

'Pirates Day' loses to season long radio sponsorship

BY JAMES H. EVERHART
HERSHEY — A "Make it Milk" Pittsburgh Pirates baseball game may well have lost out to a season-long radio sponsorship in the competition for funding by the Pennsylvania Dairy Promotion Program.

At its monthly meeting here this week, the PDPP advisory board recommended rejection of the baseball game, which drew mixed reviews last year, in favor of a regular sponsorship of Pirates games on Pittsburgh radio station KDKA.

The advisory board did express one condition on the KDKA sponsorship: that the radio station use its clout with the team's organization to force food service vendor ARA Services to serve milk and milkshake products at the stadium.

Although the station sponsorship will cost the board more money

than the "Day" event, it includes almost daily coverage and the inclusion of a seventh-inning "Milk Break" during each game.

And even though the team is coming off a lacklustre season, the board noted that the local ownership and the exciting potential of the young Pirates' team should boost interest among potential listeners.

Also a part of the deal is use of KDKA's two on-the-air personalities, Lanny Frattare and Jim Rooker, and help in obtaining participation of Pirates players in upcoming dairy promotion events.

Although the board had looked favorably on the "Day" sponsorship when it was proposed at the December meeting, the dairymen felt their cause would be better advanced by the seasonlong exposure.

In other action, the advisory board gave its approval to a

"fashion" television commercial concept aimed at women. Shown in its original form at the previous meeting, the concept was amended at the board's urging to include more shots of women actually drinking milk.

The version which received the board's blessing includes several sequences with women of various ages, all in fashionable attire and surrounded by fashionable settings.

The board also gave its preliminary approval to a "Summer Love: Ice Cream Lovers' Sundae" radio promotion to be launched this summer.

The program, to be conducted in coordination with regional ice-cream-producing dairies, would feature "ice-cream breaks" for radio listeners.

Local dairy princesses would host "ice cream breaks" for radio disc jockeys in key markets, to be

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followed by four to six weekly "ice cream breaks" to be won by listeners.

To qualify for the weekly "ice cream break" drawing, listeners would send in responses telling "why I'm an ice cream lover."

Local dairies would donate the ice cream and the PDPP would provide the toppings and bowls, while the local dairy princess in the market would pick up the materials and host the "break."

Originally planned for nine markets around the state, the board asked representatives from its advertising agency, HBM-Creamer of Pittsburgh, to extend

the program to the Lancaster-York market as well.

The board also gave its preliminary approval to a 1986 recipe contest, modeled on last year's event. Though the number of entries last year was considered somewhat disappointing, the board hoped that additional promotion, especially by dairy princesses and county promotion groups, would encourage more participation.

The board noted that the proposed budget was less than the amount spent last year, and urged ad agency personnel to keep costs down, especially in photography of judging sessions.

Herd buyout meeting set

LANCASTER — Details of the Dairy Herd Buyout Provision of the new Farm Bill will be explained Monday evening, Feb 10, 7:30 p.m. at the Lancaster Farm and Home Center.

Purpose of the meeting is to: 1) inform farmers of the Farm Bill and its Dairy Herd Buyout provisions, 2) explain application procedures and deadlines, 3) discuss bidding strategies, 4) explain worksheets farmers can use to help computer their bid prices, and to 5) answer questions.

Agricultural aide to Congressman James J. Jeffords, Stephen Kerr, will talk about the Farm Bill and the Herd Buyout provisions. Raymond Brubaker, of the Lancaster ASCS Office, will

explain application procedures and deadlines. The worksheets for computing bid prices will be explained by Penn State Extension personnel.

The meeting is being conducted by the Penn State Extension Service of Lancaster County.

School milk target of promotion

WILLIAMSPORT — School children will be the target of a massive milk promotion effort being launched this spring by the American Dairy Association and Dairy Council (ADADC). The promotion is being placed in junior and high school cafeterias throughout Pennsylvania with the objective of increasing milk consumption by students.

Distribution of the program to school cafeteria managers was begun in January. The main elements of the promotion are a poster and mobile, featuring milk, which are being placed near the cafeteria line. These materials display the theme "Turn It Up" with photographs of teenagers drinking from milk cartons. Milk is portrayed as a fun, contemporary and healthy beverage.

A major concern in any promotion of this type is that the materials are put on display. In order to encourage cafeteria managers to make use of the materials, ADADC developed an incentive contest. Managers will qualify to win prizes by entering a random drawing. To enter, they

must submit an entry blank along with a photo of the ADADC materials on display in their cafeteria.

School dietitians were also a consideration in developing the promotion. Included with the materials is dairy product information for use by dietitians. The information focuses on cooking and storage tips for milk, cheese and butter.

Based on the success of this program, ADADC hopes to develop an annual promotion for use in the schools. School children are an

important target audience for milk promotion programs. Encouraging milk consumption during the early years can establish it as a life long habit.

The American Dairy Association and Dairy Council is a dairy promotion program funded and directed by Federal Order 2 dairy producers in Pennsylvania, New York and New Jersey. For further information on ADADC's school promotion program, contact their office at 1853 East Third Street, Williamsport, Pennsylvania, 17701.



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