TV rating systems are valuable tool for parents



You may be familiar with movie ratings but did you know we have them for TV too? And they're tools you see.

MARY LINDA CALDERONE

The grams your children are watching. The programming, rost programming, For the first 15 seconds at the beginning of each appropriate TV ratings category appears in the upper left hand corner of the TV sercen.

There are two categories of the TV sercen.

appears in the type-corner of the TV screen.

There are two categories of children's guidelines; one identi-fying programs designed for chil-dren of all ages (TV-Y) and a sec-ond (TV-Y) for children over the age of seven, who are better able to distinguish between make believe and reality. In some instances, another label (EV) will be applied to a program in the TV-Y7 category. FV indi-

Bosch names director Rebecca MacDonald has been named director of corporate com-

named director o munications for Robert Bosch. Corp. of Farm-ington Hills. MacDonald is responsible for all internal and

external com-

activities for

cates that the program contains "fantasy violence" which is more combativethan other TV-Y7 pro-

"fantasy violence" which is more combativethan other TV-Y7 programs.

Thore are also four general audience categories (TV-G, TV. PG, TV-14 and TV-MA). TV-G is considered programming suitable for all ages. It centains little or no violence, no strong language and little or no sexual dialogue or situations.

TV-PG constitutes "parental guidance suggested." This program contains material that parents may find unsatishable for younger children. Many parents may find unsatishable for younger children. The theme itself may call for parental guidance and/or the program contains one or more of the following: moderate violence (V) some sexual situations (S) infrequent coarse language (L) or some suggested with the contains one or programs that contains one programs that contain some material that many parents would find unsuitable for children under 14 years of age. Parents are urged to exercise greater care in monitoring thisprogram and are cautioned against letting children under

J.R. Thompson Company recently received a Business Marketing Association award for its work on Mopar Body Lan-guage, a publication that targets Chrysler Corporation dealer-

Unity Day, which begins at 9:15

the age of 14 watch unattended.
These programs contain one or
more of the following; intense
violence (V), intense exual situ-actions (S) strong course lan-guage (L) or intensely suggestive
dialogue (D).
TV-MA is for Mature Audi-

TV-MA is for Mature Audiences Only. These programs are specifically designed to be viewed by adults and therefore, may be unsuitable for children under 17. These programs contain one or more of the following: graphic violence (V), explicit sexual activity (S), or crude indecent language (L).

But, what happens when we, as parents, can't always be home

to monitor what our children are watching on TV? It's getting harder and harder. Work obliga-tions and other activities keep us harried in our dailylives, besides the fact that there are over 2000 hours of programming in our home a day to choose from

in our home a day to choose from.

Have you heard about parental lockout? In the Time Warner remote controls and converter boxes you canlock out certain channels. All you have to do is put in some codes. For a cable ready TV set, you'd have to check the owner's manual to see if it is equipped with a parental lockout box.

You also have necess to using a pin number to order pay-perview movies. All you have to do is call a Time Warner customer representative and ask to place of pin number on your account. Once the customer service representative places the pin number in the system, stars come up on the screen. The number is never seen again. This alleviates your 16-year-old from calling in, ordering a movie and saying, By the way, I forgot my pin number—can you tell me what it is?" For more info on the parental lockout and pin numbers for pay-per view movies, you may call Time Warner at 553-7300.

So, remember there are tools

So, remember there are tools

to use to help you choose what kinds of programs your children are watching. As parents, you can make informed choices on your family's television viewing habits.

Mary Linda Calderone is the media relationsspecialist for the Southwestern Oakland Cable Commission. The next CAC meeting is at 7 p.m. Tuesday, Jan. 12, at SWOCC. SWOCC Public Hearing is at 7 p.m. Tuesday, Jan. 12, at Novi City Hall. The next SWOCC meeting is at 4:30 p.m. Tuesday, Jan. 26, at Novi City Hall.

Weingartz 39050 Grand River Ave. — Farmington Hills — 471-3050

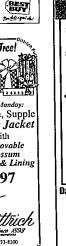
Correction Notice

in our December 6° ad, we advertised a 6.4 GB Western Digital hard drive (model 6400RTL) for '149.99 after a '30 mail-in rebute. This price is incorrect. This item is actually '169.99 after the '30 mail-in rebate.

We apologize for any confusion or inconvenience this may have caused.









Chrysler Corporation dealerships. The Business Marketing Association awarded J.R. Thompson Company the Gold Ritz-Com Beet of Michigan award in the NowsletterHouse Organ" category for its work on Mopar Body Language. The 28-page quarterly magazine, a publication of the Mopar Parts Division of Chrysler Corporation, is designed to provide the latest information on key issues concerning body shop operations and crash parts. Bosch's Auto-notive Group original equip-ment business in the United States and supports the compa-dy's corporate communication activities.

BUSINESS SCENE

Commission to mark Unity Day The choir from West Bloom-field's Abbott Middle School will perform at 9:35 a.m. Thursday, Dec. 10, at the Oakland County Board of Commissioners' Unity Day program in the auditorium of the Court House complex, 1200 N. Telegraph Road, Ponti-ac.'

Thompson Company wins

Artwork and performances by Oakland County young people, as well as food contributed by local restaurants, will highlight

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