

Milk carton campaign warns children of safety

By JACKIE KLEIN

Soon, school children in 67 Michigan districts, including Southfield, will be sipping Farm Maid milk in half-pint cartons bearing the message, "Stay Out of Reach" and a logo of two youngsters glancing at an outreached hand with a question mark covering it.

Parents will be buying Twin Pines milk in half-gallons and gallons with the same logo. Only the message will be "Keep Them Out of Reach."

been launched by police in 16 Oakland County communities to warn kids to stay away from strangers. The cooperative effort is, in part, a result of the child kidnappers committed in the county.

"We don't want children to be afraid of strangers," said police officer Nicholas Grieshaber of Southfield's crime prevention bureau. "But we do want them to be cautious and aware."

STUDENTS WHO brown bag it will

be supplied with "Stay Out of Reach" lunch bags instead. They can be obtained at local police departments. A coloring book "for smart little boys and girls" will be distributed. The pages will bear warnings such as "Walk with friends. Stay together."

These and other promotional material are designed to have an impact on communities with optimum visibility to stimulate and sustain interest, said Police Lt. Al Gertley of Ferndale.

"Physical items enhance ongoing safety programs in schools and give

kids something to relate to out of the classroom," Gertley said. "The program is also aimed at parents. It's like a hard-sell advertising campaign. It has to provide constant exposure."

The reason for the cooperative program, Gertley said, is to avoid a fragmented approach to a serious problem. He expects other police departments to get involved.

All items are donated, and the logo was designed by Leo Brennan, who has an advertising agency in Troy.

"We try to plan weekly promotions to keep the interest up," said Police Chief James Stewart of Huntington Woods. "There are peaks and valleys and you have to come up with something new like bar napkins that say, 'Are Your Children Out of Reach?'"

SOME OF THE items featured have been placemats, ball point pens for junior high school students, iron-on T-shirts, and litter bags. For grade school students, stick-on logos have been provided for their books.

"Our best distribution is in the schools," Gertley said. "But with summer coming, we're scaling down. We plan to have bicycle reflector strips with the logo as well as screen door stickers."

"We'll still be as visible as possible with crime prevention vans in parks and neighborhoods where kids play in the summer. Police chiefs will have radio spots promoting the program and it will also be touted on TV. We've determined to get a captive audience for next fall."

'The public better not be damned'

Times were different in business when William H. Vanderbilt spotted "The public be damned."

Today, times are different too in public education. Which is why the theme, "The Public Better Not Be Damned," has been chosen for a conference on school public relations May 5-6.

The PR conference is being sponsored by the Michigan School Public Relations Association (MSPRA) in Ann Arbor. School area administrators, school board members, and interested teachers are invited to attend.

LEADING THE conference will be the driving force behind the annual Gallup poll of public attitudes toward education.

Dr. Samuel G. Sava, executive director of the Institute for Devel-

opment of Educational Activities (IDEA) will talk about what he learned in nine years of listening to people talk about schools.

Following Sava will be another top business professional who also spends a lot of time listening to people and helping them improve their job performance. Bruce Smith, a motivational trainer from McDonald's Corp., will explain to school administrators "How to Motivate Employees" to make them more aware of the public, and to help them care about their jobs.

JAMES CAUDILL, Benton Harbor Area Schools' director of public relations, has been involved with MSPRA conferences as both an organizer and speaker for the past five years.

"This is a terrific opportunity—at low cost—for school officials to sit

down with top school PR planners and experts from private industry to exchange ideas about how to improve communications with school district residents," said Caudill, who serves as secretary for the MSPRA.

Also planned for the seminar is a panel presentation on coming problems for Michigan school districts, along with suggestions on how to best meet them. A special panel presentation by top state news reporters will be interviewing Grand Rapids Supt. Philip E. Runkel, Lansing Supt. I. Carl Caudill, and East Detroit Supt. Michael Emlaw. A special session on "Why School Boards and Superintendents Don't Get Along" will be presented by Sally Keeler, director of field services for the Illinois Association of School Boards.

SPECIAL WORKSHOPS also are planned on elections, surveys, community involvement, citizens advisory committees, publications, crisis communication, anti-voucher campaigns, media relations, internal communication, and closed circuit television.

Registration deadline for the conference is April 21. The fee is \$25 for MSPRA members, \$40 for non-members. The Holiday Inn West in Ann Arbor is the site of the conference, and hotel reservations must be made directly with the Inn. First sessions begin at 1:30 p.m. Friday, May 5, with the closing session to end at 2 p.m. Saturday.

For more information and registration forms, contact Caudill at 826-1141 or write Jane McKinney, East Lansing Public Schools, 509 Burcham Drive, East Lansing 48823.

Read Observer & Eccentric

Dennis E. Moffett, P.C. Attorney Fee Schedule

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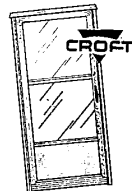


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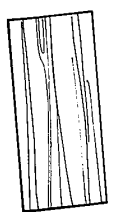


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