

New hires



On board: Farmington Hills Police Department hired five new cadets: Andrius Radze, left, 1993 Catholic Central High graduate and criminal justice major at Schoolcraft College; James Alexander, 1990 Sault Ste. Marie High grad and recent graduate of Lake Superior State College and police academy; Brian Moore, 1995 graduate of Lake Shore High and student at Macomb Community College; Gino Martin, 1981 graduate of Ann Arbor Pioneer High, Lansing Community College and police academy; and T. Derek Tobin, 1994 West Bloomfield High grad and criminal justice student at Michigan State.

Channel 8 offers potential

What's new with the "Great 8" — the city channel for Farmington Hills?



MARY LINDA CALDERONE

When I asked David Teimey, Video Production Supervisor for the city, he was only too happy to tell me.

Look for an improved bulletin board to post info, more and better programming and more innovative communication.

The long anticipated upgrade for the channel has been installed giving us a state-of-the-art electronic bulletin board.

As previous "text only," the channel has given way to graphics, charts and photographs. "With such capabilities," Dave said, "Important information from the city's many departments are now being presented in a more pleasing and easier-to-read format."

It's typical to turn on a government access channel and see

dates and times of meetings, agendas and summaries and information on government sponsored activities and projects. Sure, you'll find this on the "Great 8," but there's much, much more.

Right now, the channel is being utilized in many unique ways. Take, for example, crime prevention.

The police department is highlighting crimes within the city asking for citizens help.

Artist renderings are shown, requesting residents to call in if they have any information about suspects. Road closings with an actual map of the area and detour routes are pictured too.

And what's new in the programming area? Everyday new projects and requests are initiated giving the channel continuous programming on a weekly basis.

"City Council Playback" has been added to the schedule on Wednesdays at 10:00 am and Thursdays at 4:30 pm. "Recycling Update" is just one of the programs you may not want to miss.

DPS director Thomas Bissell and recycling coordinator/host Karen Birkholz discuss local

environmental news, issues and projects which cover everything from backyard composting to alternative energies — all in an effort to educate viewers of the many new and innovative ways they can be environmentally friendly.

Video playback for the Hills' regular series of "Inside Farmington Hills," "Senior Messenger" and "Police Journal" continues to run Monday to Friday from 4:30 to 10:30 pm.

Dave, tell us, what's in store for the future?

"With the purchase of automated playback equipment," Dave said, "Look for programming on Channel 8 everyday."

We may even see the city's newsletter on the electronic bulletin board (thus eliminating paper, mailing and printing costs).

The next SWOCC meeting is 7 p.m. Wednesday, April 16, at Farmington Hills City Hall. The next CAC meeting is 7 p.m. Tuesday, March 11, at SWOCC.

Mary Linda Calderone is the Community Outreach Coordinator for the Southwestern Oakland Cable Commission.

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Parents: Instill confidence in daughters

BY TIM SMITH
STAFF WRITER

Hollywood's image of what a woman needs to look like to be considered important is plastered all over the TV and movie screens and in magazines.

Too many adolescent girls take that look far too seriously, said professional speaker and counselor Susan McFarland. They get caught up in the notion that they have to be beautiful in order to matter.

According to McFarland of Life Enrichment Seminars, based in Stanton, Mich., the girls "see these anorexic models who are 6-foot-4 and 100 pounds soaking wet" and realize there is no way they can ever look like that.

But McFarland wants them to realize physical appearance is not the only way to gain acceptance — and be successful. That message, along with practical tips for parents to walk away with, will be presented during her workshop, "Girls and Self-Esteem: How to Raise Confident Daughters."

The topic — which she said pertains to "anybody with a daughter" — was one she explored during Saturday's Walked Lake Parenting Education Fair. She also gave talks on "What Parents Can Do to Help Their Child Succeed in School" and "What Healthy Families Are Doing Right!"

"Everybody wants to look good, I want to look good," said McFarland, who has 21 years experience as a school guidance counselor. "But it's important not to over-emphasize it."

Low self-esteem for women is supported by research that McFarland (a parent of four children ranging from age 4- to 17) refers to in her workshop. In a 1990 American Association of University Women study, self-esteem among females sustains a major drop between ages 9-12.

And much of that is due to gender bias. Boys and girls receive different sets of signals, at home and in the classroom, as they grow up. What they often hear is a double standard; boys are praised for what they do;

girls' self-worth is often linked with comments about appearance.

McFarland said parents don't often realize that their focus on physical appearance can be damaging to girls' self-esteem.

"Parents are well meaning, but sometimes (girls) interpret it differently than it was intended."

Further, in classes such as science and math, she continued, strong performance by boys is chalked up to ability; with girls "it's perceived as luck."

"Girls are capable, they are smart," McFarland said. "But it doesn't take long before the boys start outscoring girls in those subjects."

Parents, and moms in particular, need to show daughters "evidence that there are female role models that go into those fields."

"Parenting is a very hard job. Parents need a lot of information these days, because it's tougher than it's ever been. There is information in all my topics that parents can use."

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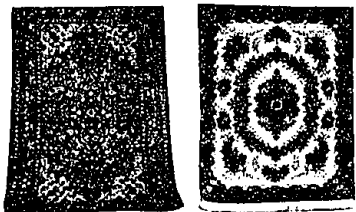
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