



HOME & COUNTRY

HOME & COUNTRY is published quarterly by the Federated Women's Institutes of Ontario (FWIO). *HOME & COUNTRY* has two objectives:

1. To provide educational material which cultivates more knowledgeable and responsible citizens and promotes good family life skills, leadership development and community action.
2. To provide a "communications link" among all members of the Federated Women's Institutes of Ontario and other related organizations.

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Editor's Notebook:

To Print or Not to Print? — that is the question!

A newsletter is the backbone of an organization's public relations program. Its content should be a reflection of the goals and objectives of an organization. And its format should reflect the image they wish to portray.

In the last issue, it was outlined how the new direction in the content and look of the *Home & Country* is a reflection of the goals and objectives of the FWIO. As Women's Institute members you can contribute to the content - both written and visual - of your *Home & Country* newsletter.

Written Content: What to Contribute

The Editorial Committee welcomes articles or suggestions for articles on the following topics:

- 'self-help' or 'how to' articles
- profiles of Women's Institute members
- profiles of Women's Institute members in business
- current information on nutrition, health, safety, consumer facts, or other topics promoting good family life skills
- "good news" stories from the Branches, Districts or Areas on specific community projects or events
- up-to-date information on environmental issues

Written Content: What not to Contribute

Bearing in mind the *Home & Country* is only 16 pages, it is not possible to print all of the articles received on the following topics of a more local nature:

- District and Area Convention reports
- anniversary celebration reports
- obituaries of WI members
- tributes to deceased members
- minutes of Branch meetings
- scholarship winner profiles, except provincial winners
- advertisements for WI Branch, District and Area events
- Branch histories
- newspaper clippings of meetings

Visual Content:

We also welcome photos. But please keep in mind that an action photo has more life than a posed, static image. Take a picture of your members working on that community project, and then send it to the *Home & Country* as a "good news" story.

In the Spring 1993 *Home & Country*, watch for tips to improve your writing skills and add interest to your photographs.

Tips from a PRO: *The Impossible Dream*

By Margaret Atkins

Leave frustration, despair and anxiety behind. Look ahead, embrace change and dream the impossible dream.

The time has arrived for our provincial organization to flex its wings, widen its range and realize self-determination in its newly gained independence. It's a time to grow and a time to dream. A time for WI members to fly higher, reach for those elusive stars, grab hold, hang on and ride the current of change.

A provincial Women's Institute headquarters is a dream, but not an impossible dream. We can make this dream a reality by 1994 by responding to the needs of our organization and believing in the impossible.

With an outlook of confidence in a solid future for Women's Institutes, we all share a common goal. A goal of involvement and responsibility to our home, families and country. By accepting the changes of the '90s, dreaming the same dream, working

together and sharing resources, a WI headquarters is possible.

During the past 95 years, WI members have been called upon to meet similar challenges. They picked up the ball and ran forward, exceeding their own expectations. They succeeded in their endeavours, and so we too can make the dream come true.

Sharing in the future and leaving a legacy for future members can be realized if we soar high and fly free, dream the dream and make it live.

P.S. - Microwave your parsley for winter use by washing, drying and placing between two paper towels. Microwave on high for two minutes, then crumble into clean jars. Flavour will last for up to six months.

Margaret Atkins is the Public Relations Officer for the Federated Women's Institutes of Ontario.

