

# We need to refocus our energy on the children

## MORAL PERSPECTIVES



REV. DAVID STRONG

house. For too

Attorney General Janet Reno spoke recently in Southfield. One of the things she said was that her great concern was to search out the causes of violence in our nation. It is a great relief to hear a national leader speak to such an long our leaders

I am not advocating that we stop convicting and jailing criminals. A far more important question, however, is how do we produce criminals in our society? A United Methodist minister tells me that most of his childhood friends are either dead or in prison. What we need to know is how this one child was influenced to become a very creative, successful person?

The greatest influence upon his

early life was a church and a minister of that church. Think carefully about the people who had a positive influence upon your life. The world has changed. There are one-parent families. There are kids with hardly any parental influence. Creating positive influences for children and youth is of vital importance.

The effective raising of our children is more than an individual concern. Communities must be

committed to raising the young. This means that schools, churches, temples, scouts and neighborhoods must renew their efforts to positively influence our next generation.

Back in the 1960s, I saw people and institutions turn away from responsibility for children and youth. Especially in the churches, we saw a falling off of youth ministers. Our institutions ignored the fact that exciting youth pro-

grams ended. It was fashionable to ask the kids, "What do you want to do? Well, go ahead and do it." During these years, youth followed the lead of college kids, they rebelled against their parents.

Before those days, I could list a number of very effective youth leaders in the church. Those days are gone. We no longer place a priority upon quality programs for youth and children.

We must emphasize the prime importance of building our children and our youth. If we do not hold such values dear, we as a society will pay the cost.

Rev. David Strong is pastor of Central United Methodist Church in Detroit. If you have a question or comment for him, call him at 953-2047, mail box number 1878, on a touch-tone phone.

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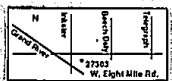
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## Metro Detroit: the newspaper circulation story

Detroit is a "city of suburbs."

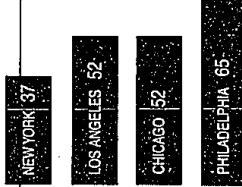
As the graph shows, suburbanites

comprise more than 72% of

Detroit's metro population.

In fact, the suburbs account for

85% of metro Detroit's



Percent of metro population in suburbs

Effective Buying Income (EBI).

And, in this dominant marketplace,

the leading newspapers are not

The Detroit News or Free Press—

The leading suburban newspaper

medium is SPRING, the network of

suburban newspapers.

The SPRING suburban newspaper

network delivers more than

twice the suburban circulation

(707,214) of the daily Detroit News

(274,510) or Free Press

(348,698).

In fact, SPRING delivers more

suburban circulation than the

News-Free Press daily "combo."

And SPRING's circulation

is audited every

single year, by the ABC

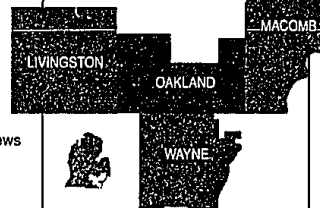
and CAC.

That's the circulation

story, and that's not all—

SPRING also offers more suburban

readership than either metro daily,



Suburbs account for 85% of Detroit's Effective Buying Income (EBI)

and lower suburban CPMs.

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Audited suburban circulation of SPRING, Free Press, & News

Sources: Survey of Buying Power, ABC (RT2), CAC, Delton

The **SPRING** Newspapers

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