our hand," Deadman said explaining the early release of the report. "We just didn't want to happen in Farmington, Farmington Hills and Novi what happened in places like Sterling Heights."

"We hope to come through the whole process without allegations and keep it as squeaky clean as we could possibly do it."

Others continue fight

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consultant's remarks that question Metrovision's ability to make a profit without raising subscriber rates in the near future.

METROVISION proposed the cheapest rates for cable customers by projecting that 50 percent of the residents in each city will at least subscribe to basic cable service. Omnicon, which bid the highest rate, doubts that Metrovision will wire that many homes with cable and predicts rates will rise if Metrovision gets the franchise.

The consultant firm says companies can realistically expect a 16- or 17-percent return on their financial investment. Metrovision's bid is based on a 15-percent return on investment. Omnicon says they'll get a 26-percent return on their investment, and United-Nederlandler expects a 22-percent rate of return — both of which the consultant calls "better than adequate."

Cable company representatives responded to the consultants' report Friday. The firms that weren't rated highest had praise for the study but pointed out what they felt were errors in the evaluation.

"WE'RE IN IT, and we're going to stay in it," said Elizabeth Howe, general manager of United-Nederlandler cable company. "We hope to make effective use of our time Tuesday night."

Ms. Howe said United-Nederlandler's rates aren't the lowest being bid but means the firm is offering the most technically advanced cable system of the three.

One advantage of United-Nederlandler, she said, is that the firm will broadcast current Broadway plays over cable television, because the Nederlandler family owns 10 Broadway theatres and has formed a joint venture with RKO Pictures to show plays on the national Entertainment Channel.

PETER NEWELL, who heads Omnicon of Michigan, a wholly owned subsidiary of Capital Cities Communications, defended his firm's offer in the face of the consultant's report, which ranks the firm lowest in most categories.

"My reaction is that we often find that consultants like CTIC tend to evaluate companies that offer the most and charge the lowest rates as the top contender," Newell said. "That's just the nature of the beast."

Omnicon, Newell said, is offering the most for the most money but won't be forced to raise its rates.

"We hope the communities of Farmington, Farmington Hills and Novi will be sophisticated enough to recognize that the company that offers the most will end up charging the most," he added.

OMNICON will provide more local programming than the other firms, Newell said, because they will be able to connect with cable companies the firm already is operating in Northville, Northville Township, Plymouth, Plymouth Township and Canton Township.

Metrovision was rated highest in the areas of broadcast signal carriage, satellite services, local origination commitment, public access, municipal access, tiered service structures, pay-per-view shows (such as the Hearns-Leonard fight), text services and FM availability. Metrovision also was ranked highest in ability to "narrowcast" programs to small sections of the audience.

Omnicon was ranked highest in educational access. United-Nederlandler, the consultants said, "has shown strength" in the areas of satellite services, public access, educational access, tiered service structure, pay-per-view, interactive (two-way) communication, text services and FM service.

Recreation News

Each week the Farmington Hills Parks and Recreation Department will present a synopsis of activities in this column. For further information regarding the department's programs, contact the department at 474-6115.

• **LEISURE-ACTIVITY CLASSES** — Gymnastics, preschool ballet, sketching and drawing, dance, clowning, ballet and pom-pom are just a few of the activities beginning this week for children in kindergarten through fifth grades. These after-school recreational activities are now taking place at Gill, Forest and Eagle Elementary Schools and the Shawwassee Recreation Center. For specific dates and times, call 474-6115.

• **FARMINGTON AREA COMMUNITY CHORUS** — The winter session will soon begin for the community chorus. Now 50 strong, the chorus is looking for new members. The group begins meeting on Tuesday, Jan. 19, at North Farmington High School from 7:30-9:30 p.m. All sheet music is provided; no audition is required. The only requirement is that you enjoy music and like to have fun. Fee is \$18 for the 15-week activity. A spring concert will culminate the session.

• **MOVIE JAMBOREE** — Movie entertainment for the whole family will be in order when the lights go out at the Shawwassee Recreation Center. The movie program begins at noon. This Saturday's film will be "Big Red." The fee is 75 cents for children and \$1.25 for adults. Refreshments will be available. Next week, the film will be "Schindler's List."

• **SENIOR ADULT CENTER** — The Gathering Place, located at the Mercy Center, under the auspices of the Farmington Hills Parks and Recreation Department, will be hosting several special activities this week. On Monday, Jan. 18, the decorative-quitting class will begin at 10 a.m.; tax assistance will begin Tuesday from 10:30 a.m. to 12:30 p.m. and 1:30-2:30 p.m.; Wednesday there will be an oil-painting demonstration at 1:30 p.m.; and Thursday, Jan. 21, at 11 a.m. an attorney will be on hand to assist seniors seeking legal advice.

Executive scholarships awarded

Two Oakland Community College students were selected as recipients of the Executive Women International Scholarship. Norma Hendry and Sandra Bellar of Pontiac each received awards of \$500 for tuition, books and other related expenses.

The Executive Women International Scholarship is awarded annually on a rotating basis to women of Macomb, Wayne and Oakland community colleges who demonstrate strong academic potential and the desire to complete a program of business study. Scholarship recipients also must qualify as a displaced homemaker or a woman in transition.

Norma Hendry, a mother of two, is working toward an associate degree in OCC's Executive Secretarial Program. Although she works full time as a secretary in public relations at Cranbrook Educational Community in Bloomfield Hills while attending OCC, Norma has maintained a 4.0 grade point average. Sandra Bellar, who currently is enrolled in the Word Processing and Text Editing Program, began taking classes at OCC in the fall of 1980 after relocating from Idaho with two small children. Sandra combines work with study as an OCC work-study student.

As this year's EWI grant recipients, Norma and Sandra will attend the dinner meeting of the Executive Women International on Jan. 13 at the University Club in Detroit. Both have been invited to speak to EWI members on careers, education and/or the role of women in transition.

The Executive Women International, formed in 1938, is a nonprofit, international association of industries, services and professions represented by top businesswomen in those organizations. Each representative is appointed by the executive officer of her firm. A composite of 700 chapters represents almost 4,000 firms in the United States and Canada.

The EWI works as a unit to encourage and protect the standards and general interests of women in business. The organization strives to develop opportunities for self-improvement and leadership through education in business, community, national and international affairs.

Bonds traffic death

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land County Sheriff's Department and the West Bloomfield Police traffic department, Bayette said.

They had no witnesses and a minimum of physical evidence on which to

base the investigation, police said.

Ms. Bond's Volkswagen Rabbit was registered to Documentary News Inc., according to police. Brown's Mercury was registered to General Wine and Liquor Co., Detroit.

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Win Schuler Cheddar Cheese 8 oz. tubs	\$1.69	\$1.39
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