

# Cable Comments

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Through Community television you have the opportunity to meet many people. Each week

frankly, I feel as though I have been given a present when I have the opportunity to spend moments with such inspired people. What is fascinating is that most everyone you meet is inspirational; it's just that all people do not recognize this in themselves. Meet Lois Wolfe-Morgan. Lois has the natural gift of guidance and she believes that "we must meet the challenge of individual and organizational growth through high performance and dedication to global self-esteem." Lois expounds upon this philosophy through her chosen medium of Community Television through the weekly program, "Expressions."

As a Professional in the Department of Defense for 19 years, Lois hired professionals in management motivation to encourage her staff to excel. This was the seed which inspired her. She has been recognized in the 1990 Edition of Who's Who of Women Executives and has just written a new book "Build Your Own Road."

Lois chose television however, to continue to reach people because of its ability to deliver messages to people in their homes where they have the choice of whether or not to listen and act on the message received. Through television she could bring people together who could demonstrate sensitivity and happiness. If one can see and hear, they will be able to 'believe'.

Lois constantly reinforces that our whole life is made up of our very own choices. If you don't like what is happening then you may change your direction by making different choices.

As an active member in the



Lois Wolfe-Morgan

Plymouth Business and Professional Womens' group, Lois met Omnicon's Department Coordinator for Community Television, Maria Holmes. She told Maria her dreams about reaching people in their homes. She had a goal to learn to ask the right questions. After a preproduction meeting, Maria introduced Lois to Cathy O'Loughlin and John Martin. They are the staff members of Omnicon, who help Produce and Direct the weekly sixty minute show. Lois uses copyright free music in her introduction. Her introduction was produced by Rob Mason. Rob is a radio personality who owns "Media Magic." The intro includes old photos of Lois and family members, emphasizing different facial expressions and emotions. Cathy O'Loughlin had a very important part in completing this technical task.

As a professional speaker, author and director of her own training and consulting firm, Lois hosts "Expressions" to demonstrate, inspire and promote the successful aspects of life, in business and personal relationships. She introduces guests who have proven success steps for the audience to follow, can demonstrate how to transfer skills strength into success and have the ability to inspire, encourage and guide people of all ages.

Show topics are: the compatibility quotient, crime prevention, women business owners, secrets of negotiating and deal-

ing with stress. These ideas are designed to help people find individual success.

The set is created using a variety of shades of purple because Lois feels that the color purple is regal and she tries to treat each person as having great value.

They have been producing shows since this past summer. To begin the 1991 season with an even more dynamic show, Lois is opening up the weekly format to a STUDIO AUDIENCE for "couchtaping." The seating capacity is limited to twenty-five therefore call 420-2966 for reservations. The show is taped every Monday evening between 5:30-7:00 pm.

"Expressions" will be a perfect show to be in the studio audience because there will be much interaction between the host, the guest and individuals in the audience. The subject matter will be something that everyone has had some experience with at some time.

Having a studio audience is a special treat for the host and guest of the show because they will receive immediate feedback on what they say. It will automatically encourage them to let down their guard and be more human and animated in their dialogue. Such an immediate response helps also to cue the television viewing public on what behavior is natural to the subject matter.

Hosts and guests of a studio audience have to concentrate even more because what they discuss will be heard by people immediately. This is something that most do not even think about. Since they assume that every angle is covered. Not true for inhouse audiences. Suddenly the microphones, usually attached to ones' lapel, does only one half the job. Another fix must be made available to enhance the volume of the speakers. The fix must also make the question-answer session flow.