From Days Gone By

From Page B1

son, Willard Glendon, on September 25 to Mr. and Mrs. George Lynch of Big Cove Tannery.

George W. Schenck and Esther M. Plack were married on November 17.

Six members of the local senior class will debate on the subject, "The Indian has been more cruelly treated than the Negro." On the affirmative side will be Richard Fraker, Kermit Bard and Colonel Keefer. Taking the negative side will be Beulah Henry, Alma Kendall and Katharine Kendall.

Scott Runyon, who recently sold his store here to the A&P Tea Co., is now acting as manager of the A&P Store in Mount Union. When the new store opens here in a couple of weeks, he will return here as the local manager.

Death: George W. Taylor of Huntingdon.

Early in the summer, it was told how Richard Kendall was badly injured in a fall from the top of the barn. This week, he entered the University Hospital in Philadelphia for examination, he does not have the right use of his arms and foot and it is feared that the bones may have to be broken again and reset.

Born: a son to Mr. and Mrs. Cloyd Marshall of Saltillo.

Death: Kirk Cutshall of Washington, D.C.

David Rotz of Todd Township celebrated his 81st birthday on November 18.

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Advertisers Up The Ante As Products Become TV Plots

Products no longer simply appear in shows – they're becoming important parts of the plot, too

By Gloria Goodale
STAFF WRITER OF
THE CHRISTIAN SCIENCE MONITOR

LOS ANGELES – Forget "product placement" – that's so 20th century. Even "product integration" is passe.

Advertisers these days want to do far more than just place BMWs, Manolo Blahnik shoes, and other luxury items within reach of favorite TV and movie characters. They want to create entire worlds of consumption. For instance:

Television Network's "Gossip Girl" features characters whose lifestyles are driven by the Prada bags they want and the La Perla lingerie the highly sexualized characters need.

Actresses in "Roommates," a MySpace TV Web series, use their characters' online profiles to chat with fans and dish out information about their clothing and other products as well as advice on where to buy them.

These are the heady days of "brand integration" and "immersive" commercial environments.

"We are in an increasingly commercialized culture," says David Johnson, CEO of Strategic Vision, who points out that as consumers develop more tools to screen out traditional ads, such as 30-second TV spots, advertisers must get more subtle and innovative. The result? "Less story and more push to consume," he says.

This also leads to "more potential for manipulation," says David Howard, a marketing professor at Cox School of Business at Southern Methodist University.

The trend is expected to grow. Global ad dollars spent on product placement of all kinds will expand from $3 billion in 2006 to $5.6 billion by 2010, according to PQ Media. A July poll in the trade magazine Ad Age found that 60 percent of TV and movie audiences say they are influenced by product placements.

While audiences are migrating to many new-media gadgets and outlets, such as iPods, video games, and even the displays on gas pumps, advertisers still depend on the content and large audiences that TV delivers.

"Television is sooo not dead," says Dennis Ryan, chief creative officer at Element 79, a Chicago-based ad agency. All that is going on, he says, "is a diversification of screens."

In the summer, for example, Mr. Ryan's firm created "Ball Girl," a video showing a girl in the audience leaping to her feet to make a spectacular catch at a minor-league baseball game. As she returned to her seat, the camera casually spied a Gatorade bottle next to her.

There was no tag line for the online version, which used a news footage style and easily passed as an actual event. After allowing the clip to generate some online buzz, adds Ryan, the firm moved it to television, where it picked up a Gatorade tag line, identifying it as a commercial.

But this subtle form of messaging can occasionally produce troublesome results, Ryan adds.

He points to a campaign from Cardo Systems, a manufacturer of wireless headsets, that ran online this past summer. The firm produced a trio of videos made to appear homemade, in the style of YouTube, depicting cellphone signals powerful enough to pop corn kernels. The videos ignited a flurry of news coverage about the topic of possible brain damage from mobile-phone signals. The subtle message: Buy one of Cardo systems' headsets and keep your head a safe distance from those scary cellphone transmissions.

The blurring of story and selling concerns many media watchdogs, not to mention parents and educators.

"This selling of a consumer lifestyle can be very detrimental to the development of a healthy sense of self and the kind of values a society needs," says Naomi Johnson, assistant professor of communication studies at Longwood University in Farmville, Va. She points to the romance novels that inspired "Gossip Girl" and says that a significant shift from internal values, such as true love and romance, to possessions and shopping is evident.

The issues of manipulation and deception lie at the heart of many critics' concerns. Some, such as Professor Howard, say that while today's consumers are far savvier than previous generations, they aren't infallible and dislike being tricked or manipulated.

The most successful relationship advertisers can strike with consumers is the most overt, says Richard Notarianni, executive creative director of media for Euro RSCG, a New York ad agency.

He points to such cheeky moments as Tina Fey's smiling turn directly into the camera on her comedy, "30 Rock." In the middle of a scene, after she and costar Alec Baldwin discuss the value of Verizon cellphones, she makes an aside directly to the audience (and presumably, Verizon): "Can we have our money now?"

"Consumers will engage when they feel they are being treated honestly," Notarianni says.

A healthy cynicism about media messages is the best tool against manipulation, say most observers. Vigilance is doubly important when dealing with underage audiences, Johnson adds.

However, unlike some, she sees value in the shows as a teaching tool about what's important. After all, she says, "you don't come out of the womb asking for a Louis Vuitton handbag."

SUDOKU

			5		6			1
4	1	2				3		5
	6			1	3			
	4	6			2			9
	3		7	5		2		
		5	4				8	
	7	3		2		1		8
		4	1	3	8			
		8						2

Fun By The Numbers

Like puzzles? Then you'll love sudoku. This mind-bending puzzle will have you hooked from the moment you square off, so sharpen your pencil and put your sudoku savvy to the test!

Level- Beginner

Here's How It Works:

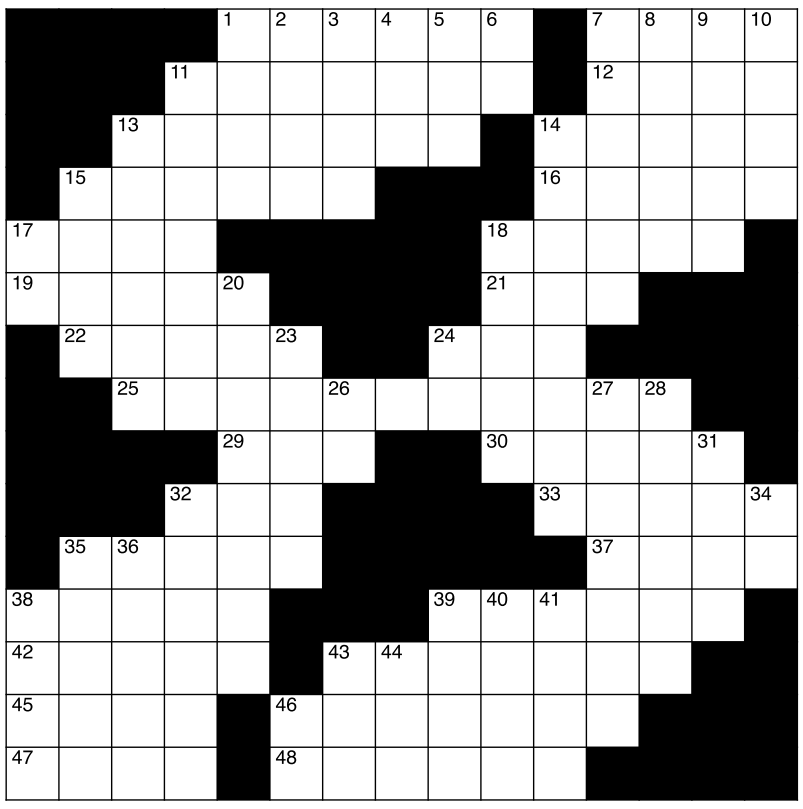
Sudoku puzzles are formatted as a 9x9 grid, broken down into nine 3x3 boxes. To solve a sudoku, the numbers 1 through 9 must fill each row, column and box. Each number can appear only once in each row, column and box. You can figure out the order in which the numbers will appear by using the numeric clues already provided in the boxes. The more numbers you name, the easier it gets to solve the puzzle!

Last Week's Solution

2	4	3	6	5	8	7	1	9
1	7	6	9	3	2	5	4	8
8	5	9	4	7	1	3	6	2
5	8	1	7	2	4	6	9	3
3	2	7	5	9	6	1	8	4
9	6	4	1	8	3	2	7	5
7	9	8	2	1	5	4	3	6
6	3	2	8	4	7	9	5	1
4	1	5	3	6	9	8	2	7

FIND IT FAST IN THE CLASSIFIEDS!

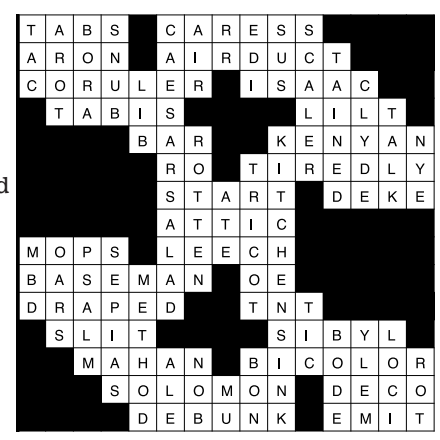
Crossword Puzzle



CLUES ACROSS
1. Swampy
7. Figure with 5 points
11. Fully developed
12. ___r - virtual reality
13. Curled under coiffure
14. Beaver State capital
15. Poisonous gas
16. Regions
17. Ark groupings
18. Warning device
19. Gave out, allotted
21. Invest with knighthood
22. French kings' name
24. Young child
25. Musical honor
29. Tropical constrictor
30. Same as 16 across
32. Vietnamese offensive
33. WWI Flanders battlefield
35. Ice or roller equipment
37. Remarkably
38. Jupiter's 4th moon
39. Heptad
42. Georgetown athletes
43. Forced opponent to the ground
45. Higher than
46. Seaport for Athens
47. Actor Foxx
48. Pays out money

CLUES DOWN
1. The 3 Wise Men
2. Egyptian sun god
3. Bumpkin
4. No seats available
5. ___, you!
6. 36 inches (abbr.)
7. Divine Egyptian beetle
8. 10th President
9. Opposite the center of a ship
10. Radioactivity units
11. Male massager
13. Logic programming
14. Tending to promote well-being
15. Truant
17. Touchdown
18. 1896 Abyssinian battle
20. Blood sugar disease
23. Struck hard
24. Atomic #73
26. Mom
27. Reputations
28. Patched a sock
31. Religious subdivision
32. Knights' outer tunic
34. Thus
35. A hard push
36. Fitted to a lock
38. Norse god of thunder
39. Move an electron beam over
40. Supplemented with difficulty
41. Indicates addition
43. An object's sharp end
44. They ___
46. Postscript

LAST WEEK'S ANSWERS



Txt 2 Stay In Touch

When children leave for college, parents may find they need a new way to communicate

By Susan Bonifant
THE CHRISTIAN SCIENCE MONITOR

About a year ago, my daughter and I had breakfast before moving her into an off-campus apartment. Suddenly, my phone made a trilling sound I'd never heard before so I looked at it.

"There's a picture of an envelope here," I said to Courtney.

"That's because you got a text," she said. "It's from Daddy."

I asked her to read it.

"He wants to know if you arrived safely," she said. "Go ahead, text him back."

I handed her the phone. "You do it. Tell him I'm fine."

She gave me a look of kind pity. "You don't know how to text, do you?"

"Sure I do," I said. "I just don't have that kind of time."

I was not being ironic. I couldn't text "What did you do this weekend?" to one of my children without producing something like this: "whgt (backspace) dgdwmt (backspace) dm (backspace) tggpweejeme@."

And that would make me want to open the door and throw my cellphone into the woods.

But as many parents have found, it's worth learning to text if we want to stay in touch with kids after they've gone to college.

Sure, you can call your son's or daughter's cellphone and leave an urgent message, or you can send an e-mail, capitalize the subject, and include exclamation points – but you'll still be waiting to hear back.

If you text, however, you'll get an immediate answer.

So I realized that I had to get on this texting train. And after I did, I began to understand the intrigue of texting.

What I noticed is that it's more efficient than anything else, and it's also less risky.

Nobody texts long, late-night messages full of lengthy, emotional dissertation. Nobody's tone is misconstrued in a text full of lowercase characters and missing punctuation.

And, of course, texting generates a quick response – something our children have been conditioned to expect.

I knew that if I could text, my daughters or son would be saying to whoever they were with, "Wait," while they looked at their phone and stopped to send back at least a couple of characters.

So I have embraced texting. I'll admit that it's not natural for me. I'm a writer, and it is counterintuitive to use lowercase where I have been using capitalization for four decades. And I'm not used to substituting whole words with one character (i.e. "im fine how r u?").

It's true that I sometimes click at the wrong time when I send pictures, but it's fun, and if I'm not impressing my children, I'm at least endearing myself to them.

Over the weekend, I sent my daughter what was supposed to be an image of my youngest son in center field, but I had misfocused.

Still, I sent it anyway with a text that said "Here is my purse." In just a moment, she texted back to tell me that I was awfully cute.

When our oldest son was a little boy, he used to enjoy accompanying me on trips to the bank drive-through, where he got to watch the deposit canister disappear after I pressed the button. Whoosh!

A few days ago, I made a deposit using one of those canisters. Afterward, I pulled over to the curb and, like a teenager, sat there, brow furrowed, world tuned out, and started texting.

I typed this: "Today I made a deposit with one of those whooshy, disappearing canisters, and I thought of you."

Within minutes, he wrote back: "I love those things! One of the greatest human creations!" That was all he said, but it was enough.

Texting your child is like waving at them in a crowd and seeing them wave back. It's not an actual exchange, but sometimes we don't want an actual exchange. Sometimes we want just enough contact to shorten the distance. I am now a convert to texting. I consider it right up there with other wonders such as deposit canisters and children who like to talk to their parents.

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