

Column helps spread cable message

Since spring 1984, this column has had the privilege of appearing weekly in the Farmington Observer.

It has been through this avenue of expression that we have kept you abreast of the development of local community television and radio programming via cable.

Our commitment to function as liaison between you the consumer and Metrovision the cable company has been enhanced through this newspaper column. As business as the mode of the day, national challenges to the cable industry and cities over the constitutionality of cable franchising and regulation have railed on.

The past year has freed up the cable industry to set its own rates and determine program offerings. Included in this choice is whether or not cable companies care to include broadcast channels in their channel lineup. Companies also don't have to offer an A/B switch to activate one option from broadcast to cable.

The courts feel that broadcast is ample competition for the cable company and, therefore, have begun easing up on decisions that would constitute more stringent regulation as is appropriate in a monopoly situation.

ENFORCING A cable ordinance has become a challenge for communities that have spent years entrenched in court battles.

This was not the case for our communities. Our cable commission and Metrovision reached an agreement to keep all the bells and whistles intact yet allow for reasonable development. The cities, being the telecommunication initiator, will determine the momentum.

The most important factor within the cable franchise is to ensure that the citizen consumer receives a quality signal and is served with respect in a timely manner. Metrovision has

pride in this commitment as well.

There are times, however, when businesses subcontracted to the cable company are not functioning up to par. For example, after hours and weekend answering services and in the field construction crews are support companies to Metrovision.

If, indeed, you the consumer have occasion to need to be in touch with Metrovision and is not successful, please get in touch with myself, Lark L.S. Reid. In most cases, I have found that Metrovision was unaware of the delay in communication or did not have all the facts. Once on notice, the staff is equipped to remedy most situations.

This respect for the consumer has always remained most secure throughout the franchising history. Good business within the cable industry has always centered around marketing to the consumer. You buy their services, and as the federal government has said, you have the choice. You make the difference.

The Southwestern Oakland Cable Commission telephone number is 473-7266.

COMMUNITY ACCESS PROGRAMMING SCHEDULE Channel 12

Monday, Jan. 11
 • 10 a.m. — Livonia Junior Football League: Eagles vs. Falcon Freshmen.
 • 11 a.m. — Radio Control: To fly radio control airplanes.
 • Noon — Perceptions: Religious insight.
 • 12:30 p.m. — Travels with Kay: Baltic States, Part III.
 • 1 p.m. — Serendipity: Planets/space.
 • 1:30 p.m. — Art in architecture: Interview with Louis Redstone, artist.
 • 2 p.m. — Ward celebration service: Worship service; Ward Evangelical Church.



cable connection

Lark Reid

executive director,
Southwestern Oakland Cable Commission

• 6 p.m. — Funtime with Roscoe the Clown & Mr. Trix: St. Paul's 1st grade.
 • 6:30 p.m. — Artist in Residence: Walter Redding, architect.
 • 7:30 p.m. — Farmington community chorus: Holiday greetings.
 • 8:40 p.m. — The Nutcracker Ballet at Harrison High.

Tuesday, Jan. 12
 • 10 a.m. — Farmington Community Chorus: Holiday greetings.
 • 11:10 a.m. — Home day care: A special place.
 • Noon — Elizabeth Clare Prophet.
 • 1 p.m. — Inside City Hall: City of Novi.
 • 1:30 p.m. — Open your heart: Food & nutrition.
 • 2:00 p.m. — Clarencville Spotlight: High school homecoming queen.
 • 2:30 p.m. — Community Update: Radio, Cable & TV.
 • 3 p.m. — Expose: School clinics.
 • 3:30 p.m. — Germs of Endearment: Sex education.

Wednesday, Jan. 13
 • 10 a.m. — A visit with Santa: Santa comes to Channel 12.
 • 11:35 a.m. — How to prepare a W-4A form: IRS.
 • Noon — Quest for better living: wills, trusts, avoiding probate, part II.
 • 12:30 p.m. — Jewish Television Magazine: Adventure in Israel.
 • 1 p.m. — Art in Review: theater and movie reviews.
 • 1:30 p.m. — Sports Yesterday/Today: Sports interviews.

• 2 p.m. — Around the World: Russia, Part I.
 • 2:30 p.m. — Jaycees focus on the Farmington area: Jim Mock, insurance.
 • 3 p.m. — Transitions: Issues for women: Work addiction.
 • 6 p.m. — The Job Show: Job information from MISC.
 • 6:30 p.m. — Farmington Focus: City of Farmington.
 • 7 p.m. — Serendipity: planets/space.
 • 7:30 p.m. — Inside City Hall: City of Novi.
 • 8 p.m. — Transitions: Issues for women: Work addiction.
 • 9 p.m. — Quest for better living: wills, trusts, avoiding probate, part II.
 • 9:30 p.m. — Today's World: Art Brown, author.

Thursday, Jan. 14
 • 10 a.m. — The Nutcracker Ballet at Harrison High.
 • 11:15 a.m. — The Jones kids at St. Fabians.
 • Noon — Cities Corner: Novi history lesson.
 • 1 p.m. — Clarencville Spotlight: High school principal David Smolski.
 • 1:30 p.m. — Viewpoint: City of Farmington Hills.
 • 2 p.m. — Funtime with Roscoe

the Clown & Mr. Trix: St. Paul's 1st grade.
 • 2:30 p.m. — Today's World: Art Brown, author.
 • 3 p.m. — Farmington Focus: City of Farmington.
 • 3:30 p.m. — Oakland County Connection: features from Oakland County.
 • 6 p.m. — Farmington Hills 1987 beautification awards ceremony.
 • 7 p.m. — A house for all seasons: Mechanics head sources.
 • 7:30 p.m. — Viewpoint: City of Farmington Hills.
 • 8 p.m. — Jaycees focus on the Farmington area: Jim Mock, insurance.
 • 9:30 p.m. — Open your Heart: Food & nutrition.
 • 9 p.m. — Around the World: Russia, Part I.
 • 9:30 p.m. — Travels with Kay: Baltic States, Part III.

CABLE RADIO PROGRAMMING SCHEDULE Channel 18

• Tuesdays, 7-9 p.m. — The Mark & Dave Show.
 • Wednesdays, 10 a.m. to noon, The Mark & Dave Show; 12:15-1:15 p.m., At Random; 1:30-2 p.m., Metal Meltdown; and 7:30-9 p.m., Inner Sanctum.

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