

Cable TV leaves lasting imprint

YMCA highlights

These YMCA highlights appear courtesy of the Farmington YMCA, 28100 Farmington Road, Farmington Hills. For information, call 553-4020.

SUMMER MEMBERSHIP
The YMCA is offering a summer membership special for families, adults, college students and graduating high school seniors.

These summer memberships are good from date of purchase through Saturday, Sept. 2.
The Y features a large gym, a running/walking track, racquetball courts, a 25-meter pool and two weight-training rooms.
Prospective members are encouraged to visit the Y for a tour and explanation of membership services.

Seniors can get discounts

Farmington-area seniors can take advantage of discounts offered by merchants across the nation through the Oakland Livingston Human Service Agency.
Pictures to be laminated into plastic identification cards will be taken from 10 a.m. to 2 p.m. Friday, Aug. 18, at the Farmington Hills Senior Adult Center at Mercy Center, 28800 11 Mile, Farmington Hills.
Card holders can receive discounts on a variety of items, including auto parts, rustproofing, hair care, dry cleaning, prescription drugs and eyeglasses.
Seniors must be 60 to participate.

CORPORATE MEMBERSHIP

The Y offers a corporate membership discount program to local businesses.
The program involves discounted memberships for employees as well as on-site programming. Interested businesses should call Greg Vex at 553-4020.

VIP TOURS

The Y invites you to stop in and get a VIP tour of the facility. The Y houses racquetball courts, a 25-meter pool, a gymnasium, a wellness center featuring CamStar weight training equipment and Sprint weight training center.

The Y also offers a wide variety of programs for youths, families and adults. Call the Y at 553-4020 for membership information.

FALL REGISTRATION

Registration for the Farmington YMCA's fall program will be held the week of Aug. 28. YMCA Full Privilege Members may register on Monday, Aug. 28. Full Privilege and Program members may register on Aug. 29 through Sept. 2. Call the Y this summer for more information regarding the variety of program offerings for individuals, youths, preschoolers and families.

The industry of cable television has had a tremendous impact upon the viewing habits of the American public. Although those in "broadcast, cable, film and video may refer to the habits of the television audience as "fickle," I believe a more accurate description would be, "more selective."

We are enhancing our lives by personalizing our choices. Eventually, long-term viewing preferences will develop. An article in the New York Times emphasized that such new "flicking of the channels" changes the strategy of the advertising arena from mass media to a localized approach.

Also, community access television. No other television program offering is so personalized with your interest, cause and opinion as the priority of the day. No red tape. No censorship except for pornography, lottery and advertising. The programs need not be sensational; nor do they require guarantee a high number of audience.

What a community channel does program is a mirror of today for a variety of people and age groups. Community television is in essence a time capsule. The only difference between your channel and any other is that the momentum will be slower because most programs have a lot of time within the content. How wonderful. For what is more important than what you think and having an



cable connection

Lark Samouelian

executive director,
Southwestern Oakland Cable Commission

avenue to express your views?

CHANNEL 12 COMMUNITY ACCESS

Monday, July 24
10 a.m. — In Print: Paul and Bonnie Zindel.

10:30 a.m. — Smart Talk
11 a.m. — Crisis in the Modern Family: recovering alcoholics.

Noon — Jewish TV magazine.
12:30 p.m. — Travels with Kay: Jerusalem.

1 p.m. — Cooking with Class: vegetables.
1:30 p.m. — Novi Motorsports Museum: induction.

2:30 p.m. — 1989 Farmington Founders Day Festival Parade.
6 p.m. — From Heaven to Earth with Love.

7 p.m. — Farmington Hills Fire Dept. residential sprinkler program.
7:30 p.m. — Sports Yesterday/Today: 1957 Lions.

8 p.m. — Chamber Perspectives: small-business success strategies.

8:30 p.m. — Detroit Live: Henry Baskin-Madam Cleo-Dr. Richard Straith.

9:30 p.m. — Healthy Living: learning disabilities.

Tuesday, July 25

10 a.m. — Senior Adult Exercise.

10:30 a.m. — Novi Motorsports.
11 a.m. — Women on the Move: Internal medicine.

Noon — Valley of Decision.
1 p.m. — Seniors on the Move: behind the scenes.

1:30 p.m. — Today's World: citizens against crime.
2 p.m. — 1989-90 Farmington Hills budget presentation.

2:30 p.m. — Healthy Living: learning disabilities.
3 p.m. — Issue of water quality to the individual consumer.

3:30 p.m. — Sports File: swimming.
6 p.m. — Senior Messenger.

7 p.m. — Seniors on the Move: behind the scenes.

Wednesday, July 26

10 a.m. — A Celebration: Northville Presbyterian Church.

11 a.m. — Oakland County Parks: camping at Groveland Park.

11:30 a.m. — Microwave Today: tropical island recipes.

Noon — Oakland County Connection.

12:30 p.m. — Detroit Live: Henry Baskin-Madam Cleo-Dr. Richard Straith.

1:30 p.m. — Sports Yesterday/Today: 1957 Lions.

2 p.m. — Farmington Focus: City of Farmington.

2:30 p.m. — Seniors on the Move: behind the scenes.

3 p.m. — Crisis in the Modern Family: recovering alcoholics.

6 p.m. — Tri-City Update: Chiefs of Police hosted by Oakland County Sheriff John Nichols.
7 p.m. — Sports File: swimming.

7:30 p.m. — 1989 Farmington Founders Festival Day Parade.
9 p.m. — Novi Motorsports induction.

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Bedford: 255-0375

Summer Fun on a Bun!

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Summertime means picnic time, and Kowalski gives you a delicious way to celebrate! Because starting now, a drawing will be held each month throughout the summer at every Kowalski store to give away a Party Picnic Basket. Retail value of \$100.00. It's chock full of all your favorite Kowalski Kowalski products: tasty natural casing hot dogs, zesty stadium kielbasa, buns, chips, pop, and everything else you need to turn a picnic into a party — enough for twenty-four! Stop by your nearest Kowalski store today and register to win.

In the deli. Naturally.



Dearborn 5080 Schaefer 946-6347	Farmington 22030 Farmington Rd. 474-9650	Hamtramck 35238 Dodge Park 871-7994	Sterling Heights 4076 14 Mile Rd. 264-7060	Warren 4076 14 Mile Rd. 264-5711	Warren 26688 Ryan 757-0870
Detroit 2295 E. Palmer 925-7260	Fraser 31310 Groesbeck 293-3750	Southgate 11155 Allen Rd. 287-3860	Utica 15385 Hall Rd. 247-9910	Warren 11545 E. 12 Mile Rd. 751-0460	Westland 8028 Middlebelt 261-8320
Detroit 7531 E. 7 Mile Rd. 893-2372	Hamtramck 9405 Jos. Campau 871-9060	Sterling Heights 37110 Van Dyke 268-5780	Warren 4140 E. 9 Mile Rd. 755-1470	Warren 29162 Van Dyke 573-4850	

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2 Minute Service

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