

Lancaster Ladies Day Out program focuses on women in communications

MOUNT JOY — "Women in Communications" was the theme for this year's Lancaster County Farmers Association Ladies Day Out, held recently at the Country Table in Mount Joy.

Fifty women participated in the program which began with tours to local radio station Z-107 and television station WLYH in Lebanon. The women were treated to a behind-the-scenes look at how the stations operate and learned what goes into preparation for air time.

The afternoon speakers focused on ways these farm women can communicate their message through the media.

Angel Alexander, on-air announcer with Z-107, explained her route to becoming a radio personality, and told of some of the work radio announcers perform as part of their eight-hour work day. Alexander says she finds the job challenging "because you never know what's going to happen, what kind of phone calls you may get or if there will be an equipment breakdown."

Jan Carson, public relations department of Pennsylvania Farmers Association, explained her role in getting positive news stories about agriculture to the public. She encouraged the women

to do their part on a local level, saying, "Don't let others speak for you."

Carson said, "Agriculture is the oldest, most stable industry in the country and it is the least understood. The public's perception of agriculture is distorted."

Sally Bair, correspondent for Lancaster Farming newspaper, encouraged the women to use the media in marketing their products, an increasingly important part of agriculture. Noting the importance of agriculture to the rest of the state's economy, Bair told them to challenge inaccurate stories and headlines in the media. She asked them to learn to communicate effectively to promote agriculture.

A surprise visitor to the luncheon was "Bear" John Moore, who brought a message about communicating through giving stuffed animals. Moore, who operates a shop with his wife, Phyllis, often visits hospitals delivering stuffed animals and spreading cheer. "When you take a teddy bear, you've communicated," he said.

Ginny Hess, committee member, encouraged all the women to register to vote as an important communications tool.



Speakers for Lancaster County Women's Association Ladies Day Out include, from left, Angel Alexander, Z-107 on-air announcer; Sally B. Bair, Lancaster Farming newspaper correspondent; and Jan Carson, public relations division, Pennsylvania Farmer's Association. The three were featured as part of the program which dealt with Women in Communications and included bus tours to Z-107 radio station and WLYH television studios.

Dairy sculpture contest set for June 13, 14

LANCASTER — A dairy sculpture contest will be held at the Willow Valley Mall in Lancaster June 13 and 14.

Entries are to be constructed from containers that had contained REAL dairy products and cannot exceed 6 feet high or 4 feet wide. Those not conforming will be disqualified.

Prizes will be awarded in three categories — under 10 years, 10 years to 16 years, and over 16. First prize in each category is \$25, second, \$15, and third, \$10. An overall grand champion prize winner will be named.

Winning sculptures will be displayed at the Lancaster dairy princess pageant at the Farm and Home Center June 21.

Entries should be delivered to the mall between 8 a.m and 9:30 a.m. June 13. Prizes will be

awarded at 9 p.m. that day. Participants should pick up their sculptures between 3 and 4:30 p.m. June 14. The mall is located off Route 222 South.

The contest is sponsored by the Lancaster County Dairy Princess Committee. Applications should be sent to: Dairy Sculpture Contest, 258 N. Fulton Street, Strasburg, PA 17579, by May 21.



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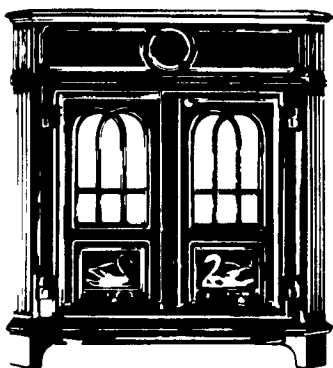
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