



Ron Rose, president of a Southfield recording studio, uses an electronic hook-up to produce commercials in New York and Southfield at the same time.

Announcer is now producer

Live from New York, it's the voice of Ron Rose

PRODUCER PHYLLIS SHOOK is complaining to the commercial announcer at the other end of the telephone line. "I hate to make you do it again," she says, "but the client wants that 'new improved' phrase pushed harder, y'know what I mean?"

The announcer groans audibly into the studio microphone.

At Ron Rose Productions Inc. on Southfield Road, this scenario is played out over and over again daily in the six recording studios. This time though, Shook, a producer for the Ross Roy Advertising Agency of Detroit, and Southfield freelance announcer Michael Carroll, are miles apart — literally.

Carroll is in a recording studio in New York with a sound engineer. Ms. Shook is sitting in an overstuffed chair in the music library of Ron Rose Productions. Both

are working on a commercial for a retailing client in Detroit.

Carroll, who will be recording another commercial in New York in less than an hour, is using Ron Rose's "New York/L.A. Connection."

Shortly after Rose opened his Southfield studio six years ago, local advertising agencies complained about the high costs of paying for travel expenses for announcers and other radio personalities known in the trade as "talent."

"The agencies were doing a lot of work with the high-priced talent on both coasts," Rose said. "So we worked on setting up a special hook-up which allowed the local producers to listen in and talk to the people who were laying down the music or voice tracks in recording sessions in New York and Los Angeles."

The frequently used connection is a clear telephone line

which, when hooked up with studio speakers, offers a clean sound without the usual phone line static.

The studio, according to sales manager Don Wooster, generates a majority of Detroit's commercial recording work — including slide show, feature film, TV and radio soundtracks.

ROSE, 35, IS A VETERAN of the Detroit media. Prior to opening the studio in 1975, he worked for several area radio stations including, WXYZ, WHFI (now WMJQ), WWWW and WCAR (now WCXI).

Because of his frequent trips to New York to record for such national brand names as Kodak, Oldsmobile, Fortune magazine and Canada Dry, Rose finds that his New York/L.A. Connection comes in handy.

"I'm doing a lot of announcing on the East Coast now, but when Hudson's needs to produce a spot for one of

their special sales, I can't hold up the session for a day while I fly back from New York," he says.

He also takes the larger view in other aspects of his business. Twice a year, many of Detroit's better known media personalities — including J.P. McCarthy, Sonny Eliot, Bill Bonds, Jennifer Moore and others jam into the Southfield recording factory to "party down" with Rose and hundreds of his advertising agency clients.

The food and drink keep the crowd fueled until the wee hours when he sends them off to work in the morning nourished with orange juice and coffee.

At the last Ron Rose party in mid-June, the invitees received a cassette tape with a recorded invitation.

"Please come to the party and have fun," said the familiar voice.

"Try to sound a little less sincere, Ron," says the recording engineer on the tape, "after all, this is a business."

INSIDE ANGLES

BY MARY RODRIQUE

LOBSTER LOVERS can watch the real thing — live Maine crustaceans — being flown in by helicopter to the Clam Diggers Restaurant in Farmington Hills on Wednesday, Sept. 9. Restaurant personnel dreamed up the promotion, which may become a regular feature there. Sure beats delivery trucks in the back parking lot.

MADemoiselle the fashion magazine, is sending an army of editors, fashion experts, photographers and stylists to Twelve Oaks Mall in Novi on Sunday, Sept. 13 for a super charged show of the latest fashion trends.

Two Mademoiselle editors will dress audience volunteers in fall fashions. Makeover (hair and makeup) will be demonstrated on audience volunteers and the most dramatic makeovers will be featured in the December '81 issue of Mademoiselle. Activities get under way at 2 p.m. in the Center Court.

SWIMMING, ANYONE? The Michigan Stingray Swim Association has scheduled team registration and tryouts for Sept. 14-15 from 7-9 p.m. at the Harrison High School pool. Four groups for boys and girls of all age teams will practice at Harrison, North Farmington, and Farmington high schools. Youths interested in competitive swimming should call Frieda Rudel at 478-6896.

Adults interested in a slower pace can register for fall adult swim lessons sponsored by the Farmington Hills Parks and Recreation department.

The class is for those 18 and older who want to learn the fundamental elements and strokes of swimming and become more comfortable in the pool. The class will meet at North Farmington High School on Mondays from 8:15-9:15 p.m. Call 474-6115 for information on registration.

HAPPY BIRTHDAY to Mary Kitz, celebrating her 100th birthday this week. There will be a party for the woman born in 1881 on Tuesday from 3-5 p.m. at the Farmington Nursing Home, reports her granddaughter, Betty Kichen.

CANOEING IN A POOL? Sounds farfetched but that's what's planned for the Waterford Oaks Wave Action Pool. In cooperation with the Farmington Hills Parks and Recreation Department, the Oakland County Parks Commission will co-sponsor

Michigan's first wave action pool Kayak and Deck Canoe Slalom Competition on Sunday, Sept. 13. Practice and general boating will take place from 9:30 a.m. to noon with the races beginning at 12:30 p.m. The wave pool generates 3-foot waves. Waterford Oaks is on Scott Lake Road between Dixie Highway and Watkins Lake Road in Pontiac.

PLAIN OLD WALKING is a great exercise. One that Maggie Lorida, senior adult specialist at Mercy Center's Gathering Place, urges for older adults. Mrs. Lorida dug up these good reasons from A.P. Bloomerthal, M.D. "Exercise will lower blood pressure, help you lose weight, strengthen muscles, bones and joints, improve heart and lungs, help you see new sites, meet people and sleep better without taking pills." Mrs. Lorida added a few of her own tips: start slowly, talk with your doctor, use shoes with crepe or rubber soles — not sneakers.

SCHOOL OPENING is a good time to make sure children have been immunized in compliance with state and county health requirements. Every student in the Farmington Public Schools must have a signed form showing the completion of the required immunization or a signed immunization form indicating a waiver for religious purposes. Students won't be permitted to attend school unless one of these forms is on file with the school. A free immunization clinic is provided by the Oakland County Health Department at the Shiloh School on the second Thursday of every other month (October is next).

PASSIVE SOLAR HEATING is the topic of a seminar for home builders, designers, contractors and others who want to learn more about passive design, reports the Farmington based Masonry Institute of Michigan. Topics include how to use solar heat, passive solar components, types of solar heating systems, construction details, design recommendations, case studies of passive solar residential, commercial and industrial buildings, analysis techniques and innovative systems. An all-day session is scheduled Oct. 1 at the Troy Hilton Hotel on Stephenson at Maple from 9 a.m. to 4 p.m. It will be conducted by Steve Heibeln, energy engineer for the National Concrete Masonry Association. For reservations, call the Masonry Institute at 478-8455.

Why does a hummingbird hum?



Hmmmm...must be he's listening to music from Hudson's Northland

Our Sight and Sound shops. And our selection is better than ever: stereos and stereo radios from such names as Sanyo, Sony, Fisher and Panasonic. The choice doesn't stop with sound. We have the great names in color televisions, video cassette recorders, home video cassettes and MGA's 50" diagonal large screen television. And there's much, much more in electronics! He hums to the music, but this bird knows the words are Hudson's Northland! Never before...such sweet sounds as those at Hudson's Northland.

hudson's northland:
like never before