



Courageous Persuaders Announces Renewed Partnership with Michigan Secretary of State's Office

The Detroit Auto Dealers Association Education Foundation's Courageous Persuaders Program recently announced it has confirmed its continuing partnership with the Michigan Secretary of State's Office, led by Secretary of State Ruth Johnson, who was recently sworn into the office. The Courageous Persuaders Program is a video scholarship program that encourages high school students to create 30-second television commercials warning middle school students about the dangers of drinking alcohol.

Adcraft Club of Detroit provides an annual \$2,000 scholarship for the Michigan entry that conveys factual information about the dangers of alcohol in the most persuasive and creative manner. The winner will be announced at an awards celebration in May.

"The DADA is grateful for the continued support of the Office of the Secretary of State, and to our new Secretary, Ruth Johnson," said James Seavitt, president of the DADA and owner of Village Ford in Dearborn. "Through this major partnership, we are able to get the word out to thousands of Michigan high school students who enter the scholarship program, and most importantly, we are able to get the word out about the real danger of underage drinking."

Seavitt also announced that several other sponsors have enhanced contributions to the program, including the College for Creative Studies \$250 scholarship.

The Courageous Persuaders program was created in 2000 by Oakland County District Judge Michael A. Martone (retired) and John Barczyk, a local McCann-Erickson advertising executive (retired). In 2007, the DADA became the primary sponsor and administrator of the Courageous Persuaders program through its DADA Education Foundation. Now in its 11th year, the program awarded \$17,000 in scholarships in 2010.

DRUGS FOR THE 21ST CENTURY

BUYAGRA: Injectable stimulant taken prior to shopping. Increases potency and duration of spending.
EXTRA STRENGTH BUY-ONE-ALL: When combined with Buyagra, can cause an indiscriminant buying frenzy so severe the victim may come home with a Donnie Osmond CD or a book by Dr.Laura.

IN MEMORIAM

John Anderson

The Michigan Association of Broadcasters (MAB) recently announced the passing of former MAB president (1973) and board member John Anderson.

John Anderson, founder of WCCW-AM/FM in Traverse City, passed away Jan. 19 at age 83. Born in Coopersville, Anderson graduated from high school in Cadillac, attended Michigan State University and graduated from the Radio and Television Institute in Chicago. From 1944 to 1948, Anderson served with the United States Army and during that time started his broadcast career as an announcer for Armed Forces Radio Network.

In 1950, he worked in Marion, Indiana at WBAT as their program director. He then moved to Cadillac where he was a sports announcer with WWTV. In 1954, he moved to Traverse City and was the station manager at WPBN. In 1960, Anderson founded WCCW-AM/FM, which he owned and operated until 1984. Throughout his career he served on the board of directors of the MAB and was president of the organization in 1973-74. During the 1970s, he was the president of the Michigan Associated Press Broadcasters. From 1975 to 1979, Anderson served on the National Association of Broadcasters board of directors, representing Michigan and Indiana.

"John was one of a handful of broadcasters whose leadership molded broadcasting in Michigan," said Karole White, MAB president. "John and other dedicated broadcast volunteers made the MAB one of the top state broadcast associations in the nation. Our condolences to his family and friends."

Those wishing to honor John may do so by making a tax-deductible donation to the MAB Foundation General Scholarship Fund in John's name. Your contribution to the fund and those of others helps MABF to annually award scholarships to seventeen deserving young people seeking careers in broadcasting. For more information, visit www.mabf.org.