

# College interns turn spotlight on news

By Janice Brunson  
staff writer

**A** CREATIVE internship and four energetic college students have combined to provide Farmington-area residents with a new cable television news program called "Tri-Outlet."

The show, which premiered June 24 on Channel 12, was created by Tamra Vicchy, John Enright, Robin Nominelli and Iana Dealey—all 21-year-old students from Central Michigan University serving as summer interns in a program co-sponsored by the Southwestern Oakland Cable Commission and MetroVision of Oakland County.

All told, the quartet planned and produced one full hour and three half-hour segments of "Tri-Outlet," programs dealing with local issues and topics of interest to residents of Farmington, Farmington Hills and Novi.

Segments featured such topics as a two-part series on apartment housing for senior citizens, following a fire from the first call of alarm to extinguishing the blaze, and reports on such varied subjects as a cardiac rehabilitation center, the Novi Motor Sports Museum and

three live spots during the Farmington Founders Festival.

A unique feature of "Tri-Outlet" is "Talking Heads," questions asked of local citizens at home and on the street about such controversial issues as capital punishment and spine-tinglers like patriotism. The funniest segment is "Bloopers," 20

minutes of mispronunciations or lost thoughts by the four novices.

**THE INTERNSHIP** is the brainchild of staff and volunteers with MetroVision, the company that holds the cable-TV franchise for the three communities, and SWOCC, the public body that monitors the franchise company.

According to SWOCC Executive Director Lark Samouelian, the internship was conceived from need. "Many students serving in (cable TV) internships are disgruntled," she said. "They're in gopher positions and not learning anything. It's (the internship) important to us for

(expanded) TV programming and it's important to the students because they end up with a product to show."

Samouelian said the internship was designed to position SWOCC as the client and SWOCC assigned the students specific projects. Intern executive producer Vicchy said she

and her colleagues "brainstormed" for story ideas to fulfill the projects, using public resources like news clippings provided weekly by staff from the Farmington Observer.

One condition inherent in all the

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Announcers Jerry Kovacs (left) and Billie Thompson (right) consult with Tri-Outlet executive producer Tamra Vicchy about news copy before going on the air.

## Learn to host cable tv show

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A new season of production workshops co-sponsored by the Southwestern Oakland Cable Commission and MetroVision of Oakland County are scheduled to begin in September.

However, because of popular demand, the first openings for enrollment are in November, according to SWOCC Executive Director Lark Samouelian.

The workshops, offered free to residents of Farmington, Farmington Hills and Novi, or those who work here or are affiliated with organizations in the communities, provide instruction in studio and remote production.

MetroVision's production equip-

ment is used in the hands-on training. Graduates of the workshops are entitled to use the equipment at will, on a first-come, first-served basis.

Classes in studio production teach how to produce a television show in the studio. The course shows students how to transform an idea into a video, Samouelian said. This means learning to combine all the required components that go into making a production—technical and audio personnel, script, props, publicity and more—and making them flow cohesively.

**CLASSES IN remote production** teach how to produce a show on location. Samouelian said when envi-

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Videographer John Enright (right) helps community volunteer Ruth Levine set up a shot for taping a segment of Tri-Outlet.



photos by RANDY BORST/staff photographer

Iana Dealey, a cable commission intern, waits for a cue from the control room during taping of Tri-Outlet. She served as the show's floor director and talent coordinator.

## short takes

If you recently opened a shop, captured an award, earned a promotion or are planning a new venture or project—and there's a Farmington-area business angle—we'd like to hear from you so we can share your news item with other Farmington Observer readers. Send items to: Short takes, Farmington Observer, 33203 Grand River, Farmington 48024.

### • NAMED MANAGER

One Kennedy Square, an historic 23-story building and home to some of Detroit's major banks since 1912, will undergo a \$5 million worth of major interior and exterior improvements.

Under the leadership of Kircio Realty & Development Ltd., which acquired the 400,000-square-foot building, has named Fred Stonehill of Farmington Hills as property manager.

Stonehill, a veteran downtown property manager and building engineer, joined Kircio at the time the building was acquired.

He is responsible for all operations, including tenant relations, marketing of space, maintenance, security, housekeeping and budget management.

Previously, Stonehill held similar positions with Prudential Town Center in Southfield, and the First National Bank and Penobscot buildings, both in downtown Detroit.

He is a member of the Building Owners & Managers Association, Central Business District Association and Detroit Building Superintendents Association.

Kircio Realty & Development Ltd. of Bloomfield Hills is one of the largest real estate developers and property managers in Michigan.

### • ELECTED VP

The Detroit Chapter of the National Investor Relations Institute has elected Karyn Embury vice president, programs, for the 1986-87 season.

The Farmington Hills resident is director of member services for the National Association of Investors Corp.

She graduated with highest honors with an associate in arts degree from Oakland County Community and is pursuing graduate studies in industrial psychology at the University of Michigan.

She previously has served as treasurer and vice president—membership for the NRI Detroit Chapter

and is a member of the Professional Women's Network.

Embury is involved in volunteer work with the Lupus Foundation and is a supporter of the Detroit Symphony.

The National Investor Relations Institute is a non-profit organization dedicated to promoting better communication among corporate management, the investment community and corporate shareholders.

### • MOVING UP

Chris Hartling was appointed manager of the National Accounts Department for the Detroit office of Alexander & Alexander (A&A), the nation's largest broker of retail property, casualty and marine insurance.

Hartling's responsibilities include the development and servicing of national accounts generated from Grand Rapids, Detroit and Indianapolis.

Before joining A&A's Detroit office, he was a senior marketing representative with A&A, Chicago. Before that, he was a national account underwriter for the Hartford Specialty Co.

### • NEW IN TOWN

Marilyn Finkel has announced the creation of Marilyn Finkel & Associates, Art Consultants to the Collection, 31455 Northwestern Highway, Farmington Hills.

Finkel, formerly president of Art Resources Ltd. of Southfield was an art consultant for 10 years. Her newly established firm will work with individuals or corporations and artist to collect, commission and install fine-art pieces.

She has been a professor of art history at Oakland Community College since 1968 and has been an art critic for both the Observer & Eccentric newspapers and Craft Horizon Magazine.

### • HE'S PROMOTED

National Bank of Detroit has promoted Michael Sak of Farmington Hills to assistant administrative officer and manager of commercial loan operations in the Credit Administration Division.

### • NEW LOCATION

Hermanoff & Associates, Inc., a full-service public relations firm, has moved and expanded its offices to 31700 13 Mile, Suite 202, Farmington Hills.

The telephone number, 851-3993, remains the same.

### • NOW A VP

Patricia Shehan of Farmington Hills was elected vice president at Young & Rubicam USA.

Shehan joined Y&R Detroit in 1980 as a senior media planner. In 1981, she was named media group supervisor on the Lincoln-Mercury Division account.

She previously was with Campbell-Ewald and Biddle Advertising in Chicago. She is a member of the Ad-craft Club of Detroit.

### • HE'S APPOINTED

Ed Sudzina of Farmington Hills was appointed director of sales and operations for Great Scott Supermarkets.

Since starting in the food business as a stock clerk in 1954, he has progressed through all store management positions, then into major management responsibilities covering sales, marketing, operations and total division responsibilities for Standard Grocery, National Tea and Foodland.

### • SHE'S PROMOTED

The Madonna College Board of Trustees has promoted Farmington resident Dr. Charlotte Neuhauser to dean, Division of Business and Computer Systems, Madonna is in Livonia.

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