

Lifetime Achievement Awards

Charles Eisendrath

Professor Eisendrath directs two prestigious national journalism programs of professional recognition at the University of Michigan: The Knight-Wallace Fellows, which provides an academic year of sabbatical study to American and international journalists, and the Livingston Awards for Young Journalists, which he designed and administers.



Eisendrath is quoted frequently and has written articles about the media issues in national publications and broadcast media. He has served on the Pulitzer Prize international jury, chaired the American board of the International Press Institute, and was elected to the Council on Foreign Relations.

After reporting for the *St. Louis Post-Dispatch* and *Baltimore Evening Sun*, Eisendrath joined *TIME* magazine, which posted him in Washington, London, Paris and Buenos Aires, where as bureau chief he was responsible for all news operations in Hispanic South America.

He joined the University of Michigan journalism faculty in 1975, directing a master's program that placed all graduates on internships and jobs.

Maynard "Mac" Gordon

Mac Gordon is still covering the automobile industry after 67 years.

Since covering the first Ford automobile to roll off the Rouge plant assembly line in 1945 after it was reconverted from World War II defense production, he has reported on most of the momentous events and colorful leaders who made the history of Detroit's foremost industry.



Mac was hired as a copy reader at *Automotive News* in 1944 after graduating from high school. He went on to Wayne State University and was editor of its *Collegian*.

At *Automotive News* for almost two decades, with an interruption for Army service during the Korean War, he became expert in the retail side of the auto industry. He has attended nearly 50 annual conventions of the National Automotive Dealers Association.

Gordon purchased his own dealer newsletter, *Motor News Analysis*, in 1962, writing and publishing on his own for 25 years. Later, he entered the freelance writing arena as a contributor to *Auto Age* (now *Ward's Dealer Business*) and he has been with *AutomotiveDigest.com* since 2000.

He is author of a 1985 book, "The Iacocca Management Technique" and a co-founder and former president of Detroit's Automotive Press Association.

Robert Sklar

Robert Sklar began his involvement in community newspapers 44 years ago. He got his first taste of reporting on the student paper at Vernor School in northwest Detroit in the 1960s.

He loved the world of people and words so much that at age 15 he sought out a local weekly, the *Home Gazette*, and offered to write a neighborhood column. That job led him to write a Henry Ford High School column for the *Detroit Suburban Newspapers*. By then, he was hooked on the chase of the story. He graduated with a B.A. in Journalism from the University of Michigan, where he wrote for the *Michigan Daily*.

Sklar began a 25-year tenure at the *Observer & Eccentric* Newspapers in 1973, serving in Birmingham, Rochester, Livonia and Farmington. He worked his way up from sports writer to community editor, to assistant managing editor, to Oakland County managing editor.

In 1998, he began 13 years as editor of the *Detroit Jewish News*, covering the cohesive and diverse Jewish community and becoming a spokesman and editorial voice on both communal and national issues. He retired as editor on March 4, but will continue to contribute opinion pieces and editorial comment.

During his time at the *O&E* and the *JN*, the publications consistently won MPA and SPJ honors including five Newspaper of the Year honors at the JN.



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| 1995 | Art Emanuele, <i>Observer & Eccentric</i>
Dick Hunt, <i>Daily Tribune</i> | 2004 | Jim Ritz, <i>The Daily Tribune</i>
David C. Smith, <i>Ward's Auto World</i> |
| 1996 | Grant Howell, <i>Oak Daily Tribune</i> | 2005 | Mary Lou Butcher, <i>Opened doors to women in Journalism</i>
Herschel P. Fink, <i>legal defender of publishers and journalists</i>
Gloria G. Olman, <i>teacher of and advocate for student journalists</i> |
| 1997 | Neal Shine, <i>Detroit Free Press</i>
Mort Crim, <i>WDIV-TV4</i> | 2006 | Emery C. King, <i>WDIV-TV</i>
George Puscas, <i>Detroit Free Press</i>
John Teahen, Jr., <i>Automotive News</i> |
| 1998 | Frank Angelo, <i>Detroit Free Press</i>
John Reddy, <i>Observer & Eccentric</i> | 2007 | Ben Burns, <i>reporter, editor, journalism educator</i>
Richard Wright, <i>automotive journalist and author, educator</i> |
| 1999 | Len Barnes, <i>Michigan Living</i>
Marvin (Sonny) Eliot, <i>WWJ-AM</i>
Doris Biscoe, <i>WXYZ-TV7</i> | 2008 | Sue Burzynski, <i>The Detroit News</i>
Grace Gilchrist, <i>WXYZ-TV</i> |
| 2000 | Pete Waldmier, <i>The Detroit News</i>
Bob Bennett, <i>WDIV-TV4</i> | 2009 | Keith Crain, <i>Crain Communications</i>
Rod Hansen, <i>WJR Radio</i> |
| 2001 | Chuck Stokes, <i>WXYZ-TV7</i>
Hugh McDiarmid, <i>Free Press</i> | 2010 | The Cain Family
George Cantor |
| 2002 | Mitch Kehetian, <i>The Macomb Daily</i>
Jerry Blocker, <i>WDIV-TV4</i>
Julie Candler, <i>Auto Writer</i> | | |
| 2003 | Joe Falls, <i>The Detroit News</i>
Bruce McIntyre, <i>The Oakland Press</i>
Al Rothenberg, <i>Look Magazine</i> | | |