

Creativity

Budding student artist designs Hills brochure

By Joanne Maliszewski
staff writer

Mary Potts wants to be a graphic artist. By the appearance of the Farmington Hills Special Services summer program brochure, the North Farmington 11th grader is on her way.

"This is the my first large project. I've done a lot of signs. But nothing that's gotten this much publicity," said Potts, 17.

The art student was called upon by Esther Frank, public relations specialist in the city's special services department, to design a colorful cover for the summer brochure.

"Esther wanted kites and she got kites," Potts said, of the design she made with colored art paper, an X-acto knife and rubber cement.

Besides an opportunity to see her work on something mailed to all Farmington Hills residents, Potts got a chance to see what it's like to work in a high-pressure work world. "It was hectic. But I learned what working at this might be," said Potts, who wants to attend the Center for Creative Studies in Detroit following high school graduation.

WITH ONLY two days until print time, Frank desperately called North Farmington graphics teacher Lynn Olson, in search of a student who could do the job. Potts was suggested.

"This was a call in desperation. We had two days to get it together. She (Mary) just did a wonderful job with the ideas we gave her. She came up with an extraordinary cover under extreme pressure," Frank said.

"She has always been one to do over and above what's necessary," Olson said. "She's very serious about her art. She is finding you have to work under pressure. That's part of being an artist."

And Potts took the pressure of designing the brochure cover in her stride. She says she knows that's the way of life for a graphic artist, particularly one who wants to put her talents into magazine advertising, television commercials and, eventually, the movies.

For her work, Potts received credit inside the brochure as well as a letter of appreciation and a copy of her cover in an acrylic frame.

The color brochure is a change for the special services department. "The staff has been after us to put a little more pizzazz into the brochure," said Dan Potter, special services director.



photos by RANDY BORST/staff photographer

North Farmington student Mary Potts, who designed the Farmington Hills 1987 Summer Programs booklet cover.



The cover of Farmington Hills' 1987 Summer Programs booklet.

Give state a say in setting rates—city

Farmington City Council supports a Birmingham City Commission resolution asking Congress to let state utility regulatory agencies control rate changes for basic cable TV services.

In both Birmingham and Farmington, the cable company raised basic service rates as soon as rate deregulation took effect.

The resolution asks that the 1984 Cable Communications Policy Act be amended so state utility regulatory agencies assure cable company compliance with the franchise agreements.

Franchise agreements address such things as quality of service, prevailing rates for comparable services, rate of return on the operator's financial investment, and the number and frequency of prior rate increases granted.

On Feb. 1, MetroVision of Oakland County's 21,000 cable TV subscribers saw the monthly basic service fee increase from \$10.45 to \$12.45. There were no increases for other services.

MetroVision's rate increase was expected in light of government deregulation that took effect Jan. 1.

THE NEW law enables cable companies to increase monthly rates without approval from the local governments that hold the cable-TV franchises.

Cable industry officials, including those at MetroVision, felt past government regulations forced companies to come in under the profit margin they originally expected when first franchising with local governments.

A rate increase for basic services will help offset the cost of providing premium services, the cost of which haven't increased, said Lark Samouelian, executive director of the Southwestern Oakland Cable Commission (SWOCC).

MetroVision provides cable-TV services to residents of Novi, Farmington and Farmington Hills. The cable commission represents the three cities.

SWOCC hasn't viewed the basic service increase as excessive, but it has no control or say in the rate-making process, city manager Robert Deadman wrote in a report to the Farmington City Council.

Farmington's resolution was sent to U.S. Sens. Donald Riegle and Carl Levin and U.S. Rep. William Broomfield.

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