

CABLE

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open house for the Southwestern Oakland Cable Commission's new home was held Tuesday evening, in a revamped building on Nine Mile Road in Farmington that was once home to an auto paint shop.

"Everybody seems impressed," said Caren Collins, executive director of the SWOCC studios, as she greeted guests in the building that has most rooms decorated with groups of four television monitors, showing four public channels covered by the consortium: Farmington Hills on 8; Farmington on 15; Novi on 13 and the public access on 12.

The new studio utilizes the latest in video digital technology, which means employees can program shows into a computer that can run shows 24-hours-a-day, seven days a week, without constant monitoring by employees.

Previously, someone had to change videotapes once a program ended. That limited how often shows could be broadcast.

Going from a 3,200-square-foot facility to a remodeled 10,000-square-foot building allows for plenty of room to run the four channels and the ability to produce higher quality shows.

The extra room allows workers to go from one editing room to seven, including one devoted to graphics.

Farmington Hills Councilman Jerry Ellis, who is the chairman of the Southwestern Oakland Cable Commission, said at the ceremony:

"With this building, our hope is to bring public, education and government access together, through shared resources, to enable the greatest amount of programming in the most effective manner with the most productive state-of-the-art tools." Ellis said the building meets the commission's goal for sharing resources since public and governmental access are now under one roof.

"There's no duplication of efforts, but rather, pooling the funding, has allowed us to put together one larger facility with better equipment which can be shared by all," he said.

In the past year alone, since SWOCC took over, almost 2,300 different programs have



BILL BRASLER / OBSERVER

The sign goes up on the new SWOCC facility.

been cablecast on the access channels, he said.

"And as you walk around inside, you'll see very little video tape," he added. "It's a digital world now, with most programs stored directly in a hard drive or on smaller digital tapes."

"For you, the viewer, all this means a better quality picture, and more information-packed and easier to watch programs."

The new studio offers a variety of features not available at the old studio on Technology Drive in Farmington Hills, such as allowing viewers to call in on live shows and making multiple tapes of shows immediately after taping. The facility also has a sound booth room and allows users to record shows on different media.

The facility's two lobbies have large, wide-screen televisions. There is one main studio and a smaller studio that allows just

one programmer to record a show with remote-controlled cameras.

For Steve Merglewski, production technician, the new technology allows for more professional looking shows.

"I like the raw industrial look," he said of the building. "It feels like you're in a post production facility like in New York or Los Angeles."

Collins said the new facility will allow residents more opportunities to take classes in all aspects of cable programming.

The new SWOCC studios are open from 8:30 a.m.-4:30 p.m. Monday-Friday. Call them at (248) 473-2800.

space@oe.homecomm.net | (248) 477-5450

E-mail the Farmington Observer with letters, news stories, photos and news tips to jhubred@oe.homecomm.net

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Northwestern Highway (Between 12 & 13 Mile Roads) Southfield

Fund-raiser planned for pavilion

A fund-raiser for the Farmington Community Pavilion project will be held at Marco's Dining and Cocktails from 5:30 to 7:30 p.m., Wednesday Oct. 16.

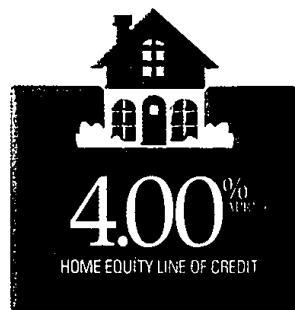
Appetizers will be served, courtesy of Marco's and a cash bar will be available. All proceeds will benefit the pavilion project. The covered structure will be erected in the Downtown Farmington Business Center parking lot area and

is expected to be used for the popular Farmer's Market and for community events throughout the year.

Tickets are \$10 and are available at City Hall, Ann's Cafe and Baskets, Farmington DDA, Farmington Bakery, Big Apple Bagel, Farmington Insurance Agency and Great Harvest Bread Company.

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