

Think of promo plan before taping



LARK SAMOUELIAN

Who is going to watch a television program? This question is one that you should give a lot of thought to before you get into the studio or on location. Because once you get rolling on the actual production of a show, all your energy is focused on creating a perfect television program.

Which group is important for you to receive this message — where can they be found? Now create your press release and also take footage from your television show and create your own promo for your show. Keep it 30-60 seconds long and have the predominant footage showing an "action" scene or featuring the visuals of your guests.

Make sure you get in touch with me either by writing a letter or telephone call, so that we may write about your program in this column or take out an ad in the television guide so that it will also reach the Novi area. Consider requesting a grant for flyers to distribute them to the groups where your audience may be accessible.

Don't leave any stones unturned when it comes to promoting your show. Your energy and your entire crew are very valuable, and it is important, with all the television show options that are available today, that people know why they should tune in to Channel 12 at a particular time. For any suggestions, get in touch with any MetroVision or SWOCC staff.

By being involved with communi-

ty television, you have demonstrated that you are creative. Therefore, put on that creative cap and start promoting your show.

- CHANNEL 12 MONDAY, JULY 20**
- 10 a.m. — Novi Talking History: Fraser Stamen and Lee Begole
 - 11 a.m. — Women on the Move: wellness consultant
 - noon — Farmington Hills Police Journal
 - 12:30 p.m. — Republican Club 11th Congressional candidates
 - 1:30 p.m. — Life matters
 - 2 p.m. — Dickerman Dance: dance happy
 - 3:30 p.m. — Larkshire Elementary Grandparents Day
 - 4 p.m. — Lansing Connection
 - 4:30 p.m. — Shaarey Zedek Productions
 - 5:30 p.m. — Groove Session
 - 6 p.m. — Speakers Row: news digest
 - 6:30 p.m. — Senior Spotlight: nursing/pen pals
 - 7 p.m. — Jr. Japanese: lesson 29
 - 7:30 p.m. — Chi-aerobics Internal power: lesson 20
 - 8 p.m. — Prescription for your health: pet-a-pet program
 - 8:30 p.m. — Cosmic Connection: Elizabeth, Johnny and Jim
 - 9:30 p.m. — Sharon Stein Show: resumes.

- TUESDAY, JULY 21**
- 10 a.m. — Senior Adult Exercise
 - 11 a.m. — Summit University: Elizabeth Claire prophet

- Noon — Drawing men to Christ
- 1 p.m. — Window to Washington: crime
- 1:30 p.m. — Vladislav Kavalsky his music and friends: Lowell Bol-leau
- 2 p.m. — Salon Glamour and Etiquette with Gloria
- 3 p.m. — Tri-city update
- 4 p.m. — Clarenceville Schools
- 6 p.m. — Senior Messenger
- 7 p.m. — Seniors on the Move: karate
- 7:30 p.m. — P.S. Let's Talk About It: cast member from One Life to Live
- 8 p.m. — 11th Congregational candidates.

- WEDNESDAY, JULY 22**
- 10 a.m. — Capitol Report
 - 10:30 a.m. — Madama Magazine
 - 11 a.m. — Marc Country tv
 - Noon — 1992 Farmington Founders Festival parade
 - 2 p.m. — How to comply with the blood borne pathogen standards
 - 3 p.m. — Crisis in the Modern Family: single parenting
 - 4 p.m. — Cosmic Connection: Elizabeth, Johnny and Jim
 - 5 p.m. — Novi Meadows D.A.R.E. assembly
 - 6 p.m. — Tri-city update
 - 7 p.m. — The word of life: the hawk eye
 - 7:30 p.m. — Farmington Hills Police Journal
 - 8 p.m. — My vote counts
 - 8:30 p.m. — 1992 Michigan Mo-

tor sports induction ceremony
9 p.m. — Groove session
9:30 p.m. — Speakers Row: Hume/Barrow.

- THURSDAY, JULY 23**
- 10 a.m. — Senior Adult Exercise
 - 11 a.m. — Seniors on the Move: karate
 - 11:30 a.m. — That's Italian
 - Noon — Senior Spotlight: nursing pen/pals
 - 12:30 p.m. — Farmington's 125th Anniversary Presentation Quilt
 - 1 p.m. — Prescription for your health: pet-a-pet program
 - 1:30 p.m. — Viewpoint
 - 2 p.m. — My vote counts
 - 2:30 p.m. — Chi-aerobics Internal power: lesson 20
 - 3 p.m. — Senior Messenger
 - 4 p.m. — Clarenceville Schools
 - 5 p.m. — Spontaneous Seniors
 - 6 p.m. — Novi Chamber of Commerce: our town
 - 6:30 p.m. — Dollars and Sense: Glen Zubok
 - 7 p.m. — Jr. Japanese: lesson 29
 - 7:30 p.m. — Viewpoint
 - 8 p.m. — Window to Washington: crime
 - 8:30 p.m. — Crisis in the Modern Family: single parenting
 - 9:30 p.m. — Lansing Connection.

- FRIDAY, JULY 24**
- 7:30 p.m. — Farmington Hills community access program to be cablecast on Friday between 3 p.m. and 9 p.m. Call Metrovision at 553-7303.

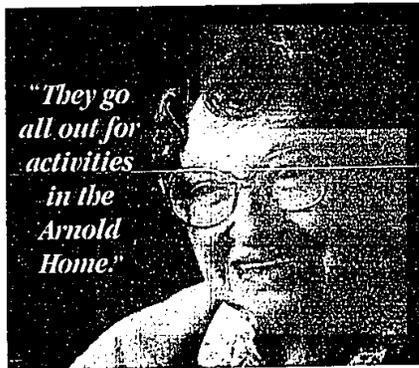
Coin, card, stamp show planned for mall

Winchester Mall will hold its summer sports card, coin and stamp show July 17-19. It will feature rare cards, coins and stamps. As part of the show, former Detroit Red Wing Joe Kocur will be at the mall 1-3 p.m. Saturday, July 18,

to sign autographs. Former Detroit Tiger Gates Brown will sign autographs 1-3 p.m. Sunday, July 19. Winchester Mall will also host its "All That Jazz" summer sidewalk sale July 23-26. As part of the sale,

the mall will feature local jazz star Paul Abler, whose first record, "Coin' Up," was released last August. The guitarist is known for his original, swinging jazz music. Shoppers will have a chance to hear

The Paul Abler Quartet when members perform during the sale noon to 4 p.m. Saturday, July 25. Summer clearance specials will also be offered during the four-day event.



Arnold Home resident, Eitel Smith

"I'm not having any trouble meeting people here. I participate in the hymn sing, the Sunday service, bingo, cards, and music groups. They have movies, shopping trips, even a wine and cheese party once a month. The staff, they're all so very helpful. My life here is fine."

- Independent and Assisted Living
- Skilled and Basic Nursing
- Alzheimer's Care
- Non-profit

To schedule a tour of our facilities and our 12 acre campus, please call Mary Cabello at 531-4001.

Arnold Home Est. 1901
Making life easier with professional care—
Come see the difference.

18520 W. 7 Mile Road, Detroit
(3 blocks west of Southfield Road)
(313) 531-4001

SUPER SIDEWALK SALE

25-75% OFF

ALL SUMMER FASHIONS
FOR MEN & WOMEN

THURSDAY • FRIDAY • SATURDAY
JULY 16, 17, 18

NEWBURGH
PLAZA
SIX MILE AT
NEWBURGH ROAD

OPEN
Mon. - Fri. 10-9:00
Saturday 10-6:00
591-9244

Clay's
BAR & GRILL

Serving Great Food For...
LUNCH & DINNER
• Sandwiches • Steaks • Seafood

Specials
• Seafood Raw Bar •
Wednesday, Fresh Lake Perch
Friday & Saturday Nights...
**ALL-YOU-CAN-EAT
FISH FRY \$6.75**

DECK OPEN for your outdoor dining pleasure
Entertainment Fri. & Sat. Nights

13150 Eight Mile
Farmington Hills
477-7177

Help Us Celebrate
Our Grand Opening!

WING HONG EXPRESS
BUY 1 EGG ROLL at Full
Price and Get 1 FULL
ORDER OF ALMOND
CHICKEN for \$3.50

SAVE \$3.50

Wing Hong Express
3616 W. Maple
at N.E. Corner
of Maple & Lahser
Birmingham

258-2771

COLOR SPECIALS

10' hanging baskets
Only \$9.99

PERENNIALS
We carry a large selection of
landscape size perennials in
1, 2 and 3 gal. pots.
From 6.99 to 19.99
Come in and see our selection
of high quality plants!
Now Featuring...

DAY LILIES
Over 20 varieties in 1 and 2 gallon pots

Ringer Lawn Restore
NOW \$16.99
Natural • Organic
2500 sq. ft. bag
reg. 24.95
41739-003

Typar Landscape Fabric
#2500-025 Reg. 16.99
Extra 21 sq. ft. free!
SALE \$9.99

Flowering Patio
Planters
9" Brushed Terra Cotta Bowls
• Wax Begonias
• Impatiens
• Geraniums
\$6.99 EACH
Reg. \$9.99

EVERGREENS & FLOWERING SHRUBS
Spreading Junipers are
flowering shrubs 8" x 15" size
depending on variety
(in 1 gallon pots)
Reg. 6.99 and \$9.99
NOW 4.99 EA. or
5 FOR 19.92

PLYMOUTH NURSERY
and GARDEN CENTER

453-5500
SUMMER HOURS:
Mon.-Sat. 9-6, Sun. 10-6
Offers Exp. 7/22/92

9900 Ann Arbor Road
Just 7 miles west of 7275 in Washinaw City.

FIRE UP!

SHAPE-FAST

SLIM DOWN!

SHAPE-FAST!
Find out why thousands are
raving about this product.
Try Shapefast now and
discover how you can earn
great money with Shaperite!
For free sample and
intro-pak call:

**1-800-788-6744
ext. 772**