

# Lancaster County Teens Get Taste Of TV Acting

GREENSBORO, NC. — Background lights illuminate the tips of tall corn stalks while a television

camera pans in on a group of children playing softball. Bright lights, cornfields and



Rob Rush, who plans to become a veterinarian, took part in the cattle-exhibition segment. Rush is from Strasburg.

ballgames hardly belong together -- unless it's part of a scene for a television commercial sponsored by the Ciba-Geigy Corp. promoting the lifestyles of rural youth.

The agrichemical manufacturer chose Lancaster County, Penn., as an ideal rural background for the camera work. When decisions had to be made about the actors, everyone agreed that Lancaster County kids could play those roles best.

"We found enthusiastic, wholesome kids from the farm who could portray what we were trying to communicate," notes Larry Spickler, communications manager at Ciba-Geigy who heads the project.

"Our goal with the rural youth commercial is to show the non-farm public that farm kids are no different than their city cousins," Spickler says. "It also tells farm kids not to be pessimistic about agriculture. There is a future there."

This commercial is part of a series of TV spots sponsored by Ciba-Geigy since 1982 which support the work of the American farmer.

The 30-second spot features about 25 young people of all ages doing ordinary "kid stuff" in Lancaster County: playing basketball, doing chores around the farm, showing cattle for 4-H, meeting friends for a night out.

The kids involved in the commercial had a day's taste of what it's like to be in front of the camera. "At first I didn't know what to



Fred Weaver, a junior in high school from Ephrata, took part in the 4-H cattle-showing scene in the Ciba-Geigy commercial.

do," says Wanda Carper, a high school junior from Ronks. "They told us over and over to 'just act natural'. When I finally relaxed, I really had fun."

Fred Weaver, a junior from Ephrata, says that all the technology and the large film crew involved took him by surprise. "I was amazed at how they did everything," he says. "It took so many people and so much equipment."

The actual shooting "took forever," Weaver adds. He was part of

the 4-H cattle showing scene. Much of the delay was due to temperamental animals.

"You could tell the crew was from the city," he laughs. "I don't think they realized that steers aren't like dogs. The toughest job I had was keeping my steer in line."

Rob Rush, a junior from Strasburg, was also part of the cattle showing scene. "The steers kept it interesting," he notes. "It was a real challenge to keep everyone in

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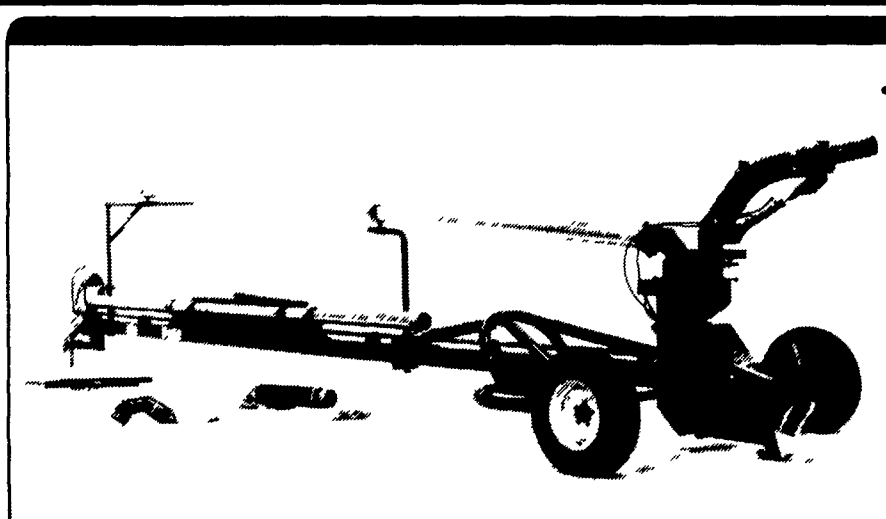
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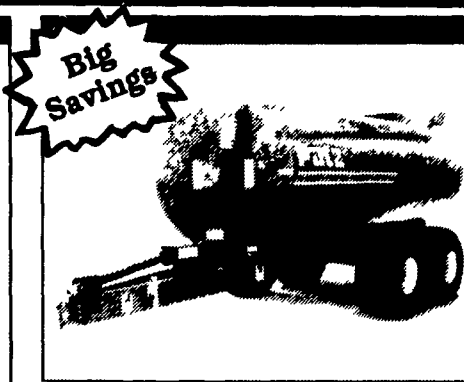
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