



In the mail: Michigan PTA president Georgene Campbell holds up a letter she said she will send to WDIV-TV requesting the Detroit NBC affiliate move the controversial 'Jerry Springer Show' to a late-night time slot.

PTA group says later is better for controversial 'Jerry Springer Show'

While the controversial talk show, Jerry Springer, has been moved back to its morning time slot, several Parent Teacher Association members would prefer the show be on when more parents can supervise what their children are watching.

Broadcast locally by WDIV Channel 4, the show was aired at 4 p.m., but on Thursday it was switched back to 10 a.m.

"I was thoroughly disgusted when WDIV put Springer on at 4 p.m., right when kids are coming home from school," Michigan PTA President Georgene Campbell said. The mother of two grown children, Campbell was the featured speaker at a press conference dealing with children and television on Thursday at the John W. English Administrative Center for Southfield Public Schools.

"This show features fist fights, violent arguments and blatant sexuality, none of which are appropriate for the children watching. The Jerry Springer Show is raunchy. It is trash. It is morally reprehensible garbage and it is in our homes because of WDIV. PTA is appalled that WDIV provided this freak show during prime afternoon child viewing time."

WDIV vice president of programming and promotion Henry Maldonado Friday said that the show cannot be moved to a late night television slot. Contractually, he said, it is a talk show for mornings or afternoons.

The show is being moved back

to 10 a.m., effective Monday, after the Detroit station has had a chance to reconfigure its computers.

Grateful that the station moved the show back to the morning, Campbell said the 10 a.m. slot is only a temporary fix because within a few months, the children will be home for summer break.

But Maldonado doubted that the 10 a.m. time slot would be a problem.

"The show has been in the 10 a.m. time slot for seven years. In that time, without defending or attacking the show, there have been absolutely no complaints or criticism," he said. "The fact of the matter is that whatever damage (that) could have occurred I would have expected to happen by now."

Campbell, on behalf of parents, will be sending a letter to WDIV General Manager Alan Frank asking him to move the show to an adult viewing slot after prime time hours.

"The PTA doesn't support censorship and we are not asking that the show be canceled, we just can't ignore the extreme inappropriateness of The Jerry Springer Show for an audience composed of unchaperoned children," said Campbell. "We are only asking for stations to do the reasonable thing — the decent thing — and move the show to a time when children, particularly young children are not a ready audience."

Jerry Springer, which runs a viewer discretion warning prior to the show, is rated PG. A PG rating may include suggestive language, violence, mature dialogue or sexual topics.

The PTA is encouraging NBC to provide an age and content based system that alerts parents to the kind of material that a program contains by using a V for violence; S for sexual situations and nudity; L for coarse language; and D for suggestive dialogue.

"Just like the label of a soup can tells us the nutritional content for a child's growing body, age plus content TV ratings inform parents of the nutritional content of a TV show going into our children's impressionable minds," said Campbell. She was referring to an incident in Saginaw, when, after a fight broke out amongst some youngsters, other students watching the incident began chanting Springer's name. "The age and content based system allows parents —

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Georgene Campbell
—Michigan PTA president

rather than the TV industry — to judge what program content is acceptable for their children."

Penny Shanks, state PTA vice president for legislative activities, said the show needs to be moved to late night TV so working parents can better monitor what their children are watching.

"For some reason, there is something about those kind of shows that make them appealing to kids," said Shanks, a mother of two children in the Clarkston School District. "They'll try to find it no matter when it is on but at least at night, the parents are more likely to be home."

Karen Miller, Southfield school board president, said that while the show does not portray normal, real-life occurrences, some students are still negatively influenced.

"I personally think a lot of the older kids think it's all a big joke, but the show is still trash," said Miller, mother of two daughters attending Southfield-Lathrup High School.

The station received about 10 calls a day, about 100 e-mail messages during the controversial period and a few hundred letters, according to Maldonado. That's just a small number of the several million who watch the show, he added.

However, the concerns expressed about the 4 p.m. time slot for the show were confirmed by market research which the station did. He added that the research was done because of the "language that was reasonable and intelligent" in the letters and e-mail he received.

"I developed relationships with people... There comments really had a tremendous impact, not in the final decision, but in the decision to do market research."

Maldonado added that he had taken those comments to meetings and had developed "some very nice friendships" from the commentary.



On the tube: Though Campbell and her supporters spoke to an empty room. Their comments were directed to a public access television crew and a television audience throughout the area.

New lab gives OU students head start in solving on-the-job tech problems

Oakland University recently dedicated a new laboratory for its Applied Technology in Business program, a minor that combines education in business administration with hands-on training in information technology.

Eighteen juniors last fall were the first to enter the competitive ATIB scholarship program. Majors in accounting, economics, finance, human resources management, management information systems (MIS), and marketing work as ATIB interns in structured hands-on training assignments.

The assignments are real-world projects posed by sponsoring firms. As seniors, these students will apply their skills to computer problems of the supporting companies in an on-site internship.

OU's program is the only one in Michigan in which corporations contribute two-year full-tuition scholarships to students who work on sponsor-defined computer projects.

The ATIB corporate sponsors are Champion Enterprises,

Chrysler Corporation, Comerica Incorporated, Compuware, Core Industries, Durakon Industries, Eaton Electron Products, Electronic Data Systems, Hubert Distributors, IBM, ITT Automotive, Kelly Services, Lear Corporation, Meritor Automotive and MSX International.

Glenn Goudey, president and general manager, Eaton Electron, said that his company's participation in the program benefits all those involved.

"This is really an opportunity for the business community and students to work together to get an understanding of what companies are doing," he said. "By getting out there and working, students will have a heck of an advantage coming out in the marketplace. It gets students who already know our business when we bring them in as employees."

Otis Walton, director, General Motors Corporation service delivery for EDS, said the program is valuable because students are acquiring the skills that his company is going to

need.

For ATIB student Todd Frantz of Rochester, an MIS major, the program is just right for his career plans. He is working on a business recovery plan for ITT in case a problem such as severe weather disables its computer system.

"The great thing about the ATIB program is that it's giving me an opportunity to experience what positions will be available to me when I graduate," he said.

Robert Doan of Clarkston, an MIS Finance major, said he's developing valuable skills by making presentations to corporate clients.

ATIB interns work on a variety of projects for corporate partners, including prototyping, building Web pages, modeling using spreadsheets, building database applications and conducting feasibility studies.

The lab's 20 computers, which are connected to the Internet, enable students to work on the corporate partners' projects without being at the work site.

Students who complete the

12-credit program will graduate from Oakland with a minor in applied technology.

Selection for this rigorous program is competitive. Students must be entering their junior year with an overall GPA of 3.0 or better and must have completed the required MIS courses with a 3.0 or better.

The program is also available to transfer students.

Mohan Tanniru joined Oakland as the ATIB program director last August. Tanniru holds a Ph.D. in MIS from Northwestern University and has coordinated over 300 student projects in the MIS area over the last 19 years.

For further information on the ATIB program, contact: Oakland University, School of Business Administration, ATTN: ATIB Program, 217 Varner Hall, Rochester, Michigan 48309. Phone: (248) 370-4649, Fax: (248) 370-3292. E-mail: atib@oakland.edu. Web site: <http://www.sba.oakland.edu/atib/>

OAKLAND JOURNAL

Oakland Journal is a roundup of Oakland County news and notes collected from government, school, civic, community and neighborhood sources. Please write: Oakland Journal, c/o Oakland County editor, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, MI 48009. Our fax number is (248) 644-1314.

JEWISH SINGLES MISSION
Singles ages 25-40 are invited to join an informational meeting at 7 p.m. Monday, April 6 at Moosejaw Mountaineering, 34288 Woodward, Birmingham, for the 1998 United Jewish Appeal Summer Singles Mission to Israel. The trip, with others from throughout the U.S. from July 8-19, includes parties, jeep rides in the Golan, tubing down the Jordan, a Shabbat minivan or the meeting, call Marc Berke at the federation at (248) 203-1458.

QUILT CELEBRATION
The Oakland County Quilt Guild at the Western Hall and visits to religious and historic sites. For details about this presents it's 1998 Quilt Celebration. A quilt exhibit and contest will be held from 10 a.m. to 5 p.m. on Friday, April 17 at Lutheran High School Northwest, located on Livernois, south of M-59. A merchants mall, refreshments, workshops and lectures will also be featured. Admission is \$5.

FREE WOOD CHIPS
Free wood chips for yard beautification projects will be available for pick-up from 9 a.m. to 4 p.m. on April 26, May 23, June 27,

July 25, Aug. 29, Sept. 26 and Oct. 31 at the Ofion/Oaks County Park. Residents must bring their own shovel, wheelbarrows and buckets and can enter from the Clarkston Road entrance. For more information, call (248) 858-0906 or 1-888-OC PARKS.

USED CLOTHING SALE
Hundreds of period costumes, modern and vintage clothes, fabrics and accessories will be available at Meadow Brook Theatre's costume sale from 10 a.m. to 2 p.m. on Saturday, May 2. Prices range from 60 cents to \$50. The theatre is located on the campus of Oakland University near the corner of Squirrel and Walton Blvd.

SENIOR VOLUNTEERS NEEDED
The Oakland County Retired and Senior Volunteer Program (RSVP) seeks volunteers 55 years and older to become involved with community agencies that need assistance. Opportunities are available at schools, hospitals, libraries, human service agencies and cultural institutions throughout Oakland County. Benefits include supplemental accident and liability insurance, mileage reimbursement and the chance to make a difference. For more information, call Kimberly Thomas at (248) 559-1147.

HOSPICE VOLUNTEERS
Heartland Hospice in Southfield is looking for volunteers to provide services to terminally ill patients and their families. To learn more or volunteer, call Kim Davids at (248) 948-1019.