

Tips on how to critique local cable shows

Last week we shared tips on procedures to ensure an organized television show. Now how does one critique their own show?

It is interesting that people who watch community television will respond differently to local channels than when they comment on broadcast channels.

If commenting on a commercial channel, the statement would most likely be, "Did you watch the Bill Cosby Show last night? Wasn't it funny?"

The community TV watcher would most likely say, "I saw Detroit Live last night and saw my neighbors Bob and Sarah in the audience. I didn't know that Joanne knew how to run a camera. Her name was in the credits."

Rarely will they ever comment if they like or dislike the show. Somehow because they recognize local



cable connection

Lark Samouelian

executive director,
Southwestern Oakland Cable Commission

folk, it heightens sensitivity all around.

Therefore, how do we get critiqued? We do it ourselves. Think video, not radio. Have someone read back the script. Have close your eyes and listen. What images do the dialogues and descriptions bring to your mind? Open your eyes and determine how to incorporate those visuals into the show.

Shooting footage of such images ahead of time may be incorporated as B-roll into the program at the time of the shoot. How have you in-

corporated these images into the set design? Be it blatant or subliminal, either will be effective.

For example, for our nationally syndicated series "Challenge: Coping with Your Disabilities," there is a wheelchair softened by shadows and draped in the background. This quietly reinforces the subject matter throughout the show.

If you would like me to help you to listen to your video with a creative video mind, call and set an appointment with me and take advantage of

the opportunity to show motion on TV.

CHANNEL 12 COMMUNITY ACCESS

Monday, Sept. 11

- 10 a.m. — In Print: Augusta Baker
- 10:30 a.m. — Smart Talk: transportation
- 11 a.m. — Crisis in the Modern Family: terrible or tender two's
- Noon — Legislative Forum
- 12:30 p.m. — Travels with Kay: Israel
- 1 p.m. — Cooking with Class: barbecue ribs
- 1:30 p.m. — Senior spotlight
- 2 p.m. — Focus on the Law
- 2:30 p.m. — Michigan's 50's Festival: lip sync contest
- 3:30 p.m. — Novi Crime Prevention
- 6 p.m. — Michigan Journal:

- Michigan Republican Party
- 6:30 p.m. — The Job Show: M.E.S.C.
- 7 p.m. — Capitol Report: Senator Jack Faxon
- 7:30 p.m. — Sports Yesterday/Today: Willie Norwood
- 8 p.m. — Chamber Perspectives: office policies
- 8:30 p.m. — Detroit Live: Dr. Ettinger, Mary Kramer, Jacques Demers
- 9:30 p.m. — Healthy Living: chiropractic workshop

Tuesday, Sept. 12

- 10 a.m. — Senior Adult Exercise
- 10:45 a.m. — Novi Firehouse dedication

- 11 a.m. — Jewish TV magazine
- 11:30 a.m. — Madonna Magazine
- Noon — Valley of Decision
- 1 p.m. — Seniors on the Move: whistler
- 1:30 p.m. — Novi Skits-O-Pratics: Good old summertime
- 2:30 p.m. — Holy Family Church
- 3:30 p.m. — News Center 12
- 6 p.m. — Senior Messenger
- 7 p.m. — Seniors on the Move: whistler
- 7:30 p.m. — Due Process Hills: horizons
- 8 p.m. — City of Farmington
- 8:30 p.m. — Legislative Forum

Hills backs bill to expand senior tax credit

In a split vote, the Farmington Hills City Council recently voted to support a Senate bill designed to expand the state property tax credit for seniors and other renters and homeowners.

Senate Bill 348, introduced by state Sen. Jack Faxon, D-Farmington Hills, would reduce housing costs

to seniors and qualified renters and homeowners.

The bill would double the limit on the homesteaded property tax credit from \$1,200 to \$2,400 and would decrease the rent threshold from 40

percent of rent in excess of household income to 33 1/3 percent.

It also would increase the stan-

dard renter's credit from 17 percent to 20 percent if heat is included and to 23 percent if heat is not included.

COLLEGE TRUST FUND
ATTENTION: PARENTS, GRANDPARENTS, AUNTS & UNCLES
Recently the Michigan Education Trust had a limited enrollment period which you may have missed.
We offer a substitute for this program that does not have a limited enrollment period. Our program can also be used to supplement an "M.E.T." program. We offer an opportunity to provide funds for Room and Board and More! At Tuition. With our plan, you earn interest, not just interest.
FOR MORE INFORMATION CALL: **R.G. GARDNER BS/MS**
347-4100
FARM BUREAU INSURANCE

CITY OF FARMINGTON HILLS
NOTICE OF PUBLIC HEARING
Monday, September 18, 1989
7:30 P.M.
City of Farmington Hills Municipal Offices
31555 Eleven Mile Road, Farmington Hills
PLEASE BE ADVISED that the Farmington Hills City Council will hold a public hearing to give formal consideration and to receive public input and comment relative to the adoption of a CODE OF ETHICS policy for City Council and City Employees. Any persons interested in this matter are invited to attend and participate in the public hearing discussion.
KATHRYN A. DORNAN, City Clerk
Publish September 7, 1989

Pre-Season Sale!
\$200 Instant Cash Back on the all new **Comfortmaker Furnaces**
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OAKLAND COUNTY 661-6830 WAYNE COUNTY 533-5700
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CITY OF FARMINGTON HILLS
31555 ELEVEN MILE ROAD
FARMINGTON HILLS, MICHIGAN 48018
(313) 474-6115
ADVERTISEMENT
Sealed bids will be received by the City Clerk, City of Farmington Hills, at the City Hall, 31555 Eleven Mile Road, Farmington Hills, Michigan, until 10:00 a.m. local time, Thursday, September 21, 1989. Bid opening will be at 10:00 a.m. local time for the purchase of:
BID NO. 88-90-44 TRUCK MOUNTED AIR COMPRESSOR
Specifications may be obtained from the Purchasing Department on or after September 6, 1989.
All bids submitted are to be clearly marked for the specific item.
The City of Farmington Hills reserves the right to accept or reject any or all bids, either in part or in whole, to waive any informality, and to accept the bid which it believes to be in the best interest of the City.
KATHRYN A. DORNAN, City Clerk
Publish September 7, 1989

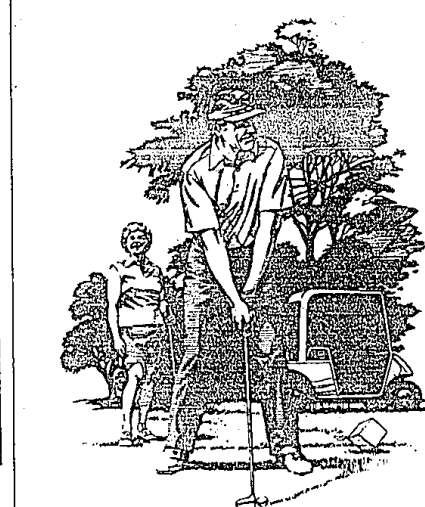
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NEW LOCATION!
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CITY OF FARMINGTON HILLS
NOTICE OF PUBLIC HEARING
Monday, September 18, 1989
7:30 P.M.
City of Farmington Hills Municipal Offices
31555 Eleven Mile Road, Farmington Hills
PLEASE BE ADVISED that the Farmington Hills City Council will hold a public hearing to give formal consideration and to receive public input and comment relative to the possible installation of sidewalks along Farmington Road, from Twelve Mile to Thirteen Mile Road. Any person interested in this matter are invited to attend and participate in the public hearing discussion.
KATHRYN A. DORNAN, City Clerk
Publish September 7, 1989

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ElderMed at Botsford — For the Best Times of Your Life!

By the time you reach 50, you've worked hard and you want to enjoy some fun! Now that you have the time to meet new friends, share your talents, and learn more about staying healthy, ElderMed at Botsford is just the place for you. ElderMed is a free lifetime membership program for adults ages 50 and older. Among its benefits are:

- Monthly luncheons and coffees to address your concerns.
- Opportunities to volunteer at the hospital.
- Free monthly blood pressure and vision screenings.
- Over 30 discounts in the community including eyeglasses, prescriptions, hearing aids, foot care, and travel.
- Free monthly newsletters with health tips.

To join ElderMed, complete and mail the coupon below.
In honor of National Grandparents Day, ElderMed will enter you in a drawing for \$30 worth of free long-distance phone calls if your application is mailed by September 30. For more information, call ElderMed at 471-8020.

ElderMed At Botsford
28050 Grand River
Farmington Hills, MI 48024

Yes! I want to join the free ElderMed at Botsford membership program.

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Address _____

City _____ Zip _____ Home Phone _____

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