News Story "A Way to Brighten Their Day"

Objectives
The main objective of the news story "A Way to Brighten Their Day" was to inform the general public of Livingston County about 4-H community service projects. It exposed a fun way of giving to others and that sewing is not a lost art! I also wanted to recognize the club members and leaders for their hard work in undertaking this time consuming project. The article highlighted another aspect of youth development--4-H Essential Elements--generosity.

Target Audience
The target audience was any reader in the Dansville/Wayland/Nunda distribution range. Of course, the 4-Hers and their families would take a special interest in reading the article and seeing the photo.

Current Population
The population of Dansville/Wayland/Nunda is 11,229 and the population of Livingston County is 64,819 as of July 2010. Numbers are from the US Census Bureau. The Genesee Country Express has a circulation of 2500 per week. Dansville On-Line (web newspaper) had 6,804 hits from February 17-23, 2013. 4-H enrollment was 613 in 2012.

Publisher's Requirement
The article was written using Window 7, given to the CCE public relations staff person who prepped it, added the photo and sent it to several newspapers. I took the photos using a Canon SX110iS digital camera. The article was also published in Country Folks-West and Livingston County News but I do not have the original newspaper articles. Copies are enclosed. Circulation numbers are: Country Folks 10,000; Livingston County News 6,000.

Methods Used
I wrote the news article and took the pictures. I chose these photos to show the concentration of the seamstress and leader making the pillowcase and the absolutely joyful sewing success by the male teen and leader.

Production Costs
No costs were incurred except the my time to write it and the public relations person's time to prep and email.

Impact Results
The 4-H Club was delighted to see one of their club members and leaders in the paper. I received many complimentary phone calls about the article and project. Implied impact was the readers could also donate to the Hospital. 4-H donated 126 pillowcases to Strong Hospital. Although I didn't hear any more about them, I will assume they brightened many patients surroundings. In fact, I did observe a similar happy reaction when my brother and family members were given pillowcases when they were in the hospital for carbon monoxide poisoning.

Role of Applicant
I organized the project and executed it with the help of the club's members and fair visitors who made the pillowcases.
A way to brighten their day

Scottsburg 4-Hers initiate project for Cystic Fibrosis patients at fair

By Mary Ann Scharmburg
Special to the Express

Cornell Cooperative Extension 4-H Youth Development made 90 pillowcases for Cystic Fibrosis patients during the Hemlock Fair. The projects was initiated by Mary Ann Scharmberg, 4-H educator, and was produced through the efforts of Linda Carney and Ann Davis, sewing leaders of the Scottsburg Highlanders 4-H Club.

Many youth, teens and adults stopped in the fair’s 4-H Building to make a simple, colorful pillowcase which will be given to patients in Rochester Strong Memorial Hospital. The pillowcase will brighten up an otherwise sterile County Fair in Caledonia Fabric was provided by anonymous people.

Above: Left Ann Davis helps Sarah Watkins, an independent 4-H'er from Livonia, make a pillowcase during Hemlock Fair.

Above: Linda Carney, 4-H leader for Scottsburg Highlanders, assists other Livonia youth in making a pillowcase.
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4-H MEMBERS SEW FOR A CAUSE

Members of Livingston County 4-H and Cornell Cooperative Extension made 115 pillowcases for Cystic Fibrosis patients at the Hemlock and Caledonia Fairs.

The project, which was initiated by 4-H Community Educator Mary Ann Scharmberg, was produced through the efforts of Linda Carney and Ann Davis - sewing leaders of the Scottsburg Highlanders 4-H Club. Youth, teens, and adults created colorful pillowcase which will be given to patients at Rochester’s Strong Memorial Hospital.

“We set a goal of donating 75 pillowcases before the fairs. I was totally surprised at the number of people who wanted to participate,” said Scharmberg.

The pillowcases will brighten up otherwise sterile looking hospital rooms. Patients are free to take their pillowcase home as well.

4-H member Sarah Nation said, "I really enjoyed taking 20 minutes of my time to sew a pillowcase for this good cause."

Scharmberg continued, “Community service projects and giving back to the community are part of the 4-H experience. This was a quick, easy project to do at the fairs.”

All of the supplies for this project were provided through a 4-H Community Service scholarship and fabric donations from Ellie Lennox, Lynn Blum, Ann Davis, Linda Carney and several anonymous people.
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Above, Mike Macauley, Val Lathron, Jake Hauslauer, Mary Macauley and Patrick Shanahan show off their sewing efforts.

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— Cornell Cooperative Extension of Livingston County