

Producing a show? Don't forget promotion



CABLE CONNECTION
LARK SAMOUELIAN

You have produced a television show. It is complete and scheduled to be seen on Channel 12. Have you, however, prepared to promote your show? This is one of the most important elements to secure an audience, and, yet, it is one of the most frequently overlooked steps in the process.

It is very simple to put together a video promo about your television show. Take the most active footage depicting action or animated moments with your guest, add a voice over, announcing the title, the guest, date and time of your program, and include your theme music.

This should be in the form of 30-60 seconds and be included within the content of other people's shows, where they break for public service announcements, or maybe just inserted between programming. Re-

member that grants are available for flyers, as well as contacting Lark Samouelian with details of your show, so that I might write an article in the paper or include you in an ad in the TV guide.

Therefore, every time you think from this point on to produce a television show, include promoting it, as you develop all its other unique characteristics.

CHANNEL 12
MONDAY, JUNE 8

10 a.m. — Novi Talkin History: Chief Begole

11 a.m. — Women on the Move: mother daughter grads

noon — Farmington Hills Police Journal

12:30 p.m. — A Powerful Path

1 p.m. — Farmington School Board Candidates Republican

2 p.m. — Bridling simplified

2:30 p.m. — Lighting and make-up seminar

4 p.m. — Lansing Connection

4:30 p.m. — Shaarey Zedek Productions

5:30 p.m. — Groove Session: Kimberly Sterner/Judy Goodman

6 p.m. — Speakers Row: Stephen Hume/Albert Barrow

6:30 p.m. — Senior Spotlight: senior van fire safety

7 p.m. — Jr. Japanese: lesson 28

7:30 p.m. — Chi-aerobics: Interval power: lesson 19

8 p.m. — Prescription for your health: rheumatology

8:30 p.m. — Cosmic Connection: Arizona

9:30 p.m. — Sharon Stein Show: Hulocaust Center.

TUESDAY, JUNE 9

10 a.m. — Senior Adult Exercise

11 a.m. — Summit University: Drawing men to Christ

1 p.m. — Community Update: rape in marriage

1:30 p.m. — Cooking with class: barbecue ribs

2 p.m. — Salon Glamour and Etiquette with Gloria

3 p.m. — Tri-City Update

4 p.m. — Clarenceville Schools

6 p.m. — Senior Messenger

7 p.m. — Seniors on the Move: belly dancer

7:30 p.m. — P.S. Let's Talk About It: leukemia

8 p.m. — Salon Glamour and Etiquette with Gloria

9 p.m. — Farmington's 125th Anniversary opening ceremonies.

WEDNESDAY, JUNE 10

10 a.m. — Capitol Report

10:30 a.m. — Madonna Magazine

11 a.m. — Marc Country TV

11:30 a.m. — Ajalets

Noon — Speakers Row: property tax

1 p.m. — Live and Let Live: gun control

2 p.m. — Positively: positive lifestyles

3 p.m. — Crisis in the modern family: orphaned parents

4 p.m. — Cosmic Connection: Arizona

5 p.m. — Career Images: fashion store owner

6 p.m. — Tri-City Update

7 p.m. — The word of life

7:30 p.m. — Farmington Hills Police Journal

8 p.m. — My vote counts

8:30 p.m. — Farmington's 125th anniversary presentation quilts

9 p.m. — Groove Session: Kimberly Sterner/Judy Goodman

9:30 p.m. — Speakers Row: Stephen Hume/Albert Barrow.

THURSDAY, JUNE 11

10 a.m. — Senior Adult Exercise

11 a.m. — Seniors on the Move: belly dancer

11:30 a.m. — That's Italian

Noon — Senior Spotlight: senior van/fire safety

12:30 p.m. — A forgotten people: drummers and dancers

1 p.m. — Prescription for your

health: rheumatology

1:30 p.m. — Viewpoint

2 p.m. — My vote counts

2:30 p.m. — Chi-aerobics: Interval power: lesson 19

3 p.m. — Senior Messenger

4 p.m. — Salon Glamour and Etiquette with Gloria

5 p.m. — Spontaneous seniors

6 p.m. — Novi Chamber of Commerce

6:30 p.m. — Dollars and sense: cd's

7 p.m. — Jr. Japanese: lesson 28

7:30 p.m. — Viewpoint

8 p.m. — Career Images: fashion store owner

8:30 p.m. — Crisis in the modern family: orphaned parents

9:30 p.m. — Lansing Connection.

FRIDAY, JUNE 12

Request your favorite community access program to be broadcast on Friday between 3 p.m. and 9 p.m. Call Metrovision at 553-7303.

Hills police department nabs safety belt award

The Farmington Hills Police Department is one of 26 Michigan winners of the Safety Belt and

Child Restraint Leadership Award. The award was presented to police officials in May by Michigan

Secretary of State Richard Austin and Dr. Robert Burton, chairman of the Michigan Coalition for Safety

Belt Use. This is the first year Farmington Hills has received an award for its

community safety belt programs, Austin said. The city was recognized for its comprehensive approach to safety belt education and enforcement.

Working with a community-based task force that included representatives of the school system, the media and civic groups, a community-wide education program

was mounted. Increased police enforcement resulted in the issuing of 823 safety belt and 27 child passenger safety violations in 1991, up from 550 and 14 citations the previous year. Capt. Russell Conway of the Farmington Hills Police Department coordinated the effort.

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