

# Amy's Joy: advertising

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successful career. Alkon stresses the importance of work experience like in internships.

"Work can be a much better school than school is," Alkon said. "Internships are wonderful. It's best to get one when you are still in school so you can see exactly what you're getting into."

"I haven't gotten a lot out of college. I've learned the most through my work experience," Alkon added.

Yet Alkon does not discount the two years she has spent at U-M as a film/video communications major. She cites one of her professors, Edward Stasheff, as being an especially large influence in her life.

"Professor Stasheff is an incredible person. He's one of those teachers that is constantly learning more by taking sabbaticals to return to the workforce," said Alkon.

"He takes time out to learn more about the business. I've been very lucky to have his guidance."

LIKE MANY young professionals, Alkon finds it hard to be taken seriously.

**"I'll never take on a client whose product I don't use or who refuses to advertise honestly."**

— Amy Alkon  
advertising hopeful

ly by others already established in the advertising business.

"I have trouble convincing people that I can do the same thing as people older than myself. I've worked hard on my portfolio, and it's hard to be taken seriously if you are young."

Establishing her credibility in the advertising world is almost as challenging as the work itself.

"I like challenges," Alkon said. "It's challenging to come up with a creative idea that's entertaining to people and that also sells."

Alkon does not take on just any client in her independently run advertising

agency appropriately called Alkon Advertising.

"I'll never take on a client whose product I don't use or who refuses to advertise honestly," Alkon said.

You have to know your clients and use their products she says, in order to produce an effective advertising campaign.

Alkon's award-winning ad is running in college newspapers across the nation in which Dodge advertises. She plans to put the award money toward her dream of attending a good film school, perhaps New York University.

But for now, Alkon would be content to find a job in the Detroit area and postpone continuing her education for a time.

"If I can find a full-time job I'll take it," she said. "I'm getting bored with college."

Alkon is presently living at home with her parents, Sheldon and Lorraine Alkon, and two sisters, Liz, 18, and Carolyn, 15.

She runs her advertising agency from her parents' house.

"I'm always trying to sniff out career opportunities," she says, smiling and gathering up her portfolio on her way to yet another job interview.

# Deep water behind Diles

By Teri Denas

Dave Diles, ex-WXYZ-TV sportscaster, author of five books, and now proud owner of a 25-acre farm in Racine, Ohio told a number of well-received jokes, alluded to a few sports figures he's known, but most of all talked about the troubles he's seen.

Diles, the guest speaker at the 10th annual Livonia Prayer Breakfast, amused some 300 people who attended the community banquet in Schoolcraft's Waterman Center May 9 with his easy-styled delivery of how the adversities in his life have shaped him.

"WHAT CAN I tell you about the adversities in my life?" he asked the crowd. "I can tell you all about the mishandling of success. I'm an expert in it."

He referred on several occasions to his divorce from the mother of his two children (one of three divorces in his life), of his unrealized dreams of huge success in television and his son's lifelong struggles to finally overcome a childhood crippling disease.

"I have been through some deep waters, most of them my own doing," he said.

BUT IT was his continual borrow-

ing of quotable maxims from such

Churchill, the Rev. James O'Connell, and even his mother that brought words of inspiration to the audience. "Chasing Nietzsche," he imparted, "what I do is not destroy me, strengthen me."

And from an unnamed source, a line close to his heart, "Adversity introduces me to myself."

The talk did not stop with the serious thought-provoking statements, however. He injected humor often, like with his reading of a poem about Jim Palmer's jockey shorts entitled, "Why don't I look like Jimmy in my jockey?"

OTHER SPORTS figures were mentioned in jest. Of former Detroit Tiger pitcher Denny McLain, whose biography Diles penned, he quipped, "He could turn General Motors into a non-profit corporation within two weeks."

About Detroiters and sports, he said, "You live in the greatest sports community in the world because this town doesn't require you to be a champion but to give an effort. It's a working man's town and we love our sports teams."

TODAY, the former television sportscaster lives quietly on his 26-

ing but mostly spends his time writing. He is now working on his sixth book, to be called, "From the Locker Room to the Penthouse."

Of his work, he said, "I've written my books, none of which are required reading in this library."

Diles described himself as an American Baptist with fond feelings for Roman Catholics due to help from two close members, a priest and nun, in his time of crisis. "I thank God for the Catholic Church."

HIS OPENERS: at the start of the morning started people smiling. "Isn't it nice to be able to pray in a school without someone criticizing you?"

The breakfast was sponsored by an interdenominational collection of local churches. Guest of honor was Rev. Gerald A. Dykstra, pastor of the Church of the Savior. Also delivering prayers and readings were Audrey Pierce, pastor, director of Livonia Catholic Social Services; Jeffrey Kirsh of the Livonia Jewish Congregation; Jerome Joseph Rutnik, student at Madonna College; the Rev. Philip Acquaro, assistant pastor at St. Colette Catholic Church and Deacon Ed King from St. Andrew Episcopal Church.

## Meet OCC candidates

Oakland County residents will have an opportunity to meet the five candidates running for the Oakland Community College Board of Trustees in a "Meet the Candidate" forum sponsored by the OCC Faculty Association at the Orchard Ridge Campus on May 24, a Thursday.

The five candidates who have filed

for the two six-year OCC Board terms in the June 11 election are: William C. Kendall of Rochester, Deanna D. Kioski of Bloomfield Hills, Sandra L. Ritter of Waterford, Vern Tessler of Rochester, and Douglas Wakefield of Southfield.

The program begins at 3 p.m. in Building J, room 305.

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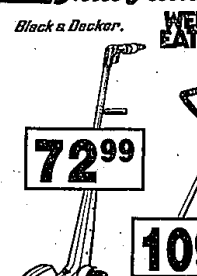
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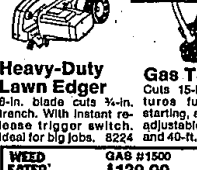
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