

DMI Launches New Approach To Promoting Milk

ARLINGTON, Va. — Dairy Management, Inc. (DMI) wants to send milk lovers across the country on a "milk mission" to their refrigerators after the debut of a new advertising campaign.

"Consumers already know about the nutritional benefits of milk," said Tom Gallagher, DMI

chief executive officer. "Now we want to remind them of the occasions when nothing but milk will do."

The "Milk...Help Yourself" television and radio advertisements focus on the sheer enjoyment of milk. They bring to life the pleasure and satisfaction milk lovers receive when they drink

milk.

The advertisements, which began to air recently, depict a refreshing, ice-cold glass of milk as the ideal accompaniment to enticing food choices such as freshly baked chocolate chip cookies and homemade pasta. In each of the 10 TV spots and 12

radio spots that will air this fall and winter, milk lovers are encouraged to seek the perfect moment to enjoy an ice cold glass of milk.

Commenting on the industry-wide approach, Ohio dairy farmer and DMI Chair Herman Brubaker said, "This campaign will succeed by bringing together national and local producer-funded promotion groups and other parts of the industry. UDIA, the National Dairy Board, and the states and regions are putting their time and money into the effort. We are confident, through our ongoing communications with the staff of the processor-funded education program, that our efforts will be complementary with the processor campaign due to launch in early 1995."

Gallagher said the combined organizations will invest \$50 million in the multimedia campaign over the next 16 months, placing advertisements nationally and locally on television and radio. The ad campaign, created by J. Walter Thompson of Chicago, will reach consumers with different milk-drinking occasions at different times of the day.

"Market research has shown us that when milk lovers drink milk, they go to the refrigerator with their minds set on milk," Gallagher said "These ads will attempt to send people to their refrigerators on more of those 'Milk Missions,' so that milk drinkers reach for an extra glass a

week."

Target audiences for the advertisements are teens, ages 13-17, and young adults, ages 18-34. Market research also demonstrates that per capita consumption tends to drop somewhat among these age groups as compared to younger children, said Gallagher.

Television advertising will reach the target audiences during breakfast, after school and in the evening through shows like "The Today Show," "California Dreams" (after school), "Coach" and "David Letterman," Gallagher said. Breakfast, dinner, and afternoon and evening snacks are popular times for drinking milk. Both the commercials themselves and the times they will be seen by consumers reflect this, he added.

The advertising campaign will be supported by a comprehensive public relations campaign to help re-establish consumers' desire for milk, including a mailing to milk processors to encourage them to participate in the campaign and solicit their ideas for additional in-store promotions.

"The way the fluid milk advertising and publicity campaign is being conducted—with involvement from across the industry and coordination with processors—will show America's dairy producers how DMI plans to promote U.S.-produced milk and dairy foods in a new and more effective way," Brubaker said.

Video Documents Release Of Otters

UNIVERSITY PARK (Centre Co), Pa. — A documentary film telling the story of how Penn State, the Pennsylvania Game Commission, Pennsylvania Wild Resource Conservation Fund and other agencies teamed up to return river otters to habitats in Pennsylvania is currently available for purchase.

"The Homecoming," which was produced by the Pennsylvania Wild Resource Conservation Fund, retails for \$25. Those interested in buying the film can order by writing to Pennsylvania Wild Resource Conservation Fund, P.O. Box 8764, Harrisburg, PA, 17105-8764.

"The Homecoming" details the efforts of a research team in Penn State's School of Forest Resources to reintroduce a native species that had disappeared from most parts of the state. The film follows scientists led by Thomas Serfass, research associate in wildlife and fisheries science, from the beginnings of the program in 1983 to its continuing success today.

"Seeing the film for the first time reminded me how many different people and agencies were involved," Serfass said. "It made me appreciate how much work we did." Although the 57-minute documentary centers on the scientific accomplishments of the project, the film is not without several dramatic subplots. In one sequence, Serfass makes a daring rescue of a female otter in mid-stream.

The animal had become traumatized by its return to the wild and went into convulsions. The otter was calmed down and subsequently released without further problems.

Another part of the film features the birth of an otter in captivity, an unforeseen event that turned the research teams from scientists into childbirth assistants. The coming-of-age story follows the otter pup from his first tentative attempts at eating, through swimming lessons, and finally to his release into the wild with his mother.

"The pup was totally unexpected and it made for a very interesting experience, to say the least," Serfass said.

"The Homecoming" is structured chronologically and the filmmakers document otter releases in three Pennsylvania streams: Pine Creek in the Grand Canyon of Pennsylvania, Tionesta Creek in the Allegheny National Forest, and the Youghiogheny River near the Pennsylvania-

Maryland border.

The film also explains in simple terms the scientific methods used in the project. For example, to prove that otters were no threat to Pennsylvania's trout population, the Penn State team thoroughly examined the river otter's dietary preferences. In addition, researchers analyzed thousands of samples of otter feces to see exactly what the animals were eating.

Serfass said the film covers about two year of the project, which is still going on in various parts of the state. "The work by so many people at Penn State and all the agencies and by private citizens is amazing to me," Serfass says. "The reward is that the otters are still doing well at all the release sites."

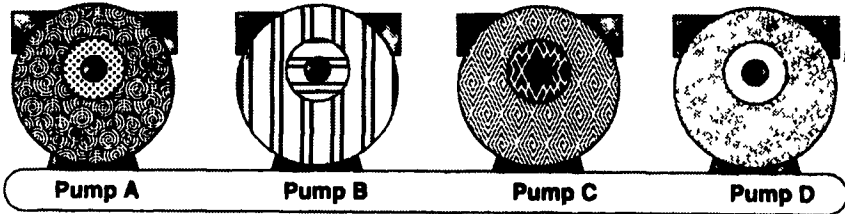
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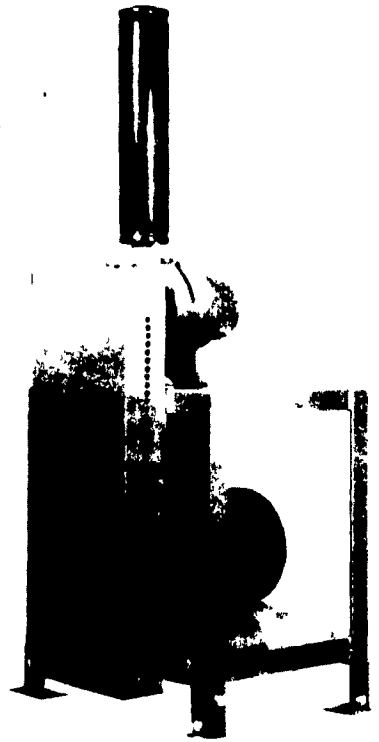
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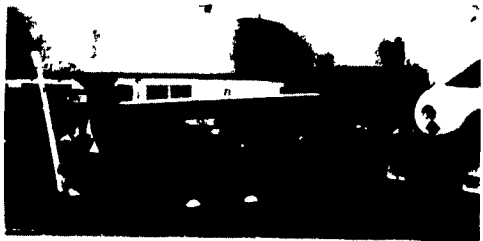
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