

## Cable checks urged

By TIM RICHARD

Local cities and towns are being advised to do exhaustive checking on all companies who bid for cable television franchises.

"If you sell to the highest bidder, you'll get a bad system," added Harold Horn, who met last Thursday night in Oak Park with about 100 local

officials from all over western Wayne and Oakland counties.

Horn is a former city manager (Lawrence and Concordia, Kansas) and now executive director of the Cable Television Information Center, a non-profit project of the Urban Institute.

His office has advised 1,700 cities, and he has testified before Congress on cable TV questions. "We do not work for or with the industry," he said.

WHILE MOST cable TV companies are good, Horn said there are a few bad ones and an immense variety of deals offered by all of them. He advised local officials to have all bidders supply a complete list of all communities in which they have done business, with the name of the responsible official in each community, and to check each reference with a list of questions.

One extremely important thing, he said, is to be sure the firm has enough capital to deliver what it promises.

Horn said officials shouldn't be taken in when cable firms recruit prominent local professional people as investors in order to secure political leverage. The local investors are often bought out a few months after the firm gets its franchise.

Most cable firms offer the local government 3-5 percent of gross revenues as a franchise fee. Horn urged them to "consider 3 percent reasonable."

Communities must grant franchises because cable TV requires use of a public right-of-way.

CABLE TV originated in small towns where reception from area stations was hampered by distance or high hills. A company builds a simple, tall antenna capable of receiving many channels and transmits to subscribing households by cable.

Each receiving household pays an installation fee and a monthly subscription.

Not only can those communities now receive TV, but they can get literally dozens of channels from all over the country. A home antenna without cable can pick up signals from only 50-100 miles.

The firms currently competing ferociously for metropolitan Detroit franchises offer any or all of several packages:

- Stations from such nearby cities as Lansing and Toledo.

# Colleges need more money—WSU head

By TOM LONERGAN

Lack of a statewide policy on higher education funding in Michigan has led to an "absent minded slide into mediocrity."

That was Wayne State University President Thomas Bonner's message this week to a state Senate higher education subcommittee.

The committee, chaired by Sen. Jack Faxon, D-Detroit, held a hearing on the Wayne campus Monday. The panel was formed in April to study declining college enrollments and Michigan's relatively shrinking support of higher education.

BONNER CALLED for a state policy recognizing higher education as an investment which produces social and economic returns for the state.

"Since 1967," he said, "Michigan's national ranking has fallen from 19th to 35th among the states in support for higher education based on the levels of statewide personal income."

Higher education's share of the state general fund has dropped from nearly 22 percent in 1967-68 to 15 percent last year. The drop in state support, according to the state Senate Fiscal Agency, has forced tuition increases that have pinched students from middle income families. These families usually exceed the income guidelines for federal tuition aid.

THE DECLINE in state support, he said, has not been due to "a direct or deliberate policy decision" by state leaders.

But he added "there is no existing mechanism in this state for evaluating

the higher education system as a whole, for finding solutions to statewide problems or for higher education planning.

"It is important that there be a mechanism at the state level to aid in the planning and promotion of our higher education system on a statewide basis."

Bonner said the last 15 years "have witnessed a tremendous growth in state programs and services which are competing for the state's attention."

These programs — which Bonner said have a "high political yield" — include welfare, mental health, jails and the courts. They have been "more insistent, demanding, emotional" and are backed by federal aid, the

WSU president said.

THE TAX limitation amendment, which was passed by voters last year and places a cap on state spending, is a "suffocating force in the development of things important in this state," Bonner said.

The so-called Headlee Amendment leaves higher education "unprotected and vulnerable to cuts," he added.

Wayne State's tuition, which has outpaced inflation, "is simply too high," said Bonner, who has proposed a tuition cut of 10 percent effective next fall.

The urban school's undergraduate tuition ranges from \$373 a quarter for a freshman taking 12 credits to \$446.50 a quar-

ter for a junior or senior taking 14 credits. Graduate tuition ranges from \$493 to \$547.50 a quarter.

The state's lack of support for higher education, placing an increasing financial burden on the student, could make the state's declining enrollment projections for the 1980s a "self-fulfilling prophecy," Bonner said.

HE CITED studies to show that for every \$100 increase in tuition, a college loses 3 percent of its enrollment. Wayne's tuition, which Bonner said has jumped \$100 a year in recent years, "exceeds neighboring public universities."

"If tuition continues to be forced into an upward spiral," Bonner said, "the opportunities for access

to higher education will be proportionately restricted. We are in effect implementing a freeze on social mobility, for the people who will be most affected will be precisely those groups who are now

in the process of social change.

"Women, minorities and other non-traditional students will be most affected."

The state estimates Wayne, with a current

"Since 1967, Michigan's national ranking has fallen from 19th to 35th among the states in support for higher education based on levels of statewide personal income."

— WSU President Thomas Bonner (right)



## RENAISSANCE DESIGNER BOUTIQUES

HALSTON LANVIN COURREGES CHARLES JOURDAN les must® de CARTIER  
HATTIE UNGARO MARK CROSS



Christmas presence: all the best now. Prestigious fashion gifts with an emphasis on softness. Soft in every sense of the word. And quietly elegant. Classic in detail and design. Here, a few of the favorite fashion ideas you'll find in our Designer Boutiques. Clockwise: Halston's

cashmere cardigan, \$120; over his silky crepe de chine blouse, \$48; and cashmere gloves, \$30. Courreges' fine wool muffler, \$45; Fair Isle V-sweater, \$200 and fine ribbed turtleneck, \$110. Charles Jourdan's shiny silk oblong scarf, \$62. And Lanvin's silk insignia square, \$20.

Holiday Hours: Sundays noon to 5; Thursday & Friday 10 to 9; other days 10 to 6. Between 100 and 400 Towers, second level of Renaissance Center. Major credit cards accepted. Valet parking available.

Get rid of winter sliding door problems now.



New Anderson® TerraShield® sliding door makes replacement easy.

The beautiful way to save floor!

Quality Window Co.

• Replacement Windows • Door walls

38484 Lancaster Livonia

274-4144