

## Both exec candidates are media masters

By PAT MURPHY  
STAFF WRITER

Among their other talents, the two candidates vying to become the next Oakland County executive, are masters at using the media to get their message to the voters.

When he ran for Oakland County prosecutor, L. Brooks Patterson was outspoken and direct, ready with a quotable quip at the drop of a telephone call.

"I was always available," Patterson said, citing one of the cardinal

rules for dealing with the press. Patterson has also written newspaper columns and is a frequent guest on radio and television talk shows.

Democrat Elizabeth "Betty" Howe recently showed that she too knows something about getting her message across — a skill probably learned as a reporter, polished as public affairs manager with the Bendix Corp. and honed to perfection as a highly visible member of Gov. James Blanchard's administration.

Howe demonstrated her acumen recently when she leveled a blast at Patterson, referring to him as the personification of the old boy network of Oakland County.

She characterized Patterson as a polished version of Philip Marcuse, her opponent in the Democratic primary who said women are not suited to hold positions of leadership.

One indication that Howe — and her press secretary Tom Scott, former spokesman for Blanchard —

know how to get their message across is the way they got the attention of reporters.

Scott notified news rooms Howe would be "available" Thursday, immediately following the regular meeting of the Oakland County Board of Commissioners.

Notification of a press conference normally means a candidate has something important to say. Notification of a press "availability" generally means the candidate is available to answer questions.

## OU conference aimed at women returning to college

Women Going Back to School, a one-day conference designed for working women and women with children, is scheduled Saturday, Sept. 19 at Oakland University, Rochester Hills.

The programs are offered: how women can start college; how female college students can balance job, family and school obligations;

how women can return to the classroom after a long absence.

Time management, increased test performance, stress management and career goals are among the topics to be discussed.

The program runs 9 a.m. to 2 p.m.

an optional one-on-one advising session is scheduled 2-4 p.m.

Fee is \$39. Visa and MasterCard are accepted. Students are advised to bring a brown bag lunch.

To register, or for additional information, call the college continuum center, 370-3033.

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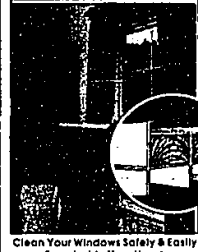
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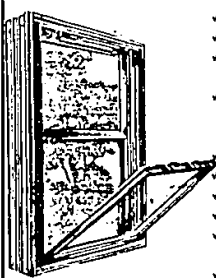
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