

# Grangers briefed on news media

GETTYSBURG — More than a hundred lecturers and women's activities directors of Subordinate and Pomona Granges attended a workshop on news and publicity that also featured Tuesday afternoon's program.

G. Henry Roth, city editor

of the Gettysburg Times, Gilson C. Sheffer, news director of WGET, and Dieter Krieg, editor of Lancaster Farming, described the problems involved in preparing and presenting news, and how the selection and evaluation of news is often affected by later news developments.

They answered many questions relating to news handling and pictures for newspapers.

The two newspapermen pointed out the following important tips to keep in mind when sending in news stories.

If at all possible, type the stories, double-spaced, and on one side of the paper only. Begin with the most important news and announcements first, following through with details as the story lengthens. Avoid trivia — do not send in copies of the minutes. Pictures should be sharp and clear, keeping in mind that after reproduction in the paper the photograph will look only half as good. Therefore editors prefer the best possible pictures.

Sheffer, a veteran radio news director, noted that any announcements of upcoming events must be submitted in writing. Summaries of past

happenings should be brief — no longer than 40 seconds of reading time on the air. Messages lasting 30 seconds or less are preferred. Also, names of people and actual quotes from someone who gave a speech are of upmost importance.

In the keynote address at the opening of the school, William A. Steel, National Grange youth director, reminded the group of the four D's — desire, determination, discipline and dreams — that play an important part in helping deaf people overcome their handicaps.

The Pennsylvania State Grange has been aiding deaf programs by raising funds and financing purchase of equipment used by various groups in helping those with hearing impairments.

Mrs. Sarah B. Collins of Lancaster explained during a series of workshops Wednesday that communication is the biggest problem of deaf persons in our society. "Because of communication barriers," she said, "deaf persons are cut off and isolated from the hearing society."

"Consequently, the deaf have formed their own subculture in which there is no communication barrier because all members know and use sign language."

She pointed out that the sign language used by the deaf in their culture is the American sign language. It is a separate language from English, she explained, with a different grammar and the use of facial expression instead of voice inflection and intonation to communicate their feelings.

At the Wednesday evening banquet, Mrs. Collins' husband, Robert N. Collins, told of the barriers surrounding the deaf. He also demonstrated, with assistance of a Grange youth group, how deaf persons enjoy and share advantages with those people whose hearing is not impaired.

## Irwin promoted to county agent

The desire to help people do a better job has been Jay Irwin's motivating force through his ten years of work for the Cooperative Extension Service of the Pennsylvania State University. Effective as of July 1, Irwin's work was officially recognized by a promotion to county agent for Lancaster County.

Irwin began his career in agriculture after graduating from the Pennsylvania State University in 1949 with a degree in economics. After this, he held several positions before joining the state extension staff in July of 1967 as a state agent. In 1968 he was promoted to associate county agent.

The major emphasis of his work with the extension service has concentrated around the fields of poultry, farm management, and 4-H.

In the poultry field, Irwin has been working with egg shell damage research and poultry house ventilation.

He has also coordinated the total of the 4-H horse program, which now has eight different horse clubs.

Other areas he has worked in are community 4-H clubs, the 4-H tractor safety program, and the farm accident survey.

As county agent, his work will remain closely associated with the work he has done in the past.



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