

Alcoholics respond to television drama

By MARY CONNELLY

As over 40 million Americans watched an executive tumbled into a skid row clutching the neck of a booze bottle.

Weeks later his trail leaves a residue of Americans struggling to avoid being mired in the bottle themselves. Television's recent dramatization of alcoholism, starring Dick Van Dyke in "The Morning After," has produced an increase in the number of alcoholics seeking help.

"IT SHOOK UP a lot of people," said Jack B. Weiner in Detroit last week. Weiner is the author of the book, "The Morning After," on which the TV drama was based. "People

have sought specific help after seeing it."

Weiner said his fictional portrayal of one man's confrontation with alcohol was more effective in evoking personal recognition of a drinking problem than a traditional documentary could have been.

He said an estimated 40 to 50 million viewers watched the program which chronicled an executive's clash with and subjugation to alcohol.

"IT HAD a downbeat, heavy ending, not the usual Hollywood, soap opera ending," Weiner said of the script. Acknowledging that the final scenes of failure dismayed many people, Weiner said, "I wanted to say 'Hey, fellas this is the way it really happens.'"

As originally planned, the ABC-Television drama would have listed agencies dealing with alcoholism following the final episode.

"It was killed at the top," Weiner said, referring to ABC.

THE FORMER-MANAGER of executive communications for Ligon Industries in Beverly Hills and former senior management editor of Dun's Review, said the telecast had the strongest impact among middle and middle-income people.

It is alcoholics in these economic brackets, he commented, who deny their problem by accepting only a skid row image of an alcoholic. To reach into executive levels, he said, alcoholism does not

problem of the vagrant.

A reformed alcoholic, Weiner said he was almost done in by the it-is-manly-to-drink myth.

SPEAKING before the annual meeting of the Greater Detroit Area National Council on Alcoholism, a Torch Drive agency, Weiner said "alcoholism is finally beginning to emerge as a respectable disease."

But even though strides have been made in removing the social stigma which deters many alcoholics from seeking help, Weiner added that "the

closet drinker is no mere figure of speech in America.

"You don't hear people 'confessing' an ulcer disease do you?" he asked.

Among those serving on the council on alcoholism are executive director John Heiner of West Bloomfield; president Will Hardy of Troy and board member Dr. Edwin DeYoung of Birmingham.

"The Morning After," which has earned Van Dyke also a reformed alcoholic, an Emmy nomination, will be re-broadcast on May 29.



CHARLES F. BEEMAN

Elks install Warren man

Charles F. Beeman of Warren has been installed as exalted ruler of Clawson-Troy Lodge No. 2169 BPOE. Beeman is employed at Fisher Body General Office, Warren.

Also installed were George Schwarz, esteemed leading knight; Colonel Rowland, esteemed loyal knight; Edward Wilson, esteemed lecturing knight; Emmet Alley, secretary; Daniel Rickabuss, treasurer; Thomas Dadsdwell, esquire; Ray Johnson, tiler; Paul Anderson, five-year trustee; Bruce Davidson, chaplain; Walter Jensen, inner guard; Joseph Rock, organist and Edward Lilly, vocalist.

The title of Elk of the Year was awarded to Donald Ayers Jr. Other awards were given to Dr. Walter Crowson, citizen of the year; Walter Jensen, youth activities achievement award and Frank E. Boeberitz, special achievement award.

Publicity seminar scheduled

All aspects of publicity -- from news releases to photography to special events -- will be explored in depth at a one-day publicity seminar, sponsored by American Women in Radio and Television (A.W.R.T.). It is scheduled from 8:30 a.m. to 2:30 p.m. (Wednesday) and will be held in the Student Union at the University of Detroit.

The seminar is open to all community women and is designed to provide local club and organization members with basic background information

and a working knowledge of many of the publicity techniques available.

Following registration and welcoming, the program will begin with a discussion of the topic, "Communicating Easily and Effectively."

Speakers will be Mrs. Fran Harris, special features coordinator of WWJ stations, and Dr. Charles Dause, of the University of Detroit Communications Department.

Participants will then break up into smaller workshop sessions where they will have an opportunity to explore various aspects of publicity with

communication experts from the fields of newspapers, radio, television, photography and business.

After lunch, the workshops will be repeated, and participants will have another opportunity to select a session of their choice.

A.W.R.T., sponsor of the seminar, is a professional organization for women in the broadcast industry and closely allied fields. The Seminar is being conducted as a public service. There is an admission charge.

For reservations or additional information, contact Miss Paula Brose, 372-6200, ext. 7106 or 7107.

Weekend caucus set by youth

The Detroit Senior Chapter of the Armenian Church Youth Organization of America (St. John's Armenian Church in Southfield) is sponsoring the 28th Annual A.C.Y.O.A. Anniversary Ball and Youth Caucus the weekend of May 31-June 2. All Senior Chapters are invited to participate in the Youth Caucus with representatives.

The weekend festivities will begin with a Friday night "Hospitality Night" at the Armenian-American Veterans Building on the church complex. There will be an American band and a late buffet.

The Youth Caucus has been planned for Saturday, beginning at 10 a.m. The officers of the A.C.Y.O.A. will be in charge, concentrating on the revision of the constitution.

Saturday, at 7 p.m., the Anniversary Ball will be held in the newly decorated St. John's Armenian Cultural Hall. A prime rib au jus' dinner will be served. American dance music features the Dan Yesian Arrangement with Hachig Kazarian Band for Armenian music.

Last on the agenda is the Annual Senior Lamb Roast, held on

the church grounds immediately after church services on Sunday morning. Hachig Kazarian will again be featured.

Committee members are Juliet Babsian of Ferndale; Joy Hoptmazian, Marianne Hovsepian, Tom Banks, and Harry Kesselian, Jr. of Southfield; Lathrum Village residents Arlene Yagobian and Gary Reizian; Mickey Margrosian, Bloomfield Hills; Ron Gogosian, Oak Park; Robert Karagashian, Farmington; Adam and Sandy Kazarian, Orchard Lake; Mary Mavian, Dearborn Heights; Denise Dourajian, Detroit; and Robert Karagoshian, Pontiac.

O.U. sets workshop for pairs

A two-day workshop for married and unmarried couples will be offered at Oakland University, Rochester, June 8 and 9.

Growing Together: A Workshop for Young Couples, will be led by a man-and-wife team at the Meadowbrook Clubhouse, off Adams Road at the east end of the campus.

Gail Imig, who has an M.A. in family studies, and her husband David Imig, Ph. D. in family and child sciences, will lead the workshop from 9 a.m. to 9 p.m. June 8 and from 9 a.m. to 3 p.m. June 9.

The program is for couples who have a definite commitment to one another, whether they are married or unmarried. The goal is to assess strengths in each relationship and to develop skills.

Advance registration is requested. The workshop is limited to 12 couples. Contact the Continuum Center for Adult Counseling and Leadership Training, Oakland University.

Anniversary banquet set

The 26th anniversary of Israel's Statehood will be celebrated at a banquet on June 2. The celebration, to be held at the Raleigh House in Southfield, will honor Joe Bane, president of the International Brotherhood of Teamsters Local 614.

The honor committee is headed by Harold E. Aljen, serving as general chairman, and the two honorary co-chairmen will be Edward C. Levy

and Ms. Myra Wolfgang. The honor committee includes Congressman William S. Broomfield, Sen. L. Harvey Lodge, Mayor Coleman Young of Detroit and Mayor Wallace E. Holland of Pontiac.

The planning committee is headed by Joe Jacobson and Stuart Allen.

Appearing will be noted expert on Middle Eastern affairs, Dr. Arieh Plotkin.

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