

PSAs draw attention to civic organizations

When television programs are put on a channel, there is a segue or transition in between programs. On a profit-making channel this is called a commercial. On a non-profit channel it is called a public service announcement.

Public service announcements do not appear out of nowhere. They are created just like television programs. The PSAs are perfect avenues for civic organizations to draw attention to their purpose and immediate activities available to the public.

An example of an organization, which has been extremely visible on our local television is the Novi Optimists. One of their members, Dr. David Schindler, with Cindy Stewart, created over 30 television programs for the Novi Optimists. This December the Novi Optimists will be taking a tour of the television studio and creating their own holiday greetings as a public service announcement.

The public service announcement,



cable connection Lark Samouellan

executive director,
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to be able to be placed in television programs, should be one to three minutes in length. As a television producer you may want to edit a PSA in the center of your show where you break. Another option is to include a PSA after your credits roll on your show. This is a perfect way to guarantee that other messages appear on the television program.

Examples of public service announcements that are registered at MetroVision or SWOOC are Fox Fire Farmington Players, Girl Scouts, Valentine's Day, St. Patrick's Day, Easter, Hospice Home Care, Novi Middle School, Recycling, Scouting for Food, Stop Child Abuse, Sweet

Adolescents, Voting, Arthritis Foundation, Homeless, Medic Alert, Michigan Cancer Foundation, Red Cross, Youth Assistance. (Promotions of other local television shows are also considered PSAs or Promos and may follow the same format.)

ACCESS PROGRAM SCHEDULE Monday, Nov. 25

- 10 a.m. — Novi Talkin' History: Chief Begole
- 11 a.m. — Women on the Move: group du jour
- Noon — Farmington Hills Police Journal
- 12:30 p.m. — Travels with Kay: Italy

- 1 p.m. — P.S. Let's Talk About It: authors
- 1:30 p.m. — Life Matters
- 2 p.m. — Farmington Hills Fire Dept. hot stove
- 2:30 p.m. — Farmington Beautification Awards
- 3:30 p.m. — A Forgotten People: North American Indian Rights
- 4 p.m. — Lansing Connection
- 4:30 p.m. — Shaarey Zedek Productions
- 5:30 p.m. — Groove session
- 6 p.m. — John Akouri Live
- 6:30 p.m. — Tall Tales Express: Marc Thomas and the Fabricators
- 7 p.m. — Jr. Japanese: lesson 20
- 7:30 p.m. — Chi-aerobics internal power: Lesson 12
- 8 p.m. — Prescription for your Health: mesopane
- 8:30 p.m. — Cosmic Connection: handwriting and hypnotherapist
- 9:30 p.m. — P.S. Let's Talk About It: authors

- Tuesday, Nov. 26
- 10 a.m. — Senior Adult Exercise
 - 11 a.m. — Summit University
 - Noon — Drawing Men To Christ
 - 1 p.m. — Women on the Move: Group du Jour
 - 2 p.m. — Novi Seniors Talkin' about the 20's
 - 3 p.m. — Tri-City Update
 - 4 p.m. — Clarenceville Schools
 - 6 p.m. — Senior Messenger
 - 7 p.m. — Seniors on the Move: woodworking
 - 7:30 p.m. — A Forgotten People: North American Indian rights
 - 8 p.m. — Big Cities
 - 8:30 p.m. — Dance With Virginia: Satin Dolls I
 - 9 p.m. — City of Farmington Beautification Awards

- Wednesday, Nov. 27
- 10 a.m. — Sports Yesterday/Today: basketball hall of fame
 - 10:30 a.m. — Capitol Report

- 11 a.m. — Madonna Magazine
- 11:30 a.m. — Marc Country TV
- Noon — Senior Spotlight: wedding fashions through the ages
- 1 p.m. — Sample Pioneer Women their lives through song
- 2 p.m. — Farmington Focus
- 2:30 p.m. — Project Recycle
- 3 p.m. — Crisis in the Modern Family: S.O.S.
- 4 p.m. — Cosmic Connection: handwriting and hypnotherapist

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Friday, December 13th at 8:00pm

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Here Comes Santa Claus...

Santa's Arrival Parade Friday,
November 22nd at 6:30 p.m. Santa
will arrive at the D. Dennison's entrance on
Six Mile Road via a White Horse drawn
carriage and be led on a Holiday Parade by
the Churchill High Marching Band.

Magical Holiday Memories November 22nd -
December 24th Have your child's photo taken
with Santa in the North Court near Olga's Kitchen
Monday thru Saturday 11 a.m.- 7 p.m. and on
Sunday noon-4 p.m. (Nov. 22, 7 p.m.-9 p.m. and
Dec. 24 10 a.m.-4 p.m.).

Receive a Free Chocolate Santa with each photo
purchase courtesy of Fannie May Candies.

Extended Holiday Shopping Hours Beginning Nov. 29th
Mon.-Sat. 9:30 a.m.-9:30 p.m.
Sun. Noon-5:30 p.m.
Dec. 24 9:30 a.m.-5:00 p.m.

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