

Headlee tax campaign wins award for PR firm

McMaster Associates Public Relations, a Troy-based firm, has received a national award in public relations for its "demonstrated professional excellence with the Headlee Tax Limitation Amendment."

The Public Relations Society of America (PRSA) presented the Silver Anvil award for the most outstanding public relations program in the public affairs category in 1978 to McMaster Associates during the PRSA's annual banquet held in Seattle.

Including the Headlee Tax Limitation program, 28 awards were presented.

ed by PRSA to winners from business government, trade associations and other non-profit organizations for outstanding programs in community relations, institutional programs, special events, public affairs and promotional publicity.

Ford Motor Co. received a Silver Anvil award for its Ford Consumer Appeals Board program.

WINNERS WERE selected from 381 entries in this year's competition. McMaster Associates is the only public relations firm in Michigan to win a Silver Anvil award this year and the only

firm in practice today in the state to win one award twice.

McMaster Associates won in 1975 for national excellence in institutional relations with the Pro Business program for the Michigan Department of Commerce.

The tax limitation drive was designed to limit state spending and the taxes through an amendment to the Michigan Constitution.

The campaign by Taxpayers United for Tax Limitation included: drafting the language of the amendment; building a statewide organization under

Farmington Hills insurance company executive Richard Headlee; selling the plan to voters; conducting a petition drive; recruiting support from both Democratic and Republican officials and combining such interest groups as the Michigan Education Association, the AFL-CIO and Detroit Mayor Coleman Young.

McMaster Associates Public Relations replaced another public relations firm retained by Taxpayers United for Tax Limitation in the last five weeks of a 1976 tax limitation campaign which lost at the polls. When Headlee joined

Taxpayers as voluntary chairman in 1977, the 1978 campaign effort started earlier with more diverse input.

KEY TO THE award winning campaign from McMaster Associates were William McMaster, 40, of Troy, president; Kathleen Cosgrove, 32, of Rochester, vice president; and Joseph Bennett, 46, of Port Huron, vice president.

Other clients served by the 11-year-old firm include Rockwell International Automotive Operations, Exxon Chemical Co. U.S.A., Allied Supermarkets, Inc., General Automation Inc.,

and Headlee's Alexander Hamilton Life Insurance Co. of America. McMaster Associates is headquartered at 410 Top of Troy Building.

Winning entries are selected in various categories on the basis of the program's overall contribution to the public relations profession. Selection criteria are: winning programs must be representative of the best public relations aims, include sound public relations objectives and philosophy, and meet the highest standards of performance, production, presentation and execution.

Cycle fans to peddle on downtown tour

Peddle forth and meet thousands of enthusiastic cyclists of all ages from all parts of Detroit and Windsor on July 4.

Starting between 9 a.m. and noon, the Detroit Council of American Youth Hostels (AYH) hosts a unique 15-mile bike tour of downtown Detroit.

Rain or shine, bicyclists will be meeting and leaving their cars at the municipal parking structure at Bagley and Second and embarking on a trip that will include such places as the Ren-Cen, Hart Plaza, Greek Town and the new Altie Theater, Eastern Market, the medical center and right through the Wayne State University campus.

Ride at your own pace or join a group guided by AYH's experienced cyclists.

Sam Henry, the ride organizer, says, "The route has been developed and ridden by many AYH cyclists. It's amazing how exciting downtown Detroit is when you're out in the open looking around. The route is planned in two loops so you can ride seven or 15 miles with rest stops and refreshments available along the way."

"Anyone should be able to ride it and

AYH will have repair people and sawagons to help. We hope to encourage families and groups of friends to spend the holiday enjoying the spectacular sights of Detroit."

ALL REGISTERED riders will receive bright-colored vests, maps and tour information. Advance registration is preferred by writing American Youth Hostels, Room No. 3, 3024 Coledge, Berkley, Mich. 48072.

The fee is \$2 for adults, \$1 for youth 17 and under, and a maximum of \$4 for families. Registration on July 4 will take place at the starting point, between 9 a.m. and noon. Parking will be available from 8 a.m. to 5 p.m. for \$1 at the Bagley municipal parking structure.

For more information, contact the AYH office at 545-0511.

The riders will be assisted by motor-scooter police stationed along the entire route; the American Red Cross will provide a First Aid station. AYH rider marshalls, who are experienced cyclists in the event of mechanical problems with the bikes. CB-equipped vans will provide pick-up service.

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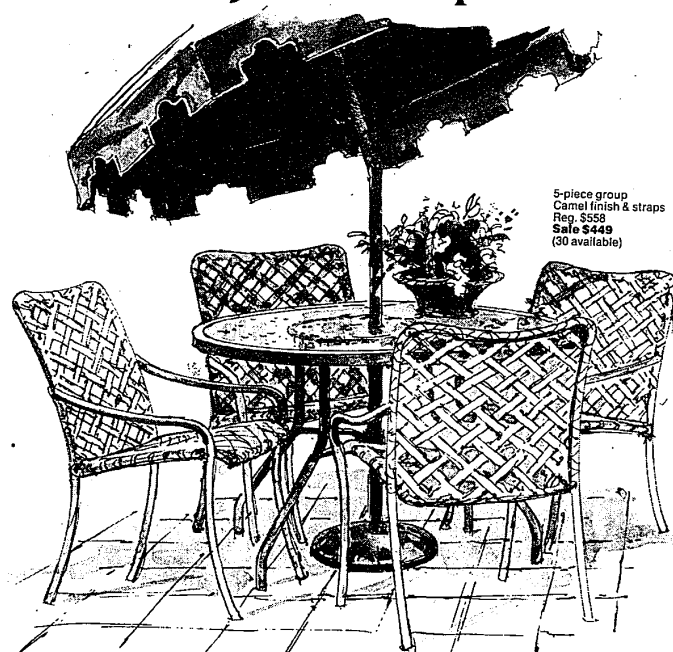
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