



Learning about establishing media contacts, submitting newspaper articles, recording radio PSA's and presenting effective school programs were the 1996-97 New York County Dairy Princesses at SUNY Morrisville July 10-12. (Front Row L-R) Jennifer Hellinger, Lewis; Elizabeth Atwater, Niagara; Sandra Scheafer, Delaware; Darlene Jackson, Chautauqua; Stacy Keith, Montgomery; Tina Ratulowski, Genesee; Jessica Brock, Rensselaer; Valcia Holden, Livingston; Kelly West, New York State Dairy Princess; Second row: Brenda Armstrong, Herkimer; Nichol Merrill, Seneca; Jane Schenck, Steuben; Melissa Odell, Cayuga; Tara Barrett, Chemung; Katie Cody, Mad-

son; Sonia Rozelle, Broome; Lisa Anken, Onelda; Abigail DeMey, Oswego; Lois Lewis, Cattaraugus; Kimberly Barton, Tompkins; Heather Huzinga, Cortland; Andrea Lacy, Allegany; Back row: Sarah Van Orden, Greene; Christina Sennett, Sullivan; Renee Collins, Otsego; Britney O'Connor, Franklin; Amy Gall, Saratoga; Melissa Osgood, Wyoming; Lee Ann Schwoppe, Orange; Jennifer Tanis, Chenango; Amanda Day, St. Lawrence; Amy Swezey, Washington; Rose Howland, Tioga; Jennifer Molnar, Onondago; Amy Alamillo, Columbia; and Allison Littlefield, Jefferson.

### New York Offers Princess Training

## The Making Of A Dairy Princess

MORRISVILLE, NY — The first week of sunshine and excellent hay weather welcomed 35 new county dairy princesses, their alternates, and chaperones to the Dairy Princess Training Seminar at SUNY Morrisville on July 10-12. The three-day event was organized and sponsored by the American Dairy Association and Dairy Council, Inc. (ADADC), as it prepared nearly 100 dairy promoters throughout New York State for an upcoming year of increasing milk and dairy product consumption.

Delivering positive milk messages through the media and one-on-one at special events, is the

role of county dairy promoters. To enhance these communication skills, dairy princesses and alternates attended workshops on public speaking, newspaper publicity, media interviewing and radio public service announcements. Focused on the most effective ways to increase milk efforts consumption, these interactive workshops provided hands-on experience for the promoters and their upcoming year of dairy promotion.

Establishing a rapport with the media is integral to the promotion program. ADADC Director of Communication Brenda Beltram, trained the participants to incorpo-

rate positive milk messages into media interviews, while ADADC Public Relations Specialist Beth Meyer taught them to secure recipes and nutrition articles in local newspapers. Radio public service announcements were featured in another session — providing the girls an opportunity to work on their public speaking skills and tour the SUNY radio and television stations.

Since dairy princesses influence nutritional habits of thousands of school children, developing an effective school presentation is crucial to dairy promotion. School programs, created by the

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## HOMESTEAD NOTES



Working with the 35 county dairy princesses in a variety of promotions and events throughout the year are the 1996-97 New York Alternate Dairy Princesses who recently attended the Dairy Princess Training Seminar held at SUNY Morrisville on July 10-12. (Front Row L-R) Michelle Anuszewski, Washington; Deanne Villnave, St. Lawrence; Shannon Pudney, Cortland; Amanda Hatfield, Tompkins; Charlene Ives, Chenango; Darlene Jackson, Chautauqua; Sarah Massey, Steuben; Jennifer Dindl, Jefferson; Mary Ellen Pautler, Lewis; Kirsten Rowe, NYS Alternate Princess; Jenny Kelsey, NYS Alternate Princess; Back row: Amber Vincent, Lewis; Patty Furner, Onelda; Carrie Snyder, Wayne; Ericka Galvin, Rensselaer; Amanda Fugle, Wyoming; Amanda Moody, Rensselaer; Mindy Cornell, Franklin; and Eileen Cummings, Lewis.



Utilizing the information from the media interviewing workshop, Madison County Dairy Princess Katie Cody is interviewed only hours later when a local newspaper reporter stops in at the seminar.