

Area advertising networks enter unification talks

The Greater Detroit Newspaper Network and the SPRING Newspaper Network have begun discussions to unify their strengths to benefit the greater Detroit advertising community.

The combination of these two networks would provide advertisers with more than 3.2 million households, reaching more than 95 percent of the greater Southeast Michigan market. Both networks handle advertising for regional, state and national customers.

The Greater Detroit Newspaper Network and the SPRING

Newspaper Network include the Observer & Eccentric Newspapers, The Livingston County Daily Press and Argus, The Oakland Press, The Macomb Daily, The Heritage Newspapers, The Monroe Evening News, The Grosse Pointe News, The Lapeer County Press and many other publications, as well as Alternative Delivery Systems.

"The combination of these two networks will provide the most flexible, targeted and cost-efficient advertising solution in the greater Detroit market," said Jerry Ballenger, president of

GDDN.

Representatives for GDDN and Spring said they are dedicated to achieving the unification as quickly as possible, with no interruption or change to any advertiser's current schedule.

"This unification will provide the ultimate single solution in the greater Southeast Michigan market, fulfilling the wishes and dreams of all major, national and regional advertisers," Ballenger said.

GDDN is owned by 21st Century Newspapers Inc., which recently purchased the Heritage

Network of 23 publications in Wayne, Monroe, Washtenaw and Genesee counties.

"The combination of GDDN and SPRING is a natural extension of 21st Century Newspapers' efforts to give advertisers the maximum penetration in the most desirable markets," said Frank Shepherd, president and chief executive officer of 21st Century Newspapers Inc. "With our recent acquisition of Her-

itage Newspapers, teaming up with SPRING makes us the dominant force for advertising in Southeast Michigan."

Richard Aginian, president and CEO of HomeTown Communications Network Inc, said, "This powerful lineup of the excellent newspapers within these two premier selling groups would offer an unprecedented opportunity for advertisers to reach readers who are their best

prospects."

21st Century Newspapers Inc. is a privately held media company. It is the parent company of The Macomb Daily, The Daily Tribune in Royal Oak and The Oakland Press.

The Observer & Eccentric Newspapers and the Livingston County Press & Argus are owned by HomeTown Communications Network, Inc.

Hills emergency responses up

By PAUL R. PACE
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The popularity of burning candles caused \$2 million in fire damage in Farmington Hills last year.

Ten home fires were caused from unattended lit candles, according to Farmington Hills Fire Chief Rich Marinucci. People need to realize they should not leave a room with a lit candle, the chief said during his annual fire department report to the city council Monday.

Emergency responses in Farmington Hills, as in years' past, have again increased compared to the previous year.

Last year, the department responded to 6,746 incidents, compared to 6,440 in 2000. Fires increased by 8.5 percent over the previous year, to 217, according to Marinucci.

He said the increases are due to the growth in the community.

Total fire losses were estimated at \$4.53 million, a 40-percent

increase compared to the previous year. More than three-quarters of that amount can be attributed to the year's top 10 fires that caused the most damage, mostly single family homes.

Last year, one resident, a 94-year-old woman, lost her life when her clothing caught fire while she was preparing a meal in her room at the Baptist Manor and was caught in a wheelchair.

The chief said because of that death, the department set up more meetings with senior nursing and assisted living homes to let residents know about fire safety and how to evacuate properly.

The chief explained the department is proactive in preventing problems. Firefighters inspected 296 car seats and hosted public education meetings, along with running public service announcements on local cable channels.

What's new for the department is taking over the community emergency medical service,

which means using its own vehicles to transport patients with paramedics providing treatment.

More than 60 percent of incidents responded to by the department involve medical emergencies or accidents.

Only 4 percent of the incidents involve structure fires.

Other highlights in the annual report include:

■ Eleven paid-on-call members completed 2000-01 recruit school and firefighter 2 certification and Medical First Responder license.

■ Eleven paid-on-call members completed Emergency Medical Technician training.

■ Six paid-on-call members completed paramedic training and obtained state license certification.

■ Several fund-raisers and blood drives were held by the department, including a bridge-to-bridge walk from the Ambassador Bridge to the Brooklyn Bridge, to show support in response to the events of Sept. 11.



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OCC theater to present 'Mouse Trap'

Oakland Community College's Orchard Ridge Theater Company presents Agatha Christie's famed whodunit "The Mouse Trap" at the Farmington Hills Campus' Smith Theatre, Thursday, April 11, through Saturday, April 13.

The longest-running play in theater history, "The Mouse Trap" opened on November 25, 1952, in London's Ambassador Theatre, and has played to packed houses ever since.

All performances begin at 8 p.m. General admission is \$7,

children and seniors \$5. For ticket reservations for further information call 248-522-3667.

The Orchard Ridge Campus of Oakland Community College is located at 27055 Orchard Lake Road, just south of I-696.

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