



Top desserts

Getting ready to judge desserts made by members of the Fulton Senior Citizens Club last week are left to right: Eva Reed, representing the Fulton Senior Citizens Club; Catherine Dunley, vice-president and manager of the Fulton Office of Marine Midland Bank; and Judy Perceval, who represented Mayor Vernon Driskan. Winners in the contest were: Betty Crandall, first place with a marbled orange cake; Mrs. John LaBode, second with a chocolate fash pudding cake; and Hazel Blum, third place with a well-furnished apple pie. The contest was sponsored by Marine Midland Bank, Fulton office.

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### Press Club plans publicity seminar

No matter how much work goes into an event, it can all be for nothing if the publicity does not reach the rest of the labor devoted to the project. If you are a member of an organization, church, business, school, governmental agency or any other group that must reach out to the public, plan on attending the June 9 Press Seminar.

The fourth annual event will be held at 7 p.m. in the Community Room at the Fulton Municipal Building on South First Street. It is sponsored by the Oswego County Press Club as a public service. Miller Brewing Company has provided posters and handbills for the event. For the first time, a \$2 admission is being charged which will go towards the annual scholarship presented in June to a Oswego County high school senior who plans to enter the field of communications.

Returning to Fulton has a special significance to those of us who served on the first seminar panel which was held in this city," said Carol Wilczynski, committee chairwoman. "At the time, we had no way of knowing whether there was any interest in this type of program or if anyone would attend."

To our surprise, the Community Room was filled and the event turned out to be mutually beneficial to the audience as well as the presenters," Wilczynski said. Because the press club considered the program an endeavor worth continuing, it has developed into an annual project that has also been offered in Oswego and Mexico with the same positive results.

This year's committee consists of Marcel Allerton, Fulton reporter for the Oswego County Messenger; publicist Michele Keed of Ed Vayner and Assoc., reporter and photographer Marion Ludwigson of the Fulton Patriot; Fulton reporter Brenda Hetman of the Palladium-Times; Oswego reporter Ann Robson of the Valley News and Wilczynski, city editor of the Messenger.

A handbook, prepared by Allerton, will be distributed. It lists offices of the print and broadcast media throughout the county as well as writing tips.

The panel will provide information on distribution of press releases; taking pictures and requesting a newspaper photographer; getting the media to use your releases; writing an article that will be read; other ways to publicize an event outside of the media; planning for publicity; and much more.

"One of the most important aspects of the seminar is a chance for the public to meet people in the press who handle their publicity," Wilczynski said. "The informal evening offers us an opportunity to explain why some organizations are able to garner extensive publicity while others have trouble getting one item mentioned in the media."

Robson, who will serve as moderator for the event, will open the floor to the audience for questions and discussion at the conclusion of the presentation by the panel.

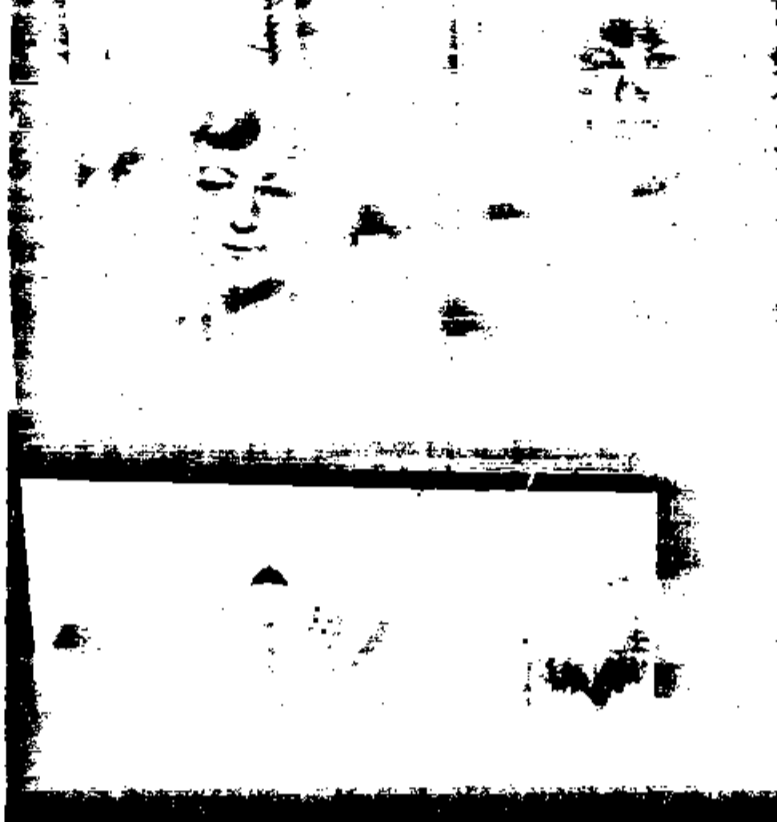
For more information, call Wilczynski at 342-5516 or Allerton at 543-3400.

### State Masons elect Bond

Calvin G. Bond of Oswego, a 33rd Degree Mason, was elected Deputy Master, Grand Lodge of Free and Accepted Masons of the State of New York, at the 201st annual session in New York City, May 4-6. He is the first Oswego County Mason so highly honored.

Bond joined Oswego Lodge No. 127, F. & A.M. on April 1, 1947, where he held various offices, becoming Master in 1954. He held the office of Assistant Grand Lecturer in the Oswego District for several years and in 1965 was appointed District Deputy Grand Master. His qualities of leadership gained him state-wide attention and in 1968 he was elected Ser or Grand Warden of the Grand Lodge of the State of New York, F. & A.M.

Bond served as High Priest of Lake Ontario Chapter No. 165, Royal Arch Masons in 1965 and has been Treasurer since 1970. He was appointed in the Grand Line of the Grand Chapter in 1975 as Grand Captain of the Host; elected Grand Council in 1976; Grand King in 1977.



First in oil

Terry Thornton at Hill Road, Oswego, was top honors in the oil painting category with his scene depicting a potato farm. The award was announced during the Fulton Art Association's member exhibit, held May 2-7 at the Fulton Municipal Building. Shown with Terry is Linda Matzka, right, president of the Fulton Art Association. This prize was sponsored by Marine Midland Bank.

### S.U. grid coach at Rotary Club

Syracuse University Head Football Coach, Dick MacPherson will speak at the Fulton Rotary Club's May 27th meeting held at noon at Lakeview Lanes.

MacPherson became the 25th head football coach for Syracuse University in December of 1980. During his first season as coach for the Orangemen, the team record was 4-6-1. MacPherson's overall record as a college coach is 49-33-2 for nine seasons.

His coaching career started at Illinois where he served as an assistant football coach while working on his Masters. In 1959 he served as freshman football and wrestling coach at the University of Massachusetts.

**Golf school**

Kenneth Peterson of the SUNY Oswego Men's Health and Physical Education Department will present his Continuing Education Golf School for the fourth year.

This course consists of 12 class meetings that will run Tuesday, June 1, through Thursday, June 17.

The cost is \$36 per person and enrollment is on a first-come, first-serve basis.

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