

Northeast Poultry Show Focuses On Biosecurity, Prices, Quality Control

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records levels in the next nine months, but the egg industry will suffer economical losses primarily because "there is no home for old fowl." Because processing plants are no longer interested in purchasing spent fowl, it will become expensive for producers to dispose of the fowl.

ABC news correspondent Shellah Kast explained business and economic news from the political perspective. She spoke of the need to look at the whole picture, which she admitted was difficult to do, by merely skimming the news.

The goal of each political party is to manipulate the television news media by feeding them with stories, quotes, pictures, and sounds that they want the public to hear.

The concept is to give them (the news media) enough information so they won't go digging for other stories.

In the battle to keep television viewers from flicking the remote control switch, the news keeps things short and simple. The push toward brevity affects news coverage.

The simplest way to keep the

audience's attention is to present drama and conflict into the story. According to Kast, this results in more coverage of conflict rather than the actual content of news such as the introduction of a bill to Congress.

"Non-controversial subjects receive little coverage," she said.

While Kast believes that the press is partially responsible for the way news is reported, she said that little can be done to change it.

"I wish I could solve the problem, but it's not that simple," she said. While presenting the details of each proposed bill would be the ideal way to form opinions, it won't happen because people are too pressed for time.

"Be skeptical," she advised, "but at the same time not too cynical. Keep your eye on the big picture."

Additional workshops were offered on rodent control, controlling darkling beetles and flies, broiler and turkey management, and environmental proposals.

Exhibit hall displays showed the latest in technology, poultry services, and products.



For his work in helping the egg industry reduce Salmonella Enteritidis, Dr. John Mason, center, receives an appreciation plaque from Dr. John Hoffman, executive director of the Pa. Poultry Federation, and Dr. Mac McLaurin, right, of the Egg Association.



Dr. Ed Mallinson, left, spoke on biosecurity and John Pederson talked about the commodity price outlook at the Northeast Poultry Show.



Dr. Charles Petty tells the audience at the Northeast Poultry Show how to climb the ladder of success and take your family with you.



ABC News Correspondent Shellah Kast talks with Dr. John Hoffman of the Pa. Poultry Federation about her speech.

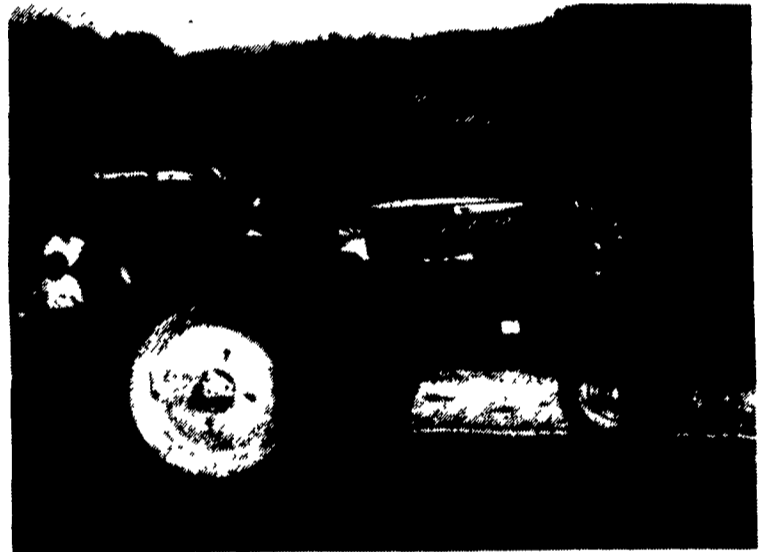
Antique Tractor Pull Featured At Festival

SUMMIT STATION (Schuylkill Co.) — An antique tractor pull will be part of the 1994 Schuylkill County Fall Festival to be held at the fairgrounds on Saturday and Sunday, October 8-9. Starting time is 8 a.m. both days.

Curt Luckenbill, one of the people running the festival said the antique tractor pull to be held on Saturday at 3 p.m. is just for fun and no prize money will be awarded.

In addition, they have a gas engine and equipment show at the festival. And craft items and demonstrations of cider and apple butter making will be featured.

The fairgrounds are located along route 895 just east of Summit Station. Everyone is invited to attend.



Joel Fahnestock is driving Curt Luckenbill's 1939 John Deere G, one of the tractors, that will be at the antique tractor pull.

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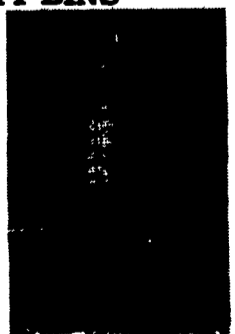
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