

Tuning in

New radio debuts on cable access channels

By Chris Rizk
staff writer

Farmington-area cable TV watchers can turn up the audio portion of their sets now that "cablecast" radio is available.

A community access channel offered by MetroVision of Oakland County — the company that serves Farmington Hills, Farmington and Novi — permits local residents to create their own programming via a newly installed radio station.

MetroVision's latest venture — it also provides community-access cable television — isn't actually "radio" broadcasts, stressed Lark Samouelian, executive director of the Southwestern Oakland Cable Commission. Programs are transmitted through cable lines and not over the airwaves.

INSTEAD, SAMOUELIAN used "cablecast" to describe the procedure.

The new station, aired on cable channels 12 and 18, provides a unique opportunity for residents to experiment with programming, Samouelian said.

"We have everything here that anybody could want," she said, adding that aside from a station in Kalamazoo, it is the first community access cable radio available.

Bob Bolak, a Central Michigan University graduate, is coordinating the programming.

So far, six people have signed up for workshops that provide a working knowledge of producing radio shows, Bolak said.

Once the four-week training session is completed, participants will be capable of producing the program format of their choice.

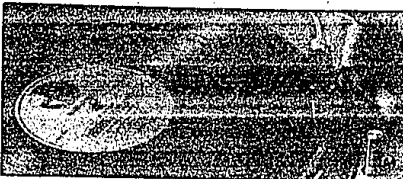
Guidelines for the station dictate that material heard over the cable station "show good taste and common sense," Bolak said.

PROGRAM OPPORTUNITIES, once the guidelines are met and the topics are approved by a radio committee, are endless, Samouelian said. She listed talk shows, dramas, panels, debates or music as possible programs.

"This is a great opportunity for residents to use the facility," Samouelian said. "They have the

studio to themselves, free of charge, and we provide the tapes, the equipment and the studio staff to help them."

Samouelian said that her staff is eager to help community members begin programming. She added that all residents, ranging from students to professionals, can use the facility.



RANDY BOST/Staff photographer

Turntables are provided for music shows and to add background music for talk shows.



RANDY BOST/Staff photographer

Bob Bolak, production assistant, fine tunes some of the equipment in the new radio studio.



RANDY BOST/Staff photographer

Bob Bolak is the production assistant who oversees the new radio facility at MetroVision studios on Enterprise Drive in Farmington Hills.

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, 32203 Grand River, Farmington 48024.

● **ELECTED PRESIDENT**
Martin Lattin of Farmington Hills was elected president of the Detroit Boat Club, the oldest boat club in the United States celebrating its 148th anniversary this month.

A member of the DBC board of directors for the past five years, Lattin has been a Detroit-area resident since 1925.

He is past president of the Probus Club and has served on the board of directors of the most club of Congregation Shaarey Zedek.

In 1975, the Detroit Boat Club merged with the Women's City Club, expanding the scope of DBC activities.

● **SALE ANNOUNCED**
Weatherford/Walker Developments, a Farmington Hills-based developer of value priced centers, announced the recent sale of four Michigan centers to Dean Witter Realty Inc. — a subsidiary of Dean Witter Financial Services Inc.

The sale price of \$50 million included four centers developed, leased and operated by Weatherford/Walker Developments in Saginaw, Lansing, Sterling Heights and Westland.

The sale included a total of 718,000 square feet of retail space. "We do not make a practice of selling our centers," said Richard Walker, co-partner in Weatherford/Walker.

"Of the 30 centers we have developed, these are a 'first' sale of the value priced promotional centers we own. Our expansion plans for 1987 and 1988 and a continuing relationship with Dean Witter Realty Inc. were prime considerations for the sale," Walker said.

Weatherford/Walker will retain the management of the four centers and will continue operations of the centers.

"We will oversee the management and operation of the centers in New York," said Eric Sorkin, senior vice president of Dean Witter Realty.

The four centers are: Fashion Center, a 188,000-square-foot center in Saginaw; Delta Center, a 175,000-square-foot center in Lansing; Hall Road Crossing, a 164,000-square-foot center in Shelby Township; and Westland Crossing, a 190,000-square-foot center in Westland.

The four centers were completed in 1985 and 1986.

Additional centers in Taylor and Westland, two in Dearborn, N.J., and others in St. Charles, Mo., Norfolk, Va., and Elyria, Ohio, are under construction.

Expansion plans for Weatherford/Walker include several sites in eastern and midwest states for 1988 and 1989.

● **GRAND OPENING**
Corrigan Moving Systems, an affiliate of United Van Lines, will celebrate the grand opening of its new Farmington Hills moving and storage facility, at 1-275 and 1-496, by hosting a St. Patrick's Day open house 4:30-8 p.m. Tuesday, March 17.

The public may attend. The Farmington Hills location is Corrigan's seventh with other facilities in Dearborn, Ann Arbor, Auburn Hills, Flint, Romulus and Toledo. Four were opened during the past four years.

The new 40,000-square-foot full-service moving operation is also the home for Corrigan Records Storage Co., which offers data storage of hard copy business records, microforms, computer tape, audio and video tape, film, X-rays and more.

An additional 5,700 square feet of office space has been leased to Panasonic Corp.

Paul Corrigan, company president since 1950, says, "It's exciting for all of us here at Corrigan Moving Systems to be a part of the action that is happening here in the 'Golden Corridor'."

"Our new location in Farmington Hills will enable us to serve all of our customers better in western Wayne and Oakland counties."

Corrigan Moving Systems was founded in 1930 by Paul Corrigan's father, the late Frank Corrigan, in Dearborn.

● **SHE'S ELECTED**
Ida Krandle of Farmington Hills, was recently elected to the Board of Directors of the 2,000-member

American Lung Association of Southeast Michigan.

She is a former past president of the ALAEM Women's Committee.

Her list of volunteer achievements includes membership in some 25 charitable organizations, and the honor of being named recipient of the United Foundation's "Heart of Gold" award in February.

Krandle also serves as president of the Michigan Lawyer's Auxiliary and is active with the Schoolcraft College Foundation and the Edwin Denby Memorial Children's Home.

● CATALOG SPECIALIST

Simons Advertising & Associates Inc. of Farmington Hills, — a full-service retail advertising agency — began production on its latest catalog for Foley's Big & Tall, a four-store menswear specialty chain based in Ohio.

The agency recently completed a catalog for Intimate Boutique II Ltd., and Illinois swimwear and intimate apparel chain.

SAA offers newspaper and layouts, broadcast, direct mail and marketing projects to clients throughout the country.

The importance of catalogs as a marketing medium cannot be overstated, according to information from the company.

Catalogs have evolved into more than a means of eliciting a direct sale — they inform, entertain and establish image.

SAA developed catalog syndication, which has become very popular due to its cost efficiency.

These catalogs contain merchandise common to each participating retailer, yet are completely personalized to meet individual retailer objectives.

In addition, SAA is involved in the production of a syndicated uniform apparel catalog with 11 retailers from coast to coast participating. This approach has also proved very successful for SAA's menswear and fur retailers.

Both syndicated and individual catalog formats generate maximum response by employing the latest in technological and marketing research advances.

For additional information, contact Steven Simons at 313-471-7000 or 1-800-IMAGE-00.



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