April 1, expanded basic cable rates to be deregulated

Di April I (April Fooi's Day, fillingly enough), rates for the expanded Dasit cable service. There is some concern that Debe deregulates that cable operate in the concern that Debe deregulates that cable operate in the concern that Debe deregulates the value of the concern that Debe deregulates the value of the concern that Debe deregulates the value of the concern that Debe deneural that Debe deregulates the value of the

pect the same thing will happen after the April 1 deregulation. Even competition hasn't curbed this trend.

In most instances, in the metro Detroit area, the entry of a second cable service provider has not resulted in a decline in a customer's rates. It simply slowed the frequency and extent to which cable rates continued to increase.

However, we are beginning to see some subscribers cancel their expanded basic service in favor of a satellite dish. But they keep the basic cable service (\$10.50/month) to view local channels (ABC, CBS, NBC, etc.) as well as the public, educational and governmental acress channels. Keep in mind that Time Warner charges \$22 to customers who opt to downgrade because they say they must send a technician to the home. One cable customer called SWOCC to

M in most instances. In the metro Detroit area, the entry of a second cable service provider has not resulted in a decline in a customer's rates. It simply slowed the frequency and extent to which cable rates continued to Increase.

voice his concern that it's often the customer who can't afford the full service who opts to downgrade. Yet it's this cus-tomer who must pay a fee to do

so.
Craig DeRoche, Novi city councilman, addressed SWOCC at its last meeting as he had personal

with cable rates increasing doucorn was that callers are not
informed of this basic cable
option and may unwittingly purchase the complete package
when all they want is the very
basic service. Then they have an
additional charge to downgrade.
If you're not sure of the terminology, tell Time Warner that all
you want are channels 1-22, or
that you choose to pay only
\$10.60 a month.
Frank Lauhoff, Farmington
city manager and SWOCC commissioner, sees the basic cable
option as an alternative to senior
citizens, as well. "Many hear
that cable ois over \$30, but that's
not the case if you subscribe to
the basic service only." In fact, our local elected
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sene in well sene in well sene in well as on the selfing caps into the FCC formitis may not come to fruition.

Caren Collins is the executive
ocal that cable Commission. The
there are only about 500 subscribers who take advantage of
this.

Rates have been an ongoing

with cable rates increasing doutery in fact, our local elected
year. In fact

year. In fact, our local elected representatives addressed that issue in a recent meeting with Son. Carl Levin in Washington, Derivative and the second series of the seri

FFIA is selling fund-raising tickets throughout March

dumping inches of snow and tons of salt on the roads, it's a good time to think about getting the

Farmington Families in Action selling fund-raising car wash

tickets throughout March for Colonial Car Wash, on Nine Mile near Farmington. One ticket is roughout to the Farmington of March 1997 and Marc

Whichever you choose, it's like money in the bank.



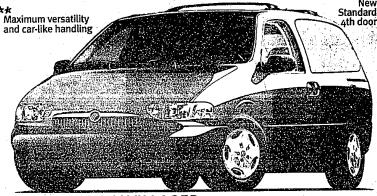
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\$15/mile over 24,000 miles



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*Driver and passenger front crash test. Class is based on hasic larger car under \$55,000. *1999 Mercuty Villager MSRP \$22,995 excluding intle, tax and flooring fees. Lease payment based on average capitalized cost of \$0,00% of MSRP for leases purchased in the Metro Detroit Region through 11/2008. Lesse responsible for excess wear and tear. For \$1,000 RCL cash on Villager, and special lesse terms, take new retail delivery from dealer stock by *4/189. **1909 Mercuty Grand Marquis GS MSRP \$22,925 excluding title, taxes and flocrise fees. Conventional and Advanced Payment Pragram Lease payment based on average capitalized cost of \$0,74% of MSRP for leases purchased in the Detroit Region though 11/2098. For special lease terms and \$1,000 RCL cash to the new retail delivery from dealer stock by *4/189. Residency restrictions apply. See dealer for details, \$1,40ways wear your safety belt and secure children in the rear sear. #Under normal driving conditions with routine fluit/filter changes.



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