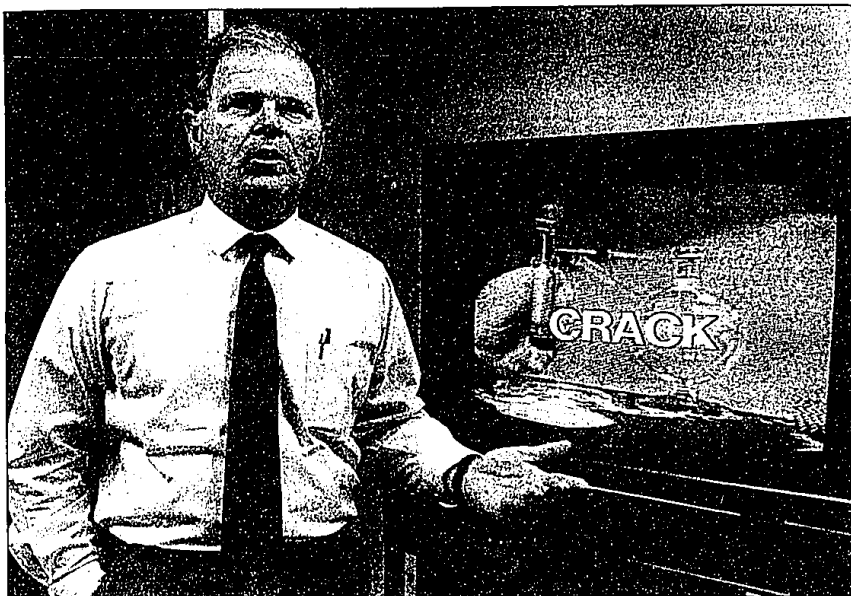


Marilyn Fitchett editor/591-2300

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JERRY ZOLYNSKY/staff photographer

Walter Dunne: "Just saying 'no' to drugs is not a strong argument. It's like telling a child not to touch a cookie. Tell him 'no' and he wants it."

High-tech future tied to industry

By Todd Schfielder
staff writer

Michigan residents shouldn't hold their breath waiting for Ann Arbor to become the Silicon Valley of the Midwest, according to Doug Ross, state commerce director.

High-tech development will play a role in the state's fight for continued economic good health, Ross said last week. But he said that role will take the form of molding robotics and other modern manufacturing techniques with Michigan's traditional manufacturing base.

Ross, in an interview with editors from the Observer & Eccentric Newspapers, discussed the Blanchard Administration's economic policy and the results of a just-completed study by the Task Force for a Long-Term Economic Strategy for Michigan.

The study, titled "The Path to Prosperity," indicates that streamlining and updating Michigan's industrial base should be the state's top priority, Ross agrees.

"Getting out of manufacturing and into an information-based economy that relies heavily on the computer industry like California's Silicon Valley or Route 128 in Boston doesn't seem to be the answer for our state," Ross said.

"It would be like someone telling us our future was in cotton. You

just can't grow cotton in Michigan," Ross cited education, productivity and diversification through the automobile industry as the keys to economic survival.

And, he said, the state government will play a definite role in helping to shape this new economy by providing opportunities for individuals and companies.

"Job security will only come as a function of (a person's) skills and (his) ability to learn," Ross said. "High-paying jobs for unskilled workers will be few and far between."

"But there will be more than enough jobs for those with the proper training."

As an example of the new economic strategy, Ross pointed to General Motors' decision earlier this month to close 11 factories (seven in Michigan).

HE SAID the automaker's move, which will displace 20,000 hourly and salaried employees, is more an indication of streamlining for the future than an impending recession.

The public and private sectors will have to share the burden of increasing the skill level of the state's workforce, Ross said.

Among other things, he said, labor unions will have to play a different role. Unions will be forced to shift their emphasis from contract bargaining to retraining programs like



"High-paying jobs for unskilled workers will be few and far between."

— Doug Ross

the current Paid Educational Leave Program.

PEL gives factory workers the chance to pick up new skills while still receiving a salary from their employer.

Questioned about the administration's tax abatement policy, Ross said that using tax breaks to attract businesses to the state and to encourage existing businesses to expand would probably continue for the near future, Ross said that although such tax incentives may not be the most

positive economic moves, they allow Michigan to remain competitive in the Midwest.

"In theory, tax breaks are a lousy way to do business," he said. "But when you get down to it, it does matter (to businesses) if, say, Ohio is offering those kinds of advantages and we are not."

FINALLY, Ross said, the state will have to build its economic future without much help from Washington, at least for the next couple of years.

Ad-dicted Media exposure sought to wage war on drugs

By Carolyn Smith
special writer

A voice on the video tape about the nation's drug abuse scandal issues an ominous verdict: "We have met the enemy and it is us. America has a monkey on its back."

With an estimated 35 million drug abusers and more than half of all felony crimes linked to illegal substances, the voice urgently asks the media to declare war on this "national emergency," dominated by a "pharmacoepoia of poisons."

Walter E. Dunne, vice president and account supervisor at Saatchi & Saatchi Compton in Southfield, switches off the 12-minute tape. He turns to a stack of recent magazine articles that say the problem cuts across social and economic lines. In summary, dangerous drugs are finding their way everywhere from the study hall to the assembly line, the physician's private medicine chest and the corporate board room.

Dunne, who also is president of the 39-member Michigan Council of the American Association of Advertising Agencies, said anti-drug ads are being created in New York. Soon, he and other advertising executives will volunteer to ask local print and electronic media to donate advertising space and air time to address the dilemma. It's all part of a \$1.5 billion, three-year campaign involving 700 member agencies nationwide and countless media producers.

DUNNE SAID the Michigan council is a soundly behind the campaign, hoping it will encourage the media to spread the word and the public to "become overwhelmed by the seriousness of the problem." Different messages will be created and produced to reach such diverse audiences as teens, coaches, teachers and parents.

The AAAA and its councils foster the advertising business and offer professional development seminars to agency executives, Dunne explained.

Along with the American Advertising Federation and the Association of National Advertisers, the AAAA has formed the Media Advertising Partnership for Drug-Free America. The ads are scheduled to begin early next year.

Owing to the high rate of illiteracy in the nation, "Print ads alone will miss a lot of people," Dunne said. "So a lot of TV, radio and cinema messages will be needed."

The state council's goal is to reach the major media first, then go to smaller media markets, asking for free time and space.

"We have not attached a dollar figure to this because it's an all-volunteer effort. We may start slow, then build and build. So far as I'm concerned, the more money we spend on this, the better," Dunne said. He added that the American Federation of Television and Radio

artists and the Screen Actors Guild have waived all talent fees for the project.

"We will be showing use of these drugs as repugnant, unacceptable behavior," Dunne said, likening the potential effects to the national outrage against drunken drivers. "I would love to see the time when drugs fall in that category."

Drug-abuse problems are even more compelling when one considers some of the unthinkable consequences. Sophisticated chemistry, for example, has developed an anesthetic known as fentanyl. One of several "designer drugs," it produces an ultra-fast "rush" and an extraordinary "high." One shot can lead to addiction, and some experts claim its abuse among medical professionals has reached crisis proportions.

There are also large numbers of innocent victims, killed or injured by drug users. "The price to society is much too high," Dunne said.

AD CONTENT isn't known yet. But the six New York-based advertising agencies working on them have agreed to attack the "normalized activity" associated with illegal drugs.

The agencies also have decided that the anti-drug messages must take a hard-hitting approach. "Just saying 'no' to drugs is not a strong argument," Dunne said. "It's like telling a child not to touch a cookie. Tell him 'no' and he wants it."

But just how "hard hitting" must the ads be? To those who enjoy drugs like children attracted to cookies — changing attitudes may be "very difficult," Dunne said. An anti-drug campaign using a sports "superhero" failed to reach its audience, he said.

Specialized research teams will be put in gear to measure audience response to the new ads.

What about the glitzy ads now glamorizing use of tobacco, which some believe capture, instead of repel, the teen market? Can the lower-budget anti-drug ads grab the audience?

Dunne believes so. "What you say is far more important than how you say it. But what you say has to touch a nerve. A lot of (advertising) people use glitter because they don't have much to say."

"The campaign will offer creative advertising people a tremendous challenge to reach existing and potential drug users," Dunne said. "But we're not kidding ourselves into thinking that running the ads will make the problems go away. Maybe they'll turn the tide over a course of years."

Will the ads be targeted to any single audience?

"Not really. But it's my feeling that we've got to get to the little children 5 and 6 years old. If we don't, this terrible drug scourge will

And we can't stand for that."

Patience: needed virtue for Wall Street investors

By Carolyn Smith
special writer

Playing the stock market these days can be a lot like riding a roller coaster. The investor is excited by the climb, scared stiff by the dip, and indifferent to the flat haul.

Despite the market's recent peaks and valleys and a bearish sentiment on the street, area stockbrokers are optimistic that the investor's long-term outlook will reap healthy earnings. But patience, brokers say, will have to displace panic as the investor rides out the unsettling highs and lows.

What's ahead this year and early next year? Asked for their personal opinions, most brokers agree market instability will continue a while longer.

Dean Backus, an investment executive for Paine Webber in Troy, said:

"The up and down trend is only a correction (short-term adjustment). The market will go over 1900 (points on the Dow Jones Industrial average)."

John Findling, office manager of E.F. Hutton & Co. in Plymouth, sees a year-end rally in which the Dow Jones will break 2000 and interest rates will fall even more.

But Maury Elvekrog, a chartered financial analyst for Seger-Elvekrog in Birmingham, is more conservative on the timing of the upward trend. "I expect fluctuations and a pullback (downward trend) until the first quarter of next year, then a significant rise by 500 points or more by the end of 1987. We haven't yet had speculation on new issues and small stocks. I see tremendous buying opportunities in the next two to four years."

Turben in Plymouth, said he bases his prediction of a year-end surge upward on a "contrary point of view."

"Sentiment on the street right now is pretty bearish. People are waiting for the market to go lower. They're waiting for a sour economy and for interest rates to go higher, though they can't go much lower. Usually, that kind of sentiment means the opposite for the market in the immediate future."

Frank Dubey, a broker with Dean Witter Reynolds in Livonia, is less optimistic than others contacted. He expects the stock market to hit peaks and valleys and remain unstable through 1987. He bases his prediction on 1988 election campaigns and the effects of new income tax laws.

"Corporations and individuals are making large purchases now to take advantage of existing tax laws," Dubey said, adding that such investments will fall off next year.

ANY HOT TIPS on what an investor — not a relatively short-term speculator — should look at today?

"Conservatively, I'd be cautious now. There are no great bargains," Elvekrog said. "Silver is good for the speculator. It's selling at an all-time low in relationship to gold."

A self-proclaimed "long-term fundamentalist," Elvekrog claims today's good portfolio mix is one-third in blue-chip stocks and two-thirds in short-term treasury bonds.

Findling thinks gold and silver are good investments, adding convertible stocks and bonds to a pool of good, safe buys offered by his fellow brokers.

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