AAA of Michigan wins recognition for Web site

AAA Michigan's Web site, AAA Access, has earned top honors from the Public Relations Society of American (PRSA) Detroit Chapter.

A 1996 North Star Award of Excellence was bestowed upon the organization Oct. 21 in the category of electronic communication for its World Wide Web site, AAA Access and its online news service, AAA News Wire.

The award of excellence was one of seven granted to Detroit-area corporations and organizations for their 1996 public relations efforts.

"We are gratified to have been selected as one of the top seven entrants in this highly competitive market," said Larry Givens, Vice President of Corporate Relations for AAA Michigan. "We are especially gratified that the judges saw fit to honor our recent achievements in the area of electronic communication."

AAA Access was launched in March 1996, and was designed as an interactive communication tool, serving the needs of AAA Michigan members, the general public and the media.

Information on a wide variety of topics related to traffic safety, insurance, travel and financial services is provided at the Web site. AAA Access averages 200 "hits" per day.

Most recently, the Auto Club introduced online air, car and hotel reservations.

Other interactive services:
• Online traffic information from the Michigan Emergency Patrol. Real-time information, updated regularly.
• Online insurance information.
　•Member discount info.
• AAA VISA application form.
• Coloring book for kids with family safety theme.
• Michigan Living articles.
• Safety, security and travel information.
• Membership application.

To access the site, type http://www. aaamich.com in you browser application.

Microsoft unveils new online travel service

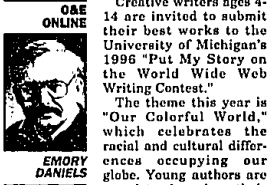Microsoft has entered the travel business.

The software and media company launched Microsoft Expedia last week, a free travel booking service, on the Web.

The service is part of Microsoft's accelerated efforts to expand its presence on the Web. This fall and winter it also is debuting investor services, online games and city entertainment listings on the Internet, and is revamping its Microsoft Network online service into a subscription Web site with six "channels" of entertainment and consumer programming.

Expedia will let travelers book air travel, rental cars and hotel rooms through the Worldspan reservation system and pay for them via credit card. They also can browse a library of multimedia travel guides with maps and information.

Young authors published on Web

EMORY DANIELS

Creative writers ages 4-14 are invited to submit their best works to the University of Michigan's 1996 "Put My Story on the World Wide Web Writing Contest."

The theme this year is "Our Colorful World," which celebrates the racial and cultural differences occupying our globe. Young authors are urged to share how their experiences with other cultures have enriched their lives.

Entries, limited to 2,000 words, can be either poetry or a short story. Short stories may be fiction or non-fiction. Submissions must be made by Wednesday, Nov. 13. Winners will be notified on or before Dec. 9 and the winning entries will be published the youth division of the Internet Public Library — the Web site maintained on the Internet by the University of Michigan.

Entry forms and contest guidelines can be obtained by pointing your Web browser at http://www.ipl.org/youth/PutMyStory/contest.html or by sending a self-addressed envelope via snail mail to IPL/CHICO Young Writers' Competition, School of Information, University of Michigan, 550 East University, Ann Arbor MI 48900-19092. Questions about the entry forms and guidelines can be E-mailed to ipl-contest@ipl.org.
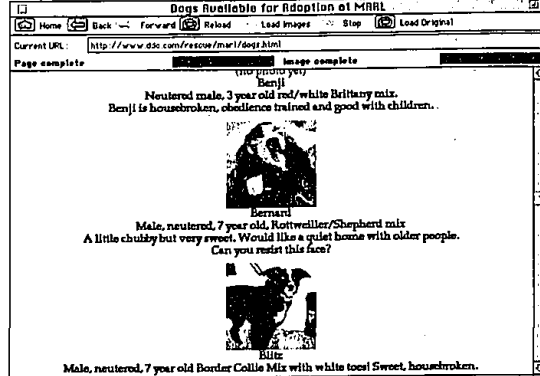
The competition is sponsored by the Internet Public Library, a project based at the U-M's School of Information and partially supported by a grant from the Andrew W. Mellon Foundation and the Cultural Heritage Initiative for Community Outreach (CHICO), also based at the School of Information and supported by the W.K. Kellogg Foundation.

CHICO's goal is to make cultural heritage materials accessible.

Animal Rescue League

The Michigan Animal Rescue League now has a Web site so that persons can find adoptable pets on-line. This non-profit donation-funded organization rescues, heals and finds homes for hundreds of animals in metropolitan Detroit each year.

You can help the league place even more animals by pointing your Web browser to http://ddc.com/rescue/marl and see if there's a pet that belongs in your home.

Dogs online: *The Michigan Animal Rescue League is using its website to help find homes for its 200-plus shelter animals.*

The site features not only adoptable cats and dogs but success stories, a wish list, information on who to volunteer or help. Soon there will be information on T shirts, holiday cards, and the league's newsletter.

AlliedSignal

AlliedSignal Automotive, a global automotive supplier in Southfield, has launched a World Wide Web site at http://www.alliedsignal.com/automotive.

The site has information on AlliedSignal Automotive's products and services, geared to customers, suppliers, investors and the media. The site is linked to the corporate home page of Morristown, New Jersey-based AlliedSignal Inc. which can be directly accessed at http://www.alliedsignal. com. Browsers can access company news and events, employment opportunities, a "Did You Know" section, press releases, or a guest book from which they can request additional information.

Chrysler dealers

Chrysler Corporation established a series of pages on the Web in September for most of its dealers.

"We're seeing about 40,000 visitors a month to the Chrysler corporate web sites. Every indication is that many of them are good sales prospects who already are interested in our products," said E. Thomas Pappert, Vice President - Sales and Service.

"The corporate sites already help car, truck and minivan shoppers find nearby dealers. Now they'll also be able to link directly to a web page for a specific dealer to find showroom and service hours, location maps, phone numbers and department managers' names."

The existing Chrysler sites and their addresses include:

Chrysler Corporation – http://www. chryslercorp.com; Chrysler – http://www.chryslercars.com; Plymouth – http://www.plymouthcars.com; Dodge – http://www.4adodge.com; Jeep – http://www.jeepunpaved. com; Eagle – http://www.eaglecars.com; Financial Corporation – http://www.chryslerfinancial.com; Chrysler Five Star Dealers – http://www. 5star.com; Media Relations – http://www.media.chrysler.com

(Emory Daniels may be reached via E-mail at emory@oconline.com. Past columns are archived on-line at http://oconline.com/~emory/archive.html.)