

BUTTER COW SINGS PRAISES OF ANOTHER FAIR TRADITION

Ohio State Fair Butter Exhibit Salutes All-Ohio State Fair Youth Choir


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SUGGESTED TEASE	OHIO'S FAMOUS BUTTER COW MAKES HER ANNUAL DEBUT AT THE STATE FAIR. COMING UP--WHAT OTHER FAIR TRADITION SHE IS SINGING THE PRAISES OF THIS YEAR.
ANCHOR LEAD	THE BEST KEPT SECRET AT THE OHIO STATE FAIR WAS UNVEILED TODAY IN COLUMBUS--THE ICONIC BUTTER COW AND CALF.
VO----- CG: Ohio State Fairgrounds Columbus, Ohio SHOTS OF DISPLAY CASE CLOSE UP SHOTS OF CHOIR SHOTS OF FINISHED SCULPTURE	(VO) THIS YEAR THE BUTTER COW IS SINGING THE PRAISES OF ANOTHER STATE FAIR TRADITION--THE ALL-OHIO STATE FAIR YOUTH CHOIR. JOINING THE COW AND CALF IS A BUTTER BUST OF CHOIR FOUNDER GLENVILLE THOMAS AND 60 CHOIR MEMBERS WHO REPRESENT THE THOUSANDS OF STUDENTS WHO HAVE BEEN MEMBERS OF THE CHOIR SINCE IT STARTED IN 1963. THE DISPLAY ALSO INCLUDES A PIANO AND ACCOMPANIST. ALL OF THE FIGURES ARE MADE FROM ONE TON OF BUTTER -- THAT'S EQUIVALENT TO 8,000 THOUSAND STICKS. IT TOOK THE SCULPTORS OVER 500 HOURS TO COMPLETE - INSIDE A GIANT 46-DEGREE COOLER THE WHOLE TIME.
ANCHOR TAG	FOR THE FIRST TIME IN DECADES THE BUTTER COW HAS A NEW COOLER TO CHILL IN. OHIO'S BLUE RIBBON CHEESES FROM THE FAIR CHEESE CONTEST ALSO SHARE THE COOLER. MORE THAN HALF A MILLION PEOPLE VISIT THE BUTTER DISPLAY EVERY YEAR. THE OHIO STATE FAIR RUNS JULY 24TH THROUGH AUGUST 4TH.

	Extra Bites
CG:Bob Kling Sculptor	“The special challenges of sculpting butter are primarily the fact that- when we leave it out it gets mushy, that is how we put it onto our armatures, gradually over the course of hours it changes texture and constancy and you have to use the right texture and constancy at the right time otherwise you make more work for yourself. So it’s changing all the time, it is slimy when you hold it, it gets very crispy when its cold. We have all handled butter so we all know sometimes it is very hard to spread, and sometimes it spreads like butter.” :35
	“The process is we have armatures under neither this, some people think it is solid butter but it is not, it would never support itself. But we leave it out until it is very mushy, it like jelly but not as squiggly. Then we take it and smear it around on our armatures and let it get gradually harder and then we come out and keep doing it again and again. Sometimes we leave boxes of butter in there to get hard so then we can scrape that and mold it and use it as a different texture.” :40
	“The people are smaller because we couldn’t get nearly that many in there if we did them life size, it would be just a big crowd.” :08
	“We are doing about 62 heads this year, we have never come close to that many. Portraits in butter present a definite problem because it just doesn’t respond, butter doesn’t respond like clay or wax or any of the other mediums we use.” :20
CG: Jenny Hubble American Dairy Association Midwest	“Ohio’s Dairy Farmers are very excited about this year’s fair, as we are debuting our brand new butter cooler.” :06
	“The new cooler is bigger than previous coolers, it is now 36 feet long and about 11 feet wide. Large enough to also house Ohio’s Blue Ribbon Cheeses for the state fair cheese competition.” :13
	“We have changed the location of the cooler to allow for a better customer service experience while being in the dairy products building at the Ohio State Fair. The cooler now is on the opposite wall than it used to be, allowing for better traffic flow throughout the building to order ice cream, enjoy milkshakes and of course see the butter cow and all the other displays inside the building.” :20
	“Nobody really knows how far the tradition of the butter cow dates back at the state fair. What we do know is that the butter cow found herself in the dairy products building in about the 1920’s. In the 1960’s we added additional sculptures to the display. And today, she has a new home.” :17

CG: Girrard Stewart Former Member of the All-Ohio State Fair Youth Choir	<p>“The bust is of Glenville D. Thomas, and he was the founder, he was the man with the vision. To Glenville, it’s not just a state fair, he has taken people to Europe every year, for the All-Ohio State Fair Youth Choir, they did European tours every year. He marched us in four Rose Parades, Macy’s Thanksgiving parade, and many people don’t even know that Glenville Thomas and the All-Ohio State Fair Youth Choir preformed on top of World Trade Center 1 before it was open in 1975.” :32</p>
	<p>“Back in the 60’s when Glennville started the choir in 1963, he would send out applications to every high school music vocal teacher. They then would fill out an application to recommend two students if they chose, and those would be sent down here to the fair to Glenville and his staff, and they would make final selection. They would chose, in the first probably 15 years it would be over 300 young people that were selected from all over the state. They tried to also have at least two people from every county across the state of Ohio.” :30</p>
	<p>“This is 50th Anniversary. Glenville solicited Governor Jim Rhodes back in 1963 and told him that he needed a choir, because 50 years prior it had always been the All-Ohio State Fair Band, and back in the 20’s it was the boys band and then they brought the girls along. But it wasn’t until ’63 that he convinced the Governor of the state of Ohio that we needed a choir here, and he took it from there.” :25</p>
	<p>“I’ve been at the fair for 45 years. I’ve come in this door and gotten my ice cream and looked at the sculpture and I’ve bragged to relatives in different parts of the country who have no idea what this is all about, it is fair tradition, it is an icon at the state fair.” :17</p>
	<p>“This sculpture is going to touch hearts, it is going to touch many many hearts. And it just makes all the work and sweat as young kids, it makes it sparkle even more. “ :16</p>
	<p style="text-align: center;">Extra B-Roll Includes: Additional footage of butter sculpting, behind the scenes footage of artists working on display and All-Ohio State Fair Youth Choir.</p>
 Share it! Suggested tweet:	<p>The #ButterCow is here! Have you seen this year's awesome @OHDairyFarmers sculpture at the fair? It is MOO-valous! bit.ly/15q5m8L</p>
Producers:	<p style="text-align: center;">To download scripts, video and support material visit us at: www.multimedianewsroom.tv</p>

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