

Public relations outfit honored for putting over Headlee campaign

The public relations firm which aided in selling the Headlee tax amendment to Michigan voters has been awarded the Silver Anvil Award by the Public Relations Society of America (PRSA).

Troy-based McMaster Associates received the national award during the recent PRSA convention in Seattle.

The tax amendment was named after its prime sponsor, Farmington Hills insurance executive Richard Headlee, of the Alexander Hamilton Life Insurance Co.

Headlee served as chairman of Taxpayers United, the group which promoted the amendment.

McMaster Associates is the only public relations firm in Michigan to win a Silver Anvil this year and the only public relations firm in practice today in the state to win the award twice.

It won in 1975 for national excellence in institutional relations with the Pro Business program for the Michigan Department of Commerce.

McMaster replaced another public relations firm retained by Taxpayers

United in the last five weeks of the 1978 tax limitation campaign which was unsuccessful at the polls.

Taxpayers United was outspent 3-to-1 in the 1978 tax amendment campaign by the Michigan Education Association which spent \$6 million dollars in an attempt to defeat Headlee.

Honored at the award ceremony were Headlee, William McMaster, the firm's president; Mrs. Kathleen Cosgrove of Rochester, vice president; and Joseph Bennett, vice president, of Port Huron.

In presenting the Silver Anvil Award to McMaster Associates, the PRSA said:

"When a Proposition 13-type movement surfaced, it was necessary to per-

sue the people, in effect, to decline to vote themselves an immediate property tax cut in favor of the more restrained Taxpayer United proposal.

"All major vehicles of mass communication were employed during the 15-month campaign."

Silver Anvil awards competition is conducted annually by the PRSA to give recognition to outstanding public relations programs and to stimulate and encourage improved public relations performance and techniques.

Winning entries are selected in various categories on the basis of the program's overall contribution to the public relations profession.

Winners were selected from 381 entries.

Doctor leaves on sabbatical

Dr. Herbert G. Ludwig of Farmington, as associate professor of Industrial Engineering and Operations Research at Wayne State University, will take a sabbatical leave of absence during the 1980 winter quarter.

Ludwig plans to study curricula and teaching methods in the field of Engineering Management.

Farmington man graduates

Charles William Peterson of Farmington received his baccalaureate degree from Walsh College in April.

The Walsh College program, designed specifically for juniors and seniors studying business administration, is the only one of its kind in Michigan.

Area Man reappointed

William M. Ellmann, 28000 Weymouth, Farmington Hills, was reappointed to the Michigan Employment Relations Commission by Michigan Governor William G. Milliken, for a term effective July 1, and expiring June 30, 1982.

Ellmann, a Detroit attorney, was first appointed in 1973 and serves as a Democrat on the three-member bipartisan commission.

Ellmann is a former president of the State Bar of Michigan, and has served as co-chairman of the State Bar's committee on judicial qualifications and as a member of the American Bar Association House of Delegates.

All reappointments are subject to Senate confirmation.

Job equality for women is OCC lecture topic

Bonnie Swadlow, who recently won the largest out-of-court settlement of a sex discrimination suit in Michigan against the Farmington Hills Police Department, will be guest speaker at a public lecture on job discrimination at Oakland Community College on Tuesday, July 10.

Swadlow and attorney Judith Doran, who assisted in her defense in Federal Court, will talk about sex discrimination in employment from legal, political and personal perspectives.

The lecture, sponsored by the Ore-

hard Ridge Womencenter of OCC, is free and will be held in 3-308 of Thruway Hall on the Farmington Hills campus.

The Swadlow suit was resolved in April. The two women will present information about agencies, legislation and due process involved with sex discrimination cases.

According to the Womencenter, the lecture "aims to inform women of the sexist imbalance in employment and ways to combat and change this reality."

For more information, call 476-9400, ext. 509.



Work recognized

Dr. Edward C. Lim of Farmington, professor and head of the physical chemistry division of Wayne State University, has been selected as one of five WSU faculty to receive the 1979 Board of Governors Faculty Recognition Award. Dr. Lim was chosen for his study of molecules. Dr. Lim, a chemistry professor at WSU since 1968, also conducts research in the field of molecular photophysics.



Prof is honored

Dr. William Dorenbusch of Farmington, an associate professor of physics at Wayne State University, has been named recipient of the President's Award for Excellence in Teaching at the university. Dr. Dorenbusch received his award along with five other faculty members June 7. The award includes a \$500 grant. Dr. Dorenbusch joined the WSU staff in 1969, and previously served as an assistant professor at the Massachusetts Institute of Technology.

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