

Tuning in

WJR plans please officials

BY WAYNE PEAL
STAFF WRITER

While Detroit civic leaders were dismayed with the recent announcement WJR-AM will be moving to Southfield, some area officials were pleased but low key. "We didn't take any part in this decision," Southfield community relations director Nimrod Rosenthal said. "We found out when the world found out."

The move opens speculation WJR and its parent company would be interested in acquiring another station, as would be permitted under new federal broadcast rules.

"I can't speak for corporate, but if you're going to stay strong, that appears to be the way to go," said Jim Long, WJR president and general manager.

WJR is one of the nation's oldest radio stations and is generally considered the region's most prestigious and influential.

Its summer 1995 arrival will add new luster to Southfield's growing broadcasting community.

Some Southfield officials worry that the presence of so many media outlets unintentionally damages the city's reputation — critics that occur in Southfield make the evening news, they say privately, while similar critics elsewhere do not — but official word is that the city welcomes WJR and its peers with open arms.

"Our motto is that Southfield is the center of it all," Rosenthal said. "From the standpoint of television and radio, that's become more and more true."

■ 'Our motto is that Southfield is the center of it all. From the standpoint of television and radio, that's become more and more true.'

Nimrod Rosenthal
city of Southfield

Station officials announced plans to move WJR from its long-time location inside the Fisher Building in Detroit's New Center area to a vacant radio studio on a 30-acre site adjacent to Broadcast House, on 10 Mile road, near Northwestern Highway, across from Lawrence Technological University.

Broadcast House is the long-time home of WXYZ-TV, the local ABC affiliate.

While WJR is owned by Cap Cities/ABC, the television station is owned by Scripps Howard. "We're completely separate," Long said.

WHYT-FM, a WJR affiliate, is also coming to the Southfield site. In all, 160 jobs will be coming to Southfield.

Initial plans call for the approximately 35 WHYT employees to move into the existing station, once operated by hard rock station WRIF-FM, since moved to another Southfield station.

New quarters would be built for WJR personnel.

While the move was criticized by a variety of Detroit officials,

including mayor-elect Dennis Archer, Long characterized it as a business decision.

"We've owned this acreage for a long time," Long said.

The property came to Cap Cities through its 1986 acquisition of ABC, though rumors surfaced in 1984 and 1992 that WJR was considering moving to Troy.

Countering criticism of the Southfield move, Long said the station's commitment to Detroit "won't change one iota."

Event coverage and station-sponsored charitable events won't change, Long said.

But he added WJR — "The Great Voice of the Great Lakes" — is also the voice of southeastern Michigan.

"WJR doesn't stand for Detroit, it doesn't stand for Southfield, it stands for southeastern Michigan," he said.

Best known as home to J.P. McCarthy, WJR is one of the last of the "full service" radio stations. Its daily fare includes news, as well as talk shows and music programs. It also broadcasts Detroit Tigers baseball games, Detroit Red Wing hockey games and University of Michigan sporting events.

WHYT-FM features a contemporary hits format, including rap and dance music. In addition to WXYZ, Southfield is also home to WJBK-TV and WKBD-TV — three of the metro area's seven over-the-air television stations. In addition to WRIF, Southfield-based radio stations include WWJ-AM, WXYT-AM and WQRS-FM.

RECREATION NEWS

Each week, the recreation division of the Farmington Hills Department of Special Services presents a synopsis of upcoming activities. For more information regarding programs, call the recreation office at 473-9570. For city council agendas, call the Newsline at 476-3838.

■ PRESCHOOL ACTIVITIES
A variety of activities for preschool children will be offered at the Day Camp Center in Heritage Park beginning the week of Jan. 17. Activities will include dance, music, art, tumbling and cooking. Please refer to the recently distributed program brochure or call the office at 473-9570 for information.

■ CHILI GOLF OPEN
If you love golf, you'll love this one. A nine-hole golf tournament will be Saturday, Jan. 23, at the San Marino Golf course. A shotgun starting format will be used beginning at 10 a.m. After completing your round of play, you can enjoy chili and a hot dog over a hot hole golf tournament.

■ AFTER-SCHOOL RECREATION
Dance, art, music, tumbling and karate have been planned for children ages 6 to 13 at various school sites, Day Camp Center and Mercy Center. Registration is now

being accepted at the recreation office for the classes that will begin the week of Jan. 10.

■ SWIM LESSONS
Beginning Jan. 8 there will be a five-session swim lesson program at the Mercy Center pool. Classes from beginning preschool through advanced youth are available at various times Monday through Saturday. Pre-registration is now being accepted at the recreation office. Fee is \$25 per person.

■ KINDERMUSIK OF FARMINGTON HILLS
Norma Atwood, a certified Kindermusik instructor, will introduce parent and child to a specialized program that will nurture the musical growth and development of the child. Classes will begin the week of Jan. 17 and run for 14 weeks. Classes have been scheduled for children ages 1½-6. Fee ranges from \$60 to \$84, depending on the child's age, plus a \$30 class fee.

■ CRIBBAGE TOURNAMENT
We're looking for players for the Recreation Division's first cribbage tournament on from 7-10 p.m. Friday, Jan. 21. A maximum of 32 players will be registered. The format will be "round robin" to determine the champion. Refreshments will be provided. Fee is \$5 per person.

■ BUMPER BOWLING
Children, ages 4-7, can participate

in a 10-week program on Thursdays, Fridays or Saturdays at either Bel-Aire or Drakeshire Lanes. The bumper bowling activity will help develop strength and coordination while your child is having fun. There are three bowlers per team, and one adult supervisor per team is required. Program begins Jan. 13. A \$10 preregistration fee is necessary at the recreation office, and a \$4 fee is payable each week at the bowling alley.

Mr. Tile
Michigan's Largest Selection • Do-it-Yourself Headquarters



Just in New Selection 8x8 and 12x12 Ceramic Floor Tile

KENTILE
Basement/Commercial Vinyl Floor Tile 1/16" 3/32" from 142¢ sq. ft.

Ceramic Wall Tile 4 1/2" or 6" \$1.49 from many colors

SALE
Kentile's Famous Solid Vinyl Tile From 1.99 sq. ft.

Ceramic Floor & Wall Mosaic tile many colors from 85¢ sq. ft.

Honey Oak PARQUET 15"x12" \$2.45 per sq. ft.

Get your best price... then call Mr. Tile

Mr. Tile Co.
Novi 348-8850
Novi Town Center
Merwyn's Court West
Mon.-Fri. 9-9, Sat. 9-5
Redford 9300 Telegraph 255-0075

LWV offers information

Looking for information about state government? The League of Women Voters has a toll-free telephone service (1-800-292-5823) that may be helpful.

The league's Citizen Information Center in Lansing offers to help people find out about such things as pending legislation, the state constitution, election laws, voting regulations or tax information.

The telephone is answered from 10:30 a.m. to 3:30 p.m. weekdays.

The telephone service is paid for by the league's education fund. The League of Women Voters is a non-profit organization that works to keep voters interested and informed about governmental issues.

THE LEATHER BOTTLE INN
IS NOW OPEN
SUNDAYS
12 P.M. - 8 P.M.
Menu Dining Only

Prime Rib Special \$8.50
Sunday-Tuesday

Leather Bottle Inn
20300 Farmington Rd. (at 10 Mile) Livonia 474-2420



Want to maximize your energy savings all year?

Call Bryant to the rescue!

Choose Bryant's Plus 90 furnace, and you get the most efficient gas furnace available. Add the Model 593 air conditioner for quiet, reliable cooling, and you've made the right investment to ensure your family's comfort. Call D&G Heating & Cooling today to get the best value in high-efficiency heating & cooling.



D & G HEATING & COOLING CO.
19140 Farmington Rd., Livonia • 476-7022

HAPPY NEW YEAR!

NEW YEAR'S EVE PARTY at COWLEYS
Pop Rock Dance Music by PLAYGROUND Cover 7.50
Includes:
Midnight Buffet
Ham, Chicken, Mostaccioli, Salad & More
Call for Reservations
474-5941
in Farmington at the Corner of Grand River & Farmington Rd.

We interrupt this newspaper to talk about television.

You probably gave it a lot of thought before you ordered cable television, after all, it is an added household expense.

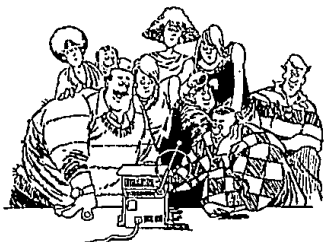
Or maybe you were so excited when cable came to town, you signed up without a second thought. Either way, now you have it, so why not enjoy it even more by using our free Cable/TV Weekly book? The one that arrives every Monday with your Observer & Eccentric Newspaper*.

Take a look at what's in there. You'll find interesting features and the usual network listings, but those cable numbers are what we really want you to examine. You see,

they match your cable numbers and that makes your cable service more valuable! You'll find all with the numbers the cable company is using in your city! "More for your money" takes on new meaning as you discover that not only are the regular cable channels there, but your local channels are listed for you, too.

Cable/TV Weekly advertisers are local business people who are also helping you save money with specials and sales.

So try it. You'll get the most for your cable money when you use the easy-to-find listings and you'll save money by shopping the Cable/TV Weekly ads—all with our free cable book.



THE
Observer & Eccentric
NEWSPAPERS

CABLE/TV WEEKLY

FOR HOME DELIVERY CALL: 591-0500 IN WAYNE COUNTY or 644-1100 IN OAKLAND COUNTY

CALL MARY SCHOCH, 953-2199 TO PLACE YOUR AD IN CABLE/TV WEEKLY

*Cable/TV Weekly is available with the Plymouth Observer, Canton Observer, Southfield Eccentric, West Bloomfield Eccentric, Farmington Observer, Birmingham Eccentric and Bloomfield Eccentric, plus the HomeTown Newspapers' Northville Record and Novi News.