

Promotion Dollars Stretched With Radio

SYRACUSE, N.Y. — Pennsylvania's Dairy Promotion Partners stretch dairy farmers' advertising dollars through special promotions done by radio stations.

The Partners' media buyers receive more than just advertising time for the money invested to tell

consumers the benefits of drinking milk. Supermarket promotions such as the "Grocery Store Bag Check," by WGTU/WGET in York, awarded \$10 gift certificates to shoppers who had dairy products in their shopping baskets. The certificates were

good for three or more "real dairy" products.

At a special promotion in the Wilkes-Barre/Scranton market, WKRZ-FM awarded "Milk, It Does a Body Good" t-shirts to listeners who called in with the right answers to dairy trivia questions.

A similar milk promotion on WROZ-FM in Lancaster awarded listeners the opportunity to win a membership at a Health Club.

Listeners in northeastern Pennsylvania were able to hear "The Adventures of Mr. Milkman" on WENY-FM in Elmira, N.Y., as he lead the fight for good health and fitness by informing consumers about the nutritional benefits of milk and ways to use it in a daily diet.

Another promotion in the Johnstown/Altoona area on WKYE-FM radio found "Clint, the Milkman" in search of real nutrition. This highly publicized

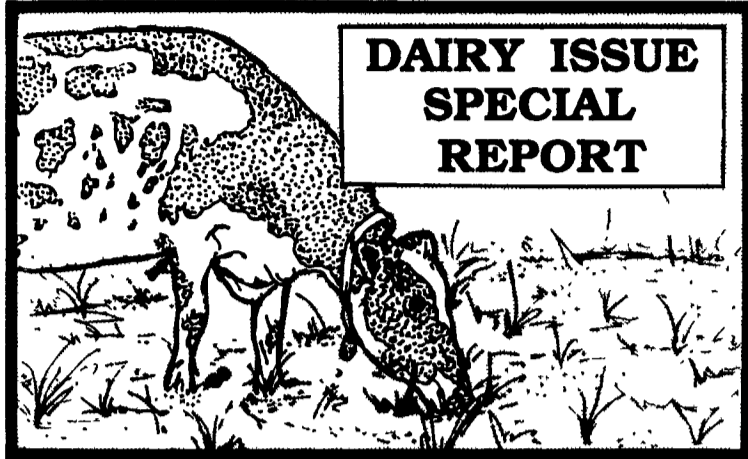
"milk soap opera" gave listeners the opportunity to call the station to creatively finish the saga of Clint's search for "real" nutrition. Of course, the use of the word milk and milk facts had to be used to complete the story.

To promote school breakfast, WRKT-FM in Erie ran a School Breakfast Trivia Contest and public service announcements for ten weeks with a Dairy Council nutritionist being invited to speak on-air about the importance of the School Breakfast Program.

Other radio stations throughout

Pennsylvania's marketing region conducted similar promotions to further the message that milk and milk products are a vital part of a well-balanced diet.

Pennsylvania's Promotion Partners, the American Dairy Association and Dairy Council Inc., Mid East UDIA/F.O. 36 Advertising and Promotion Agency and the Pennsylvania Dairy Promotion Program, will continue to include special promotions in its media package buys in order to stretch dairy farmer promotion dollars in today's market.



CATTLE LICE CAN CAUSE PROBLEMS

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Cattle can be infected by two types and five species of lice. There is one species of biting or chewing louse. Of the four suckling lice species, only two seem to be a problem in Pennsylvania, the long-nose cattle louse and the little blue cattle louse. Cattle lice are specific to cattle, not infecting other species of animals.

Unfortunately, a cow can be infected by more than one species of lice.

The life span is four to five weeks, although if it falls from its host, it will live only a few hours. All lice species have similar life cycles. Nits (eggs) stick to hair, usually hatching within five to 14 days, although hatching may be delayed if temperatures are extremely cold. Before maturing to an adult, lice develop through a larva stage and three nymph stages.

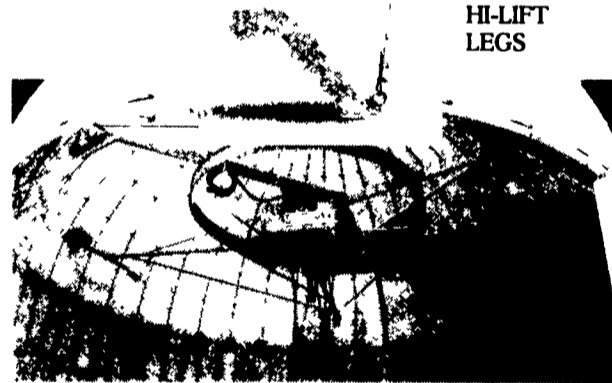
Most often, lice are spread through a herd via cow-to-cow contact. Under unusual conditions, lice can attach to a fly and be carried from one cow to another. There are certain cows that carry lice at all times of the year. These carriers seem to remain unaffected by the lice infestation even though they are carrying large numbers of lice.

Carriers are the source of infection to other animals during the fall and winter. Other cattle, including growing heifers and those in poor condition, are susceptible to serious problems when infected with lice. Lice infecting are an added stressor, allowing these cattle to become more susceptible to other diseases. For some unexplained reason, some cattle are unaffected by lice.

During the summer months, cattle, except the carriers, become louse-free. Nits are shed with the loss of winter hair, and the adults dry out when the skin is exposed to bright sunlight. Many products, which can be applied topically or systematically, are marketed to help control lice problems within a herd.

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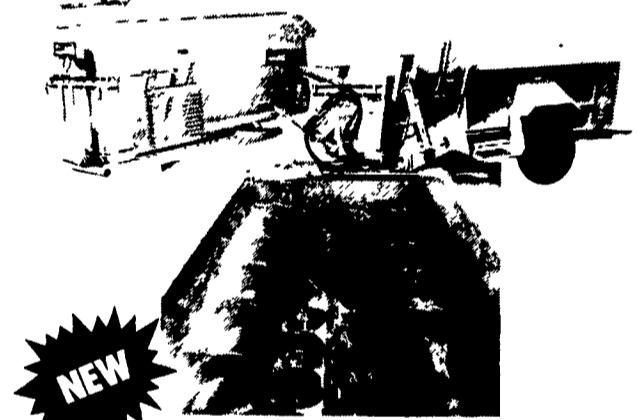
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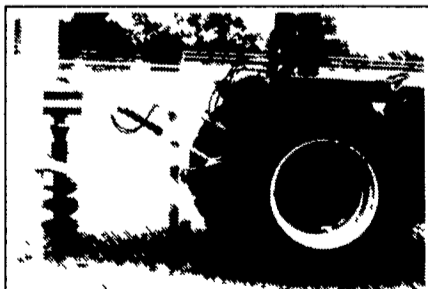
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