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Women - Completing the Extension Team

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The Extension Service Review is for Extension educators — in County, State, and USDA Extension agencies — to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

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EXTENSION SERVICE
review

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Extension Women in IWY-'75

With this issue of the *Review,* Extension helps celebrate International Women's Year (IWY), 1975, by featuring a few of the many outstanding women who are performing interesting and vital jobs on the CES team today.

The official United Nations symbol for Women's Year on our cover—the stylized dove representing "equality, development, and peace"—will fly above the UN-sponsored conference for IWY in Mexico City this summer.

In the United States, there are plans at all levels, governmental and nongovernmental, for observing this Year. Many Extension homemakers clubs across the Nation have already made plans for special programs based on the Women's Year theme.

IWY offers a unique occasion for groups and individuals to focus on improving the status of women, while recognizing their special achievements and their responsibilities for the future.

The U.S. Center for International Women's Year, funded by the Department of State, has proposed an "IWY Calendar of Months," in which June will honor women in farming and agribusiness.

For information, materials, and ideas for Women's Year activities, groups may address: U.S. Center for IWY, 1630 Crescent Place, N.W., Washington, D.C. 20009.—*Jean Brand*

Completing the Extension Team

by
James E. Lawrence
Associate Professor
Communication Arts
Cornell University

Kathe Brown catches up on office work.

Three score years ago John Barron was employed in Broome County as New York's first agricultural agent. Not long ago, in Allegany County, Kathryn Brown became the State's first woman to serve in a similar position. Both were milestone events, but a historian might have difficulty deciding which was of greater significance to Cooperative Extension.

Talk to "Kathe," and she modestly dismisses her pioneering achievement as part of an institutional growth process. Her point is that Extension reflects the needs and outlooks of people according to the times. Therefore, the fact that women are becoming agricultural agents is part of an idea whose time is now.

"Extension," she explains, "is noted for people pulling together. It's a matter of teamwork. Women joining the ranks of agricultural agents add a new dimension that further completes the Extension team."

Kathe contends that being in the forefront of this movement does not necessarily symbolize the breaking of so-called chauvinistic barriers. She suspects that few if any women have ever been turned down for a job in agricultural extension work. "Probably in the past," she speculates, "no women came along with the interest and training in this challenging and rewarding field."

"Fortunately, I happened to be in the right place at the right time with the right qualifications. I would like to believe that I was hired strictly on the basis of what I brought to my job, meaning my credentials and capabilities," she says.

Kathe grew up on a dairy farm that specializes in purebred Holstein-Friesian cattle. The sights and sounds of the farm scene were part of her childhood; plea-

sant memories encouraged her to work toward a career in agriculture. Checkpoints along the way included formal training at the State University's Agricultural and Technical School in Alfred, N.Y.; then Ohio State University; and graduation from the New York State College of Agriculture and Life Sciences at Cornell Univeristy.

"My career expectations, fostered largely by a farm and 4-H background, were always focused on work in agriculture," she notes. "But being a woman imposed a certain degree of haziness as to exactly where and how I might find a job that would dovetail with my experience and training."

She claims that this uncertainty motivated her to study agricultural subjects, emphasizing animal sciences and agricultural journalism. Much of her extracurricular time was devoted to dairy cattle judging, a natural interest that grew out of her owning and showing cattle since she was a youngster.

Graduation from Cornell was followed by a job in agricultural journalism, writing and editing publications for a purebred cattle association. Later she applied for agricultural extension work, and in January 1973, she entered the mainstream of Allegany County agriculture. She advises some 500 commercial dairy farmers on a variety of technical and management subjects.

"It's most rewarding to be able to serve farmers by applying my farm background, college training, and the resources of our Land-grant university, Cornell," she says.

Feedback from the field indicates that Kathe is not only widely accepted among farm families, but that she is highly regarded as a competent professional by her coworkers. Charlie Habblewaite, who recently retired as Allegany's longtime head agricultural agent, says, "Kathe has brought the right combination of skills, talents, and dedication to her job, exactly what we need in agricultural extension."

That new dimension Kathe speaks about could be interpreted as a rededication to the same Cooperative Extension mission that inspired John Barron to pioneer as New York State's first agricultural agent some 60 years ago. Now it is Kathe Brown's turn to pioneer America's agricultural future. □

Farm families in Allegany County, N.Y., receive a variety of technical and management advice and information from agricultural agent Kathe Brown.

Biologist 'Makes Waves' With Sea Studies Program

by
James Leadon
Editor, Oregon State University
Sea Grant Marine Advisory Program

"If you ever want a crowd, offer a program on clams," says Vicki Osis, one of the Sea Grant-Extension Marine Advisory Program's two education specialists in Oregon. She learned that lesson a few months ago. At a Salem "stop" in a series of how-to-do-it talks about clams, the Marion County Extension staff arranged for a room to hold 150 persons. Four hundred came.

Although Vicki and senior education specialist Don Giles are based at the Oregon State University Marine Science Center in Newport, Oregon, that series was one way they have integrated their activities with statewide Extension Service programs.

Vicki has also worked closely with 4-H. She has prepared two manuals for 4-H clubs and she's been busy this summer with the first 4-H Marine Science Camp at Coos Bay, Oregon.

Most often, she can be found at the Marine Science Center (MSC) where things are always busy.

In the fall and winter, Vicki's main concern is the next busload of students. For 2 years, she met almost every bus and conducted the students through the MSC educational displays and aquarium. Since 1973, she has had the help of two OSU interns and other volunteers. She now has more time to work directly with teachers.

Vicki has participated in four Saturday workshops for teachers at the Center and conducted a 2-day workshop in Bend for teachers who cannot make it to the coast.

She helps teachers recruit and train volunteers (frequently retired persons) to accompany school tours to the MSC from their own communities. She now has 20 volunteers on file.

Vicki is also responsible for converting a former Coast Guard building into a laboratory for students and youth groups. A lot of planning went into the Yaquina Head Lighthouse Program, which can accommodate 30 students at a time on a year-round basis.

What brought Vicki to Oregon? A course in invertebrate zoology which she needed for her master's degree in zoology from the University of Missouri. OSU's Newport marine lab was her choice.

That was 1967. She was back again the next summer as a research assistant. Vicki started full-time with the Extension Service at the MSC in the fall of 1971—"one of those 'temporary' jobs that have a way of becoming permanent," she says.

Looking ahead, Vicki plans a basic library of marine science teaching materials. Television is an increasingly important educational tool: she recently produced a series entitled "Making Waves" for school use.

"Helping youth discover the sea" is a basic goal for Vicki. She's never had to search for potential discoverers. □

Junior High students from Corvallis ask Vicki Osis questions for "Making Waves," a five-program series on ocean life.

Once 'They Wouldn't Accept A Woman'

by
David A. Zarkin
Information Specialist
Agricultural Extension Service
University of Minnesota

"What can I do about these crabgrass weeds?" the frustrated home gardener asks.

"I need to know how to germinate apple seeds, for a paper I am writing in my biology class," the high school student writes.

They call the horticultural clinic at the University of Minnesota's St. Paul campus and speak to Extension Horticulturist Jane Price McKinnon or one of her energetic student staffers, who field about 36,000 inquiries during the growing season. Many gardeners send post cards and letters. Most questions deal with shade and ornamental trees, indoor plants, flowers, vegetables, and turf.

Jane McKinnon feels lucky to be in the hot seat as an ever-increasing number of home gardeners find her telephone number. "I was extremely lucky to have been able to pursue an interest in horticulture by being admitted in the first

Jane McKinnon, second from the left, discusses gardening problems with students and staff.

place to the University of Minnesota Graduate School, and then to be invited to do this job when it was created in 1970," Ms. McKinnon said.

She comes from an Extension background. Her father, James H. Price, was a county agent for about 40 years in Mississippi. She gardened in the South before coming to Minnesota.

Jane does not claim to be a walking encyclopedia on gardening, but she has resources at hand at the University to find answers to most questions that come to the horticultural clinic, which was established by the Minnesota Agricultural Extension Service.

Backyard gardening definitely is on the upswing in metropolitan Minneapolis-St. Paul, as it is throughout the Nation. The University is located in the center of almost 2 million metropolitan residents. Ninety percent of households in this area have some kind of plant material.

"The University has a long tradition of interest in and interest from home gardeners. The challenges of the northern climate had given us decades of experimentation in plants and their cultures from fruit trees to watermelon varieties.

"To cite an example of gardening interest, the 108-year-old Minnesota State Horticultural Society, whose membership is mostly home gardeners, is one of the largest in the Nation and works closely with the University," she added.

With its highly visible experimentation plots, new greenhouses, and modern building devoted to horticultural science, the St. Paul campus became the logical place for metropolitan gardeners to seek information. Although many more gardeners are contacting Extension agents in the metropolitan area, calls to the campus continue to increase. Minnesota Extension specialists are long accustomed to dealing with growers and cattle producers, but the increasing demand from amateur gardeners had become overwhelming.

The University has a long record of serving Minnesota home gardeners, even before the clinic began operating in 1970. Extension Horticulturist Orrin C. Turnquist had worked with home vegetable growers for many years, and home gardeners have helped the University test new vegetable varieties. Interest in woody and ornamental plants culminated in the

Checking a foliage problem.

establishment of the University Landscape Aboretum, which serves the home gardener through its research, demonstration, and educational programs, in the suburban Twin Cities. Arboretum Director Leon C. Snyder and Arboretum Horticulturist Mervin Eisel both hold an Extension appointment.

Extension Horticulturist Leonard Hertz assists the clinic on fruit tree problems and Extension Horticulturist Harold Wilkins comes to the clinic's aid on floriculture questions when his expertise is needed. The clinic refers questions and problems to other departments on the campus dealing with insects and diseases, so it is really a multidepartmental activity.

University of Minnesota Agricultural Experiment Station branch facilities throughout the State have test and demonstration plots for flowers, fruits, and vegetables of interest to home gardeners. Extension and Experiment Station staff cooperate on educational programs during field days at the branch stations.

Seeing the need to increase service through the State, Extension Service Director Roland H. Abraham and Associate Director Harlund G. Routhe are strong supporters of the Horticultural Clinic and other programs for Extension horticulture.

Discussing apple varieties.

"It is lucky for me that the climate has changed, allowing a woman to be a horticulturist in a challenging job in an interesting State," Ms. McKinnon said. But luck in only a part of it. Jane McKinnon brings determination, gusto, and compassionate understanding to the task. She has been involved in the Extension Expanded Food and Nutrition (EFNEP) Program with adults and youngsters, where she conducted day-long workshops on vegetables.

She also is interested in teaching 4-H'ers the ecology of Minnesota so that they do not "call all the evergreens Christmas trees." She hopes to give them a sensitivity to the relationship of soils, plants, climate, and scenery so they can enjoy the State's unique environment.

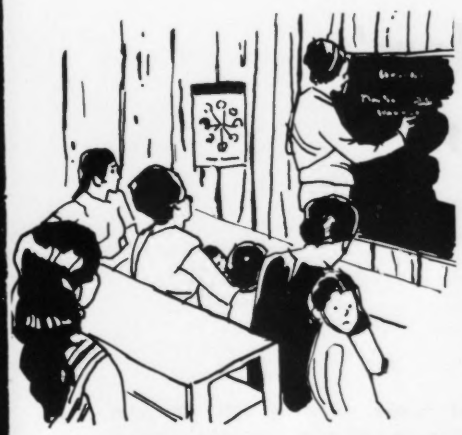
"The first Latin I ever learned was the scientific name of the cucumber beetle that my father helped me memorize when I was 6 years old," she said. She received a bachelor of science degree in 1957 and a master of science degree in 1970, both in horticultural science from the University of Minnesota.

Before accepting her current appointment, Jane worked as a landscape consultant to the University. She has also worked as a landscape nursery designer and served as assistant field director with the American Red Cross.

In the fall of 1970, she spent 6 weeks in Europe studying educational programs in home gardening and methods of teaching appreciation of the environment and horticultural beauty.

Ms. McKinnon says she "cannot resist telling Northern gardeners that one reason they cannot grow peanuts very well is because they do not have a hot tin chicken house roof to dry them on."

It could have turned out differently for Jane McKinnon. Looking back, she quips: "I would have been an entomology student at Mississippi State University in the late 30's, but they wouldn't accept a woman."□



Extension Women Overseas

by
Lyman J. Noordhoff
Information Specialist
International Extension
Extension Service-USDA

Training home economics agents in El Salvador . . . visiting communities in Nicaragua . . . recommending ways to build up 4-T youth work in Vietnam . . . 7 a.m. to 7 p.m. days with no siestas. . . .

These have been typical overseas experiences for CES home economists from Arizona, California, Minnesota, New York, North Carolina, and West Virginia. All were on 1- to 3-month assignments.

All went overseas through the auspices of the Office of International Extension in Extension Service-USDA.

Some of their experiences:

Evelyn Harne, State 4-H staff, Minnesota: She got a firsthand look at 4-T work in Vietnam, where rural youth represent 65-80 percent of all youth. The team visited 18 provinces and three major cities. They gathered facts from 4-T members in villages and from national officials as the base for the 36 recommendations they made.

Betty Rae Weiford, Pocohontas County home economics agent, West Virginia: She was "guinea pig" on a far-reaching professional training exchange. A national home economics supervisor from Nicaragua learned about volunteer leaders during 5 months in West Virginia. She lived and worked with three home economists who trained volunteers.

The next spring during a 6-week study leave, Betty Weiford and her 10-year-old son lived with that supervisor while Ms. Weiford helped her apply the volunteer idea in Nicaragua.

Betty Watson, Stanly County home economist, North Carolina. She and another Nicaraguan national supervisor completed a similar training exchange, concentrating on nutrition.

So inspired was this supervisor, and with a sound command of English from her North Carolina experience, that she applied for and received an $1,800 scholarship from West Virginia University. (State homemakers clubs provided these funds.) Now FAO is sponsoring her at the University of Puerto Rico for her B.S. in Extension. She'll be the only woman in Nicaragua with such training when she returns next June.

In Nicaragua, Betty attended a national women's meeting, where men presided, on guiding homemakers' programs. Later she helped national office agents see the value of having women help with program planning.

Beryl Burt, State 4-H staff, Arizona, who speaks Spanish: During 2 months in Nicaragua in 1971 she helped plan and present a national in-service training conference for Extension home economists and Ministry of Education employees. Educational methods, nutrition information, and lesson plans occupied the first 3 days. The rest of the week Public Health educators taught family planning information.

Beryl observed that the most pressing need was for simple, applied information on nutrition, sanitation, and health.

Christine Groppe, retired nutrition specialist, University of California: "Health and nutrition problems in El Salvador are enormous," she says, "but workers are few."

Her two-stage tour of El Salvador climaxed in a national nutrition workshop. Twenty-six supervisors and local Extenion agents attended, plus persons from six other agencies. Besides much lively learning-by-doing, each received a packet of booklets and visual aids. These 26 women were expected to repeat the workshop for all others in their zones.

What It Takes to Qualify for Extension Work Overseas:

- College degree in Extension-related field
- Extension or similar experience
- Superior references
- Excellent health
- Best-possible fluency in a foreign language. (From their experience, two U.S. Spanish-speakers in this article urge fluency with the language—speak, understand, read, write)
- Limited USDA security check (for 2- or 3-month tours)
- Emotional stability
- Adaptability to another culture
- Deep conviction for service abroad
- Above, all, ability to work as a team member.

If you feel like contributing abroad, ask your state Director or write the Assistant Administrator for International Extension (ES-USDA) for the "Foreign Service Interest Inventory." It simply outlines your abilities and interests, with no commitment.

Or request the new "Sabbatical/Study Leave Interest Inventory." This plan matches those wanting service abroad during leave time with available short-term openings. If you'd like to go overseas for professional improvement, this may be your best choice.

While foreign duty has its trials, those who have served say they feel richly rewarded for assisting those in need. □

'Yankee Traders' Teamup Talent

by
Henry W. Corrow
Extension Editor
University of New Hampshire

A pioneering "trade" of Extension professional talent is benefiting the people of both Rhode Island and New Hampshire. Its success has insured its continuance for 1975. This exchange between two New England States on a long-term, continuing basis may be unique nationally.

Rhode Island has never employed an Extension family life specialist. New Hampshire's Bonnie D. McGee is filling that role.

For several years, New Hampshire has not had a textiles and clothing position. Granite Staters have found an answer in Rhode Island's Helen W. Lundberg.

Extension directors David F. Shontz and Maynard C. Heckel instituted the exchange in the face of monetary restrictions which made it difficult to supply specialist talent in each field in both States.

The innovation has brought advantages in Extension staff development.

Helen Lundberg reports she's gained a fresh outlook on Extension activities in her home State by observing similar endeavors in New Hampshire. A new commitment and involvement in another location has, she says, served "to stretch and refresh the mind."

Then there's the opportunity of learning about people whose needs differ somewhat from those in Rhode Island, and the chance of "sending" ideas and suggestions to a new professional audience while receiving new ideas and suggestions in return.

Ms. Lundberg points out the value of getting more mileage from educational

programs that normally would be presented only once. Now these are given several times to different audiences, and are refined with repetition.

Even the "exhilaration of meeting new people and viewing some magnificent scenery" must be considered in the life of a busy Extension educator, Helen concludes.

Bonnie McGee echoes these observations. "Although the subject matter needs are basically the same in both States, the fact that Rhode Island has never had a specialist in the family life field is, in itself, refreshing and rewarding," she says. "Both the professional staff and clientele are open to suggestions and are willing to explore new programs."

That scarce commodity, objectivity, is another "plus," says the New Hampshire specialist. She has found it stimulating to compare the differences and likenesses in programming and public contacts in both States.

Conferences with Extension staff members have become more intense and productive, since the visiting specialist is utilized to the fullest on her out-of-state visits. Her extension contacts are aware she will not be back for several months and will not be personally carrying out leader training in the counties. But there's always a conference followup if county home economists come up with new ideas or questions.

The two specialists are not the only enthusiasts about the two-state "switch."

Roberta Dix of East Greenwich, home economist for the Southern Rhode Island District, has had formal experience with family life education. Since Bonnie came on the job, Roberta "feels more certain about ways to give advice in 'black and white' programs involving interracial groups." She sees an increase in staff confidence in handling human and child development concerns. There's improved ability of Extension educators "to slip these into existing programs such as those for volunteer 4-H leaders, and with aides in the Expanded Food and Nutrition Project."

Roberta finds that Bonnie has helped home economists "see where they are in terms of professional competence and has helped them teach others to help even larger groups." Contact with the New Hampshire specialist has given county staff tips for working with varied socioeconomic groups. It has helped them realize that home economics programs should not be carried on "separately" but that interstaff cooperation gets the best results.

Marlene Murphy, home economist in the Northern Rhode Island District's Greenville office, had her interest piqued by Bonnie's "Events a la Carte" minicourse. She says "The more I present programs, the more I see that the hidden agenda of those attending is always the subject of 'my family, my husband, my daughter, etc.' " Consequently, both Marlene Murphy and Roberta Dix set up programs dealing with changing family values and attitudes as they relate to the "communication breakdown" in the home.

In New Hampshire, the Extension colleague from Rhode Island has been particularly helpful in supplying sources of information for both staff and leaders, according to Dorothy Wood, a home economist for Hillsboro County, headquartered in Milford, N.H. In a quarterly newsletter to agents, Ms. Lundberg gives tips on techniques. She's conscientious in answering their questions by mail or by phone.

Training she's given in statewide and area meetings has centered around such topics as "finding yourself in fashion," laundering and cleaning methods, and the use and care of new fabrics. For added assistance on construction methods, Ms. Lundberg arranges for a commercial representative to take part. Ms. Wood (New Hampshire) looks forward to instruction (projected for 1975) on deciding whether to make or buy garments, as particularly valuable for her homemaker clients.

Both Helen and Bonnie feel that the exchange of teaching talent is especially appropriate for New England States. There the compact size and similar clientele needs make it easier for small staffs to collaborate to get the most value from personnel and planning.

Administratively, the exchange has brought favorable comments. President Thomas N. Bonner of the University of New Hampshire, in a letter to N.H. Extension Director Heckel, noted a recent "Durham Declaration" which pledged the efforts of the six New England Landgrant presidents to renewed mutual assistance. Said Bonner, "The real success (of the declaration) must come from the efforts of many people like yourself who have caught the spirit of state service and regional cooperation."□

Inspecting papaya.

A 'First' For The Fiftieth

by
Anita Povich
Information Specialist
Cooperative Extension Service
University of Hawaii

"If I were a farmer and a young 'chick' came out in the field to diagnose problems, I'd weigh my 20 years' experience against her few years in school and probably do it my own way. I know I'm still on trial and it'll take a while before they use our University recommendations," says Dr. A.M. Alvarez.

Fascinated by the many obstacles that the land presents to farmers in South America, Anne Maino Alvarez learned her tropical plant diseases firsthand while exploring the Amazon, studying bacterial diseases of beans in Costa Rica, and teaching plant pathology at the University of Neuquen in southern Argentina.

This past year has found Anne exploring new lands, specifically the weathered tops of oceanic volcanoes that make up the chain of Hawaiian Islands. As Extension plant pathologist for the University of Hawaii College of Tropical Agriculture, Anne is not only CES's first female plant pathologist, but the first in Hawaii's Plant Disease Clinic, which diagnoses and prescribes treatment for Hawaii's disease-ridden plants and vegetables, spotting potential problem areas before the diseases "get out of hand."

Agricultural producers and homeowners are encouraged to bring in samples of diseased plants, and they do, turning the clinic into a familiar gathering place for plant-problem people. By collecting as many representative samples as possible, the College feels that the clinic can keep an eye on the biological phenomena that may have an impact on the State.

The clinic normally receives most of the samples from growers through Extension county agents working in the field on all the islands. Samples include orchids, anthuriums, taro, and dasheen from Hilo; papaya from the Puna district of Hawaii; won bok from Kamuela; carnations, cabbages, tomatoes, and onions from the Kula district of Maui; eggplant and bell pepper from Kauai. Field corn and sorghum come from Molokai, and ginger and Manoa lettuce from Oahu.

Anne works with Albert P. Martinez, Extension specialist in plant pathology, who started the clinic in 1967 and pioneered its growth in Hawaii to a present caseload of 2,600 samples per year. The two also make on-site farm visits when necessary, given their limited travel budget and the ocean to cross each time they visit either Kauai, Molokai, Lanai, Maui, or the Big Island of Hawaii. (The University of Hawaii and the Plant Disease Clinic are located on Oahu.)

Armed with her knife, magnifying lens, and machete, Anne is becoming a familiar figure to Hawaiian farmers, who have seen her climb ladders, wade rivers, or hike on a mountainside to reach a problem area.

When asked if she ever encounters resistance from farmers, Anne replied, "I've had good cooperation. I found that farmers in Hawaii have a marvelous sense of humor and are quite receptive to seeing new 'creatures' in the field. I also know, however, that I'm on trial, that it will take time for many of the farmers to accept our recommendations."

Anne stresses that most diversified agriculture in Hawaii is at the family level. "Farms are small, less than 10 acres, and use intensive hand labor. Also, because of our beautiful year-round climate (the average temperature is 72°), we also have year-round plant diseases—and Hawaii's diseases are plentiful. For example, papaya, a tropical fruit popular both in Hawaii and Japan, raises problems of fruit rots, root rots, post-harvest diseases, and some viruses.

Looking for tropical plant diseases.

Anne Alvarez points out cucumber mosaic virus to a student in the Plant Disease Clinic.

"We recognize most of the diseases," Anne explains, "so we are also involved with fungicide trials with farmers on all islands to determine the most effective forms of disease control and to establish chemical clearance for them."

As part of her Extension responsibilities, Anne trains foremen for ranches and agricultural corporations to recognize diseases. With 80 percent Extension and 20 percent research responsibilities, she also handles special problems, such as seed transmission, cultural practices, and epidemiology.

In addition to clinical work and her special research on bacterial plant pathogens, Anne is also part of a new team project launched in November of 1974 on the tiny island of Molokai. The purpose of the project is to set up onion plots on the island to increase the production and quality of vegetable farming.

"This is an attempt to help diversify agriculture in anticipation of the closing down of sugar and pineapple operations. We're doing the same thing with tomato farmers on Maui," Anne says proudly. "It's a combined effort to put into effect the recommendations of University researchers in a practical setting."

Anne received her B.A. in biology from Stanford University and her M.S. and Ph.D. in plant pathology from the University of California at Berkeley. "I didn't go straight through school, however," Anne recalls. "Each time I earned a degree, I'd try to work on diseases in the field in Latin America, but I found that I had to go back to the books again and again." In between her formal classroom training, Anne worked with agronomists in Ecuador, Peru, and Brazil. In Costa Rica she worked with a plant pathologist with the International Institute for Tropical Agriculture.

From classroom to field to classroom again proved to be an excellent training ground for Anne. Working as an Extension specialist has given her the chance to balance laboratory work with field inspections and has given Extension the chance to increase service in the Plant Disease Clinic while expanding the interplay between farmer and researcher.

Already noted for its many contributions to solving the State and the world's tropical disease problems, the College is further enjoying its reputation as an innovator in hiring a qualified woman for field work—an area traditionally reserved for men. □

With a staff member, Anne Alvarez (right) looks for signs of stem end rot in a new variety of papaya.

Rebecca Detects Diet Effects on Diabetes

by
Richard D. Van Brackle
Assistant Extension Editor
University of Arkansas

It started out as a fairly simple 4-H project for Rebecca Taylor. It now sounds very much like a hospital's pathology study: "The Determination of the Effect of Diet on the pH, Protein, Glucose, Ketones, and Blood Content of the Urine."

Ms. Taylor, the 16-year-old daughter of the Howarth Taylors of Hickory Ridge, Ark., started her health project in 1971. Then it was called "The Determination of Glucose in the Urine in Screening for Juvenile Diabetes." She very quickly involved her classmates and students in the entire school district.

As a student, Rebecca had found out how serious diabetes is in young people. A 30-year-old friend was blind—a result of diabetes when she was 15; a classmate was diabetic and gave herself her own insulin shots; and the school nurse was a diabetic.

Gail Wiederkehr, the county home economics extension agent who has worked closely with her, says that Rebecca screened the Cross County High School; the next year, she covered School District 7, including the high school and three elementary schools.

At first, the other students were greatly amused; the next year, they were much more serious.

Other than being a "pretty good" 4-H project, does it mean anything? Indeed it does. Most of all, the students are all now aware of the seriousness of undetected diabetes among young people. Of the hundreds of students tested, 11 were retested; two were sent for further tests; and parents of eight students were notified of their child's diabetic symptoms and requested to have the child rechecked and watched closely.

Rebecca has received guidance in her project from the school nurse and from Ms. Wiederkehr and, especially with the younger children, received permission from parents.

In her current study, an outgrowth of the urine check for diabetes, she has worked with 59 volunteers at the high school and has run 257 tests during a 2-week period. She hopes to expand her study to other schools, and wants to carry out further tests in regard to urine components.

Some of her findings to date include:

1. Urine pH greatly depends upon the type of diet that is eaten. High protein, high carbohydrate, and starvation diets give an acid urine, while a vegetable diet gives a basic urine.

2. A high protein diet causes protein to show up in the urine in more than normal amounts.

3. Before sugar will spill over in the urine of a normal, healthy, individual, large amounts of carbohydrates, especially sugars, must be ingested.

4. In normal individuals, ketones show up in noticeable amounts only in the urine of those on a starvation diet. This would indicate that ketones are a degradation product of fat metabolism.

5. The presence of blood in the urine can be caused by a pathological condition and is not dependent upon the diet.

For the Taylor family, this has been and will be a growing project. Rebecca's younger brother, Stephen, and sister, Mary, have assisted in the project and plan to carry it on when Rebecca graduates from high school next June.

Rebecca plans a career in medicine. In the near future, she plans to use rabbits, where she can control diets easier, instead of students. She wants to further study the role of diet in the variation of urine constituents. (You can't very well ask a volunteer to go on a starvation diet; a rabbit doesn't have much choice.)

Medical chart helps Rebecca explain effects of diabetes.

Her project has not gone unnoticed. A partial list of awards include: Certificate of Merit from the American Association of Pathologists; Certificate of Award from the Northeast Arkansas Science Fair; second in scientific papers from the Junior Academy of Science; and second place in the State science fair. She is now district and State president of the Junior Academy of Science.

One very young woman has a better chance to enter a career in medicine through an Extension "head start." □

Computer Mystique and Feminine Mystique Join Forces

by
Linda Christensen
Extension Marketing Editor
and
Martha Benn
Student Intern
Ag Communications
Michigan State University

MSU Ag Economist Mary Zehner (left) and Consumer Marketing Specialist Sheila Morley see promise for computerized diet planning for calcium, protein, iron and other nutrients.

Suppose you're not getting all the calcium you need, you can't afford to spend more for food, and you just don't like cottage cheese?

"Synthia," one of Michigan State University's most versatile Extension employees, is ready and willing to help you out.

She's a computer with a woman's voice and has recently been programmed to help upgrade the nutrition of Michigan youngsters, the elderly, expectent mothers, and others.

In the past, Synthia has been employed by farmers, planning nutritious rations for poultry and livestock.

Now, thanks to Sheila Morley, MSU extension consumer marketing agent, and MSU agricultural economists Mary Zehner and S.B. Nott, Synthia ia also programmed to aid in nutrition planning for people.

The program is free, simple, personalized, and meaningful. And it offers a chance to "tinker with a computer."

Synthia accurately measures the lack or excess of nutrients in your diet and makes suggestions for improvement—at acceptable cost and suited to your individual tastes.

"With today's high food prices, we can no longer afford to make 'mistakes' at the grocery store," says Ms. Morley. "We're finding out that people with poor diets tend to overspend on protein foods, such as meat—the most costly part of the diet. That leaves less money for other essentials such as fruits and dairy products."

Most "mistakes" in poor diets include too many meats, eggs, fats, and sugars.

"Synthia's analysis and suggestions don't necessarily mean you spend less on food, but your money will go further toward a nutritionally balanced diet," Ms. Zehner explains.

So far, the computer can measure the amount of calcium in the diet (other nutrient programs are nearly completed), and has been used by senior citizens, junior high students, and expectant mothers.

All you do is fill out a form, listing your diet during the past week, then Extension specialists feed Synthia the data. The result is a personalized computation of the amount of calcium surplus or deficiency.

Why focus on calcium? It's the most abundant nutrient in the body and very likely to be deficient in your diet. Studies show that teenage girls and expectant mothers, in particular, tend to be deficient in calcium. For girls aged 9 and up, there is often a 25-30 percent deficit.

MSU is expanding the program to cover other nutrients, but Synthia has already proven herself.

In one instance, the computer was used to help improve the diets of teenage girls in a program called "Project Open." This is a federally funded summer school program for disadvantaged junior high school girls.

Among the problems Project Open helps the girls tackle is their poor self-image. Since good health is essential to good looks (a big part of your self-image), the project coordinators turned to MSU to help the teenagers upgrade their diets.

"When they filled out the computer sheets and got an initial reading, the girls scored miserably," Ms. Morley says. "About 70 percent of their diets proved deficient in calcium."

Within a couple of months, their diets were improving.

"And we didn't hear it just from the students. When their mothers came in, they told us 'we didn't realize our daughters were low in calcium—now we're making changes.' "

The computer brings authority and a kind of mystique to the business of nutrition. Young people find it fascinating to deal with the computer, especially when it doesn't tell you, "You have to eat broccoli!"

Synthia realizes that not everyone can or will eat certain foods, so she offers alternative sources for the nutrients and the approximate *current* cost of a serving of each.

Instead of one cup of whole milk, for example, you can eat one-sixth of a 9-inch coconut custard pie, or three-fourths cup of rice pudding with raisins and obtain the same amount of calcium. (The chart also shows how you may pay in increased calories.)

People who can't digest certain foods get alternatives. Synthia's list ranges from the usual dairy products—milk, ice cream, and cheese—to broccoli, collards, and turnip greens as calcium sources.

The computer also takes into account the fact that you get about 20 percent of your calcium from "non-prime" sources—foods other than those mentioned above. She figures this in when she computes the amount you need, making the list less cumbersome for you.

"This computer program could mean a real boost in the use of nutritional labeling," says Ms. Zehner. "Product labels aren't going to be useful unless consumers know what to look for. With Synthia's help, people can find out which food groups they're overeating or undereating. Then, they can begin to refer to nutritional labels when shopping, and correct poor eating habits."

Ms. Zehner turned to MSU extension foods and nutrition specialist Portia Morris for help in calculating the quantity of calcium in products and individual nutritional needs. The job was no picnic—after all, how do you calculate cost-per-serving for a bunch of greens, when much of the product is discarded during preparation?

Part of Synthia's success over other computerized diet programs is simplicity—her one-nutrient approach. Another advantage is the individualized approach she uses. Other programs tried to calculate nutrition for the entire family. Unfortunately, that quart of milk in the refrigerator may not always be equally shared.

Synthia's next projects will be iron and protein, which are also problem nutrients. The nutrient list seems endless. But at this point, so do Synthia's capabilities. □

She Came a Long, Long Way

by
Tom McCormick
Associate Extension Editor
University of Vermont

Back in the fifties, when Karin Kristiansson became TV editor, a woman's place was in the home economics department.

But in 1974, a national award for excellence in television—that most modern of media—went to Ms. Kristiansson, Extension video chief at the University of

Karin gets set to zoom in on Dr. Ted Flanagan and young friends for a TV show.

Vermont. The American Association of Agricultural College Editors (AAACE), for the first time, decided to single out its best in television. Producer, writer, and sometime photographer, Karin was the choice for this highly coveted award.

It was the second time she had been honored by her peers. In 1961 Karin received AAACE's top honor, the National Plant Food Institute Award for excellence in communications.

Not bad for a woman who learned English as a second language and joined Extension Service as a secretary.

Born and educated in Sweden, she moved to Canada after World War II, where she did some freelance writing for CBC. Moving first to New York then to Vermont, she found job opportunities limited for writers and became secretary in the Office of Information.

Editor John W. Spaven recognized her talent and drive and gave her a shot at the first vacancy, which happened to be in the embryonic television area. That's all she needed.

With Jack's help on the camera ("I didn't know a thing"), she came on strong, keeping her 15-minute show "Across the Fence" in the popular 1 p.m. time period. This bucked a national trend that slots Extension in the early hours.

How? By staying on top of technological changes and audience trends to give her programs broad support and maximum impact. She also developed specials, pioneered on nighttime ETV with a consumer hotline program, produced spots, raised money, developed liaison with the schools, and sparked the making of a 30-minute movie, "A River of Milk," winner of the national Broadcast Media Award.

In her spare time Karin has served as regional director of AAACE, seen two daughters into college, acquired an additional master's degree herself, and encouraged her husband as he returned to college for a degreee with honors in mathematics.

But one of her proudest moments came when she received the degree of Honorary State Farmer from the Future Farmers of America. This was more than a thoughtful gesture; it was proof that she had achieved her goal of reflecting the full range of agricultural activities.

Karin was determined to make her show part of Extension education, not a rival. She uses television to alert people to new ideas and motivate them to seek more information. She feels it's particularly good at reaching the unreached; a recent survey shows that 30 percent of her viewers make less than $5,000 a year.

Karin admires her AAACE award.

Karin looks for a strong Extension personality who likes to perform, backed by a mixture of slides and live visuals. And as she scripts, she can "see" the show, a knack that helps her focus in on a clear objective for each program.

Like all good television producers, Karin is alert to trends. In education, that means recognizing the key need and supplying the answers. To do this she uses a mixture of Extension specialists and community leaders, broadening the range of her programs.

With Faith Prior, a well-known consumer authority, and ETV personnel, she developed a show that has touched on everything from burial expenses to the ABC's of the energy crisis. Calls come in from all parts of Vermont, frequently tying up the lines.

Karin was one of the first to spot the back-to-the-land mood, lining up a series of specials in addition to her regular program. Frequently she ties this in with young people. This not only gets the subject matter over in easy-to-understand terms, but also shows how Extension helps develop leadership and citizenship.

Typically, she'll block out her programs several weeks ahead, leaving enough flexibility for emergencies. Then she'll line up her performers. As the day nears, she'll have a conference and plan the visuals. When the show is being filmed, Karin likes to be in the control room, the nerve center of the process that ends in our living rooms.

In an emergency, she'll host the show herself. But although she does it with warmth and charm, she prefers to be behind the scenes, guiding instead of starring. She's apt to be writer, producer, booking agent, and photographer.

At least that's the way it is today.

Now on sabbatical to study the new world of TV cassettes, she'll be back next summer with a whole new outlook. Television keeps changing, she firmly believes. To become rigid is to be left behind. □

Debbie advises Connecticut horse owner on animal health.

Debbie's a New Breed Of Aggie

by
Arland Meade
Head, Department of Agricultural Publications
University of Connecticut

"Yesterday I heard a friend of mine calling frantically to her husband: 'Bill, what is SHE doing in our swimming pool?' This family owns three hogs, and one of the 100-pounders had jumped into the family swimming pool."

Deborah King wrote that in a recent Extension newsletter. Becoming involved with pigs in swimming pools is far out, but owners of pigs in many a backyard situation call on "Debbie" for advice.

Debbie became agricultural agent for three southern Connecticut counties last July—the State's first woman agricultural agent.

To get that job, Debbie competed with about 20 qualified applicants. The hiring committee included farmers and a farmer's wife—all of whom believed that Debbie could work with farmers as well as could any of the male candidates.

Not quite 24 years old, Debbie is a no-nonsense agricultural enthusiast, with a list of impressive accomplishments. At the University of Connecticut she won many awards and scholarships before she was graduated *cum laude* in 1973. She'd had a national Block and Bridle scholarship 2 years and scholarships from a garden club and the American Soceity for Animal Science. She did well on livestock and meat judging teams.

During her 10 years as a 4-H member, she won a national horse project scholarship award and other honors. She says the 4-H slogan "To make the best better" is just as applicable to Extension work with adults.

Like other 1973 graduates, Debbie faced the dilemma of "One can get a job if one has experience but how does one get experience if one doesn't have a job?"

She learned that in May that year there would be a temporary opening to teach vocational agriculture in a school some 30 miles from the University. Doing a top job of explaining why she could fill the spot right away, she got that teaching position for May and June—and managed to get her degree, too.

That fall she became a management trainee for a farm cooperative, and at the same time completed requirements for certification to teach vocational agriculture.

After a half year in Extension, Debbie says that this is the career she's wanted—her college career was prologue. What is

she accomplishing as an agricultural agent?

Her present job includes problems in both plant and animal fields. Her first love is for animals, but she does not hesitate to take on plant and soils problems.

Her "boss," field coordinator Greg Curtis, says, "We need an agricultural agent who can and will tackle whatever problem comes up in whatever agricultural field. Debbie is right for this."

Her growing volume of phone calls from people who have learned that she is "on her well-informed toes" is one indication that she's right for the job.

She has organized, promoted, and conducted several well-attended public meetings. Her newsletter topics have included: "A horse needs loving, too," "A tree is a living thing," "A veterinary school for New England," "What are you feeding your horse?" and "Raising a hog."

Debbie inherited no mailing list of livestock owners. She built a list from sources that included: telephone yellow pages listings of dealers in agricultural supplies, riding academies, and the like; feed store proprietors with whom she promptly got acquainted and who readily hand out her fliers and newsletters to customers; notes recorded from her many phone calls; questionnaires at meetings and elsewhere; her ever-conspicuous suggestion box at meetings; newspaper and radio releases; the Humane Soceity; even from people she meets as she rides horseback along the byways. (Not her official mode of travel.)

"I treat my meetings as State meetings," she says. "I make sure that all arrangements are made carefully and that program leaders and films are effective." She enlists publicity support from the State Extension editor and others.

Timeliness is on her mind. "When we announce a meeting we know that the topic is of concern at that time. The right topic for horse owners this year is infectious anemia. And that's the meeting 132 owners attended." Notes in that meeting suggestion box indicated attendees were glad they came and that they want more such Extension meetings.

Debbie always has literature on the topic, at meetings. Often she shows a movie, followed by the featured speaker and discussion. The movie starts promptly at the time the meeting was announced for.

During the summer of '74 there was much public interest in gardens and hogs—the latter mostly in ones or twos in back-lot pens. And always interest in horses. She's observed that horse owners are always wanting to learn more, but that the learning period for pig owners is chiefly during the first couple of weeks.

In late winter and spring, Debbie will emphasize information on trees, vegetables, and other plants.

Horse owners want their programs during late fall and early winter. Debbie observed that often entire families show up at horse-related meetings. Some 4-H age persons have said that they come to the adult meetings because there's a waiting list for the horse 4-H Club and they need to find out something now, not when there's a club opening.

Some Debbie comments:

"When I get a call at the office about a problem where a farm visit offers more help, I get there as quickly as I can.

"There's no such thing as a slow season in Extension. I could put in a 24-hour day.

"In Extension I can be a leader-planner, which fits my nature. In other jobs I've known, others made the decisions and the assignments.

"The work becomes especially satisfying when someone I meet says: 'Oh, you're the one who runs those good horse information meetings over at the Extension Center.' "

Coordinator Greg Curtis says, "At the time of hiring, I was not sure we had made the right choice in selecting this young woman as agricultural agent over some outstanding male applicants. But let me tell you now—we made no mistake with Debbie." □

Discussing feed rations.

Women Conquering A 'New Frontier'

by
Barby Barone
Community Development Specialist
Colorado River Area
University of Arizona

HELP, LWV, AAUW, I&R, RSVP.... Sounds like alphabet soup? These are a few organizations that have been affected by the Women's Involvement Program, one of the newest on the Arizona Extension scene. The goal is to promote community improvement by increasing the involvement of women in community development activities.

The Women's Involvement Program meshes closely with the successful community development efforts of Bob Lovan, one of Arizona's eight community development specialists. He and I have program responsibility in a geographic area that is considered "one of the last frontiers of the West." The two-county area (Mohave and Yuma) boasts a growing population of just over 100,000, scattered over 23,000 square miles of some of the world's most rugged desert terrain.

Several parts of the program focus on the expanding role of women in today's society. As elsewhere in the Nation, Arizona women have multiple roles as homemakers, members of the labor force, volunteers, and active citizens. It is important to realize that women are not leaving the home. Rather, they are bringing a broadened awareness of community into the home . . . a resurgence of concern

Barby Barone at City Hall, Yuma, Ariz. With B.A. and M.S. degrees in Political Science from Florida State University, Ms. Barone is the first woman community development specialist in Arizona.

about the quality of life.

The integration of women into the mainstream of the community decision-making process is one foremost objective of the project. Several areas of community concern that have not traditionally had much input from women have been identified.

These include land-use planning, economic development, and municipal incorporation. The program is committed to increasing self-actualization, self-expression, and a sense of power to cause things to happen as women work in their communities.

One of the most exciting outcomes of the program has been the Women's Community Involvement Workshop held in October at the Marine Corps Air Station in Yuma. The idea was generated last March at a roundtable discussion convened to explore the impact that the Women's Involvement Program might have there.

One of the participants, a military wife, spoke of the "military isolate" and pointed out the need for communication and involvement between the military community and the larger community which surrounds it. This concept was transformed into a vehicle for exploring ideas and taking action.

During the workshop, more than 100 women from all sectors of the community—not just the military—interacted with other informed, involved women to learn about such areas of activity as family life, government, community service, education, the military, recreation, the arts, and business.

Women participating felt that their increased awareness and knowledge filled an important need. Following the wrap-up of the day-long session, many were heard saying "next year when we have this workshop . . . ."

We surveyed participants to evaluate their experience and to find their level of community involvement. There will be a periodic survey to determine what impact, if any, the workshop and related activities will have over time. These data will help measure the Women's Involvement Program.

Another program activity assisted the HELP organization in Mohave County. HELP is a group of concerned women who link needs and resources (frequently HELP is the only resource) in the Upper Mohave Valley. During the past year, the Women's Involvement Program worked with HELP in successfully applying for two federal grants. Information and Referral (I&R) and the Retired Senior Volunteer Program (RSVP) are being coordinated by HELP to increase their capacity to serve the community.

One program of the Yuma County League of Women Voters (LWV) is an investigation of the county's planning and zoning efforts. Concurrently, both Bob Lovan and I are developing a planning and zoning citizens involvement project. The League will figure prominently in this project, particularly in generating and disseminating research material—an effective involvement of women in tackling community problems.

Future program plans include the development of information and materials that can be used by Extension nationwide. The original project proposal developed by Dr. Clarence Edmond, State community development leader at the University of Arizona, called for the hiring of a female community development specialist to work with women's groups and organizations in the Colorado River area. This 3-year pilot program, funded by Extension Service-USDA with special needs money, has been underway in western Arizona for about a year.

Following their sisters who helped conquer the "old frontier," these Arizona women are helping solve problems of a "new frontier"—community development.□

people and programs in review

What Direction For Extension In the Next Decade?

"Where do you think the Extension Service is going during the next 10 years?" we asked speakers at the recent annual conference of Extension Service, USDA. Briefly, here's what some of them said:

•**Secretary of Agriculture Earl L. Butz.** The United States supplies about 34 percent of the world's food aid, and food is one of the most powerful tools of the Secretary of State in his foreign policy program today. It is a compliment to the Extension Service that it will continue to be asked to take the leadership in such urgent and timely tasks as "training pesticide applicators in cooperation with the Environmental Protection Agency," and "the USDA Pest Management program." He suggested also that the Extension Service must during the next 10 years find improved ways to assess the value of programs and account for the tax dollars spent.

•**Edwin L. Kirby, administrator, Extension Service, USDA.** We in the Extension Service, as an integral part of the U.S. Department of Agriculture, have a major responsibility to support the policies and missions of the Department. State and local Extension Services are best able to make decisions on local and statewide needs. Expanded efforts will be needed to improve our communication skills to provide up-to-date information on changing conditions. We must help States utilize computers, cassettes, telephone conferences, video tapes, publications, and other methods to more quickly put information to use.

•**Dr. Glen L. Taggart, president, Utah State University.** He stressed these are times of dichotomy. On the one hand more people are demanding more production, and, at the same time, demanding an unspoiled environment. Land-use policies—or lack of them—will become a tremendous force in the decade ahead. Farm population seems to be stabilizing in many areas.

•**Dr. C. Brice Ratchford, president, University of Missouri.** Competition in the field of Extension has sharply increased. It seems that almost every institution, public and private, is involved in what we call extension work today. He suggested that in the next 10 years, extension programs must be relevant, up-to-date, and presented in a professional manner.

•**Dr. George Hyatt, Jr., associate dean and director, North Carolina Agricultural Extension Service.** The Extension Services will need to make more efficient use of their limited internal resources of Extension specialists. Extension workers must explore various means of collaborating with other agencies, organizations, and groups in planning and implementing educational programs.

•**Dr. Roland H. Abraham, director, Cooperative Extension Service, Minnesota.** In these days of concern for food and fiber supply, and in recognition of Extension's past performance and potential further contribution in this area, he concurs with strengthening agriculture as a top priority. He sees difficulty in trying to restrict our efforts in the home economics-family living area by geographical location. In the health education field we will have to obtain the active support of the health professions. —*Ovid Bay*

EXTENSION SERVICE review

U.S. Department of Agriculture

March and April 1975

AMERICAN REVOLUTION BICENTENNIAL 1776-1976

EXTENSION CELEBRATES THE BICENTENNIAL

VOL. 47 NO. 2 MARCH-APRIL 1975

The Extension Service Review is for Extension educators—in County, State, and USDA Extension agencies — to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through July 1, 1978.

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at 60 cents per copy or by subscription at $3.60 a year, domestic, and $4.50, foreign.

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EXTENSION SERVICE
review

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CONTENTS

Extension celebrates the Bicentennial

March 1975 marks the beginning of the biggest birthday party in American history—the Bicentennial of the founding of our country. Celebrations are emphasizing "Heritage '76," "Festival USA," or "Horizons '76."

This issue of the *Review* highlights some of the ways Extension is helping to celebrate this historic event. Extension homemakers in West Virginia and Kansas are commemorating the heritage of their states. Minnesota is preparing a multimedia contribution to the Bicentennial.

South Dakota 4-H'ers through their Bicentennial Community Pride Program (BiCPP) are looking to future horizons. Wisconsin 4-H'ers are exploring the past through fairs and "heritage days."

How do you take part in '76? Help initiate events and programs which go directly to the people in your community. Get them involved. The Extension Service leaflet *Let's Plan A Birthday Party* (PA-1099), sent to all states for distribution to the counties, may give you some ideas.

Any way you celebrate it—let's have a meaningful '76 birthday!—*Ovid Bay*

Happiness for this youngster is watching a woodcarver at the Dane County "Lost Arts Fair."

Something new about the old

by
Wayne Brabender
Program Information Specialist
University of Wisconsin-Extension

Wisconsin 4-H has discovered something new about the old.

For the past 2 years, many 4-H'ers have been taking a historical look at their families and communities through a new activity called "History and Heritage."

This project encourages youth and adults to work together in a search for a personal past that will make for a more meaningful celebration of the Bicentennial.

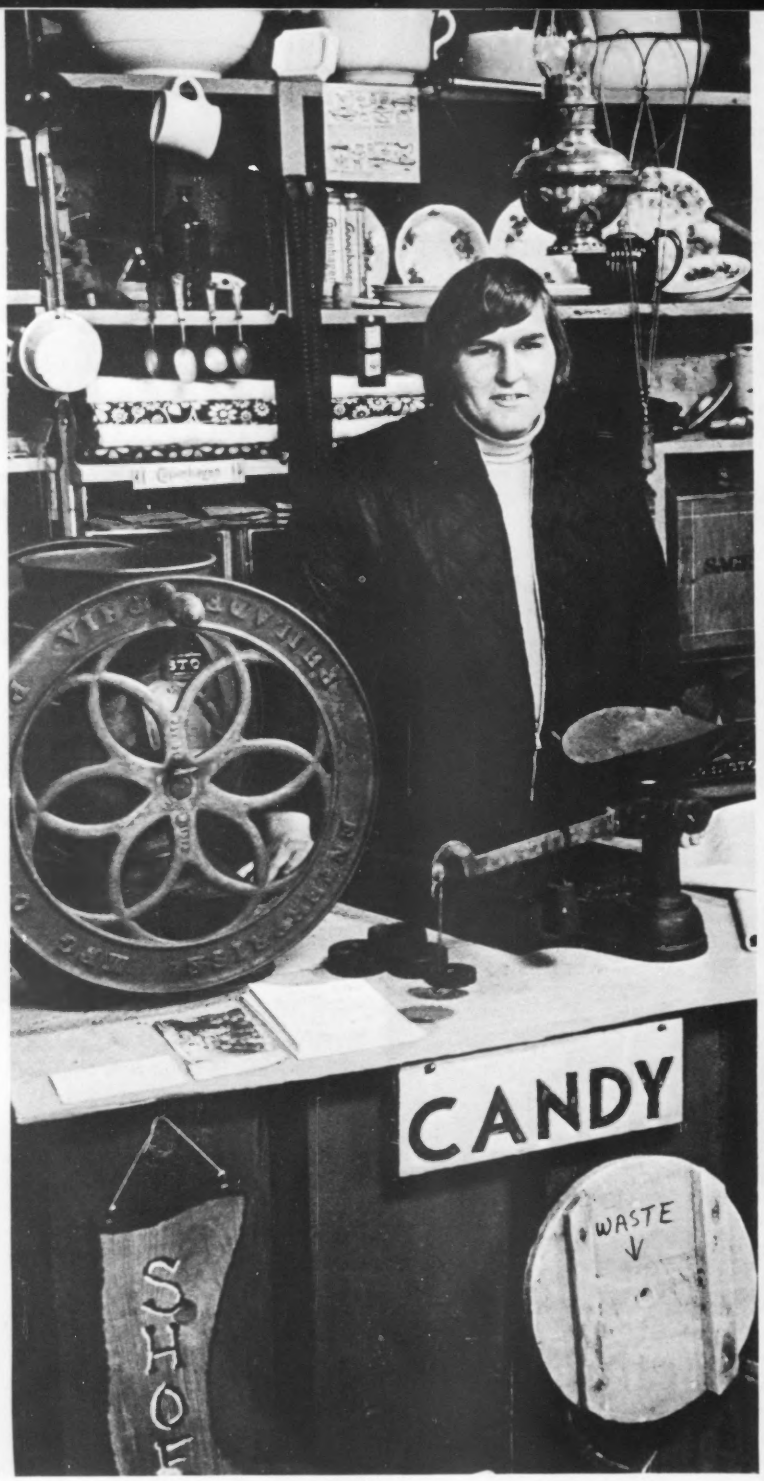
Matt Joseph, University of Wisconsin-Extension (UWEX) historian and coordinator of the "History and Heritage" program, feels that the history taught in the schools today is often too "depersonalized."

"It's hard to relate to a President," says Joseph, "much less to one who died 100 years ago. . ." But he believes young people can relate to their grandparents and to the history of their towns: that is, to their own personal histories.

To guide the "History and Heritage" activity, Joseph has written pamphlets on how to search out personal histories for the 4-H'ers and their leaders.

These guides are flexible enough to fit any local situation. They give instructions on interviewing, on scouring your attic and basement for artifacts of family history, on tracing your family tree or the history of your town, and on recognizing and saving local landmarks. Already, 4-H'ers from 31 counties have been caught up in this search for their pasts. The county programs that have evolved from the project are as varied and colorful as the face of an old patchwork quilt.

The uniqueness of Loganville, a Sauk County village which still reflects the 1880's, including raised board walks along the streets, in-



Bryan Bigler, 19, mans the general store counter he's set up in a private museum on his father's Mount Horeb farm. His collection started as a 4-H activity several years ago, and now he's a leader in the Dane County "History and Heritage" program.

spired a half-hour motion picture depicting a day in "Loganville 1907."

Helen O'Brien, UWEX drama specialist, directed the film. The Elder Ridge and Loganville 4-H Clubs were responsible for writing, planning, and acting in various segments, which include corn harvesting, a wedding, classroom and Arbor Day scenes.

The end product, says O'Brien, shows what youth and adults in a community can do to re-create the community's past through a cooperative effort.

In Adams and Lafayette counties, agitation by 4-H'ers helped establish local chapters of the Wisconsin State Historical Society.

4-H'ers in Lincoln County discovered that the city of Merrill was the site of the first trackless trolley in Wisconsin, and are working to establish it as the county's first official historical landmark. They also helped write a history for the county's 100th anniversary.

Spanish-American youth are studying and will be performing their cultural heritage through dance, music and puppetry in Sheboygan County.

With the aid of staff assistant Jeff Davis, youth on the Lac du Flambeau Indian Reservation have begun to interview the elderly to capture the Lac du Flambeau cultural heritage in a booklet. Grace Swenson, UWEX home economist in Menominee County, is helping 4-H'ers look at the lost arts of the Menominee Indians.

Eight counties have already held "Lost Arts Fairs," during which 4-H'ers and the general public saw the elderly demonstrate a variety of skills that were once necessary, but are now considered "lost"—weaving, spinning, noodle making, and butter churning. These fairs have attracted thousands of people in Sauk, Iowa, Brown, Columbia, Polk, Richland, Waupaca, and Dane Counties.

Coordinator Joseph emphasizes that the fairs aren't meant to be "an

end in themselves, but rather the start of a process of longterm eommunieation between the young and the old."

Kewaunee County 4-H'ers, in cooperation with the county historieal soeiety, are taping recolleetions of senior citizens for a radio show. The tapes will be given to a local library.

For the 15th straight year, the Town and Country 4-H Club, Pieree County, eontinues to care for the Glass Valley Cemetery. In 1959 the elub saved this tiny eemetery from strangling sumae roots and poison ivy.

Ms. Lubich, club leader, says "We feel it is our eemetery now. We always have it mowed and raked for Memorial Day and someone from the elub is always on hand when the Ameriean Legion eomes out."

Interest in the Bieentennial has stirred Polk County 4-H'ers to investigate the role that their Danish aneestors played in the eounty's settlement. At "Cultural Heritage Day" during the 1974 Polk County Fair, a youth group performed Danish folk danees in authentie costumes. Others in Polk County have traeed family trees, restored old furniture, visited historieal sites, and partieipated in a "pen pal program" with youth living in Denmark.

As a natural followup to the "History and Heritage" project, the UWEX Youth Development Department has started a 4-H Bieentennial projeet designed speeifieally to help 4-H youth plan activities related to 1976.

But the developers of the Bieentennial project eneourage 4-H'ers and their leaders to eontinue the 4-H history-related projects beyond 1976.

"History plays an important part in our daily lives," says Joseph. "It is alive. It is all around us. It is an ongoing drama that tells us where we eame from and how we got where we are. It is the instrument that helps us loeate ourselves in our community, in the world outside, and in our personal tradition.

"Personal history helps us to define a sense of identity," he adds. "And young people, in partieular, need this sense of personal identity and involvemnet to equip them for their roles as eitizens in today's world,"□

This is Memorial Day 1974 in Loganville, Wis., after Sauk County 4-H members researched how it was done at the turn of the century. The scene is included in a motion picture titled "Loganville 1970" which was written, planned, and acted by 4-H'ers.

Homemakers restore a reminder of the past

by
Joyce Ann Bower
Extension Press Specialist
West Virginia University

Mason County homemakers hold a "cleanup" day to prepare for the opening of their restored schoolhouse.

"A dream come true" is how the president of the Mason County, West Virginia Extension Homemakers' Council describes the group's Bicentennial project for restoring and furnishing a one-room school.

Edith Fox, who began her own teaching career in a one-room school, feels that the project is one of the best that the homemakers could have undertaken because such schools are now almost extinct.

"When you tell today's youngsters about teaching all subjects to all eight grades in one room, they look at you like you're crazy," said Ms. Fox in explaining why she and other residents are working to preserve an example of an earlier era.

As soon as the first planning for the Bicentennial began, Ms. Fox presented the schoolhouse idea to members of Extension Homemakers' clubs, who quickly jumped on the bandwagon.

"All 18 clubs decided to raise $100 each toward the project," noted the president, adding, "I've never seen so much enthusiasm about one project."

Ms. Fox, a correspondent for the *Point Pleasant Register*, mentioned the idea in her newspaper column. A retired teacher, who donated $50, responded with a letter to the editor in which he commented: "Nothing, in my opinion, could be more truly representative of an era of education in America." His letter helped initiate action on the project throughout the county.

"Almost immediately my phone started ringing with offers of desks, books, a potbellied stove, and other furnishings," notes Ms. Fox.

The three members of the Homemakers' Bicentennial Committee went to the county court for help with the project and came away with offers of financial aid.

After the committee decided on Mission Ridge School, which was then privately owned, the court bought it for $600. Now, the court is planning to move the school, which is over a century old, from its present rural location to land in Krodel Park donated by the city of Point Pleasant.

Groundbreaking ceremonies have been held at the park, although the school will not be moved until late spring or summer.

One participant in the groundbreaking was Cora Roush, 79, who taught at Mission Ridge School in 1915-16. She is now a member of Extension homemakers.

Later, a Point Pleasant High School club buried a time capsule at the park, to be opened in 50 years. Materials contributed to the capsule by Extension homemakers were left to "the county agent in year 2024."

As moving day nears, the homemakers' clubs are conducting fundraising projects to pay their $100 pledges. They're also sponsoring "work days" for cleaning desks, collecting and sorting donated textbooks, and refurbishing the building.

In addition, the Mason clubs are helping other homemakers throughout the state in planning another event that will take place during the Bicentennial: hosting the national Extension homemakers' conference at West Virginia in August 1976.

Point Pleasant is an official Bicentennial city that is receiving much statewide attention. The local Bicentennial committee applied for funds to reconstruct a pre-Revolutionary War fort and to stage a historical drama about the Battle of Point Pleasant. This battle, between Virginia colonial troops and the Indians in Lord Dunmore's War, is commonly referred to as the first battle of the American Revolution.

The Point Pleasant committee received $34,500 for building Fort Randolph in Krodel Park. "Rivers of Destiny," a historical drama, was presented in October 1974, the 200th anniversary of the battle.

The Homemakers' schoolhouse museum will stand near the fort for America's Bicentennial celebration and for the years ahead.

Vicki Keefer, home demonstration agent and advisor to the project, is proud that Ms. Fox and the Homemakers' Council initiated the idea, which became an integral part of the county's Bicentennial plans.

"What started as a personal dream of our Council president is now a reality that will serve as a reminder of an almost forgotten day in American education," commented the agent. □

Nancy Pollack points out themes in county tapestry squares.

Tapestry depicts Kansas heritage

by
Twila Crawford
Asst. Extension Editor
Kansas State University

Members of Kansas Extension Homemakers Units (EHU) have completed a colorful needlepoint project to illustrate the heritage of their state, just in time for America's Bicentennial.

Each of the 105 Kansas counties is represented with a needlepoint square made by the women of that county. The designs are original and appropriate for each county. The only guideline given concerned size—a 12 by 12 inch finished area on a 14 by 14 inch canvas— **in any** desired needlepoint stitch.

Nancy Pollock, of Wichita, state EHU cultural arts chairperson, and Zoe Slinkman, Kansas State University Extension specialist in cultural arts, coordinated the project, which was designed to exhibit the cooperation and unity among Extension homemaker units.

"The needlepoint project is appropriate at this time because of the American Bicentennial celebration in 1976," Ms. Slinkman says.

Plans were announced at the Extension Homemakers Council meeting in April 1973, giving plenty of lead time for the project.

The tapestry was first displayed in April 1974 at the Kansas Extension Homemakers Council workshop at Topeka. Ms. Slinkman put the tapestry together in panels, four squares wide and five long.

"We hope to have it displayed for the Bicentennial celebration," she said.

What comes across in the multicolor tapestry is that Kansas indeed is an agricultural state. Some counties emphasized irrigation, wheat, and cattle town days.

Others pointed up their aircraft and oil industries, salt mining, camping.

"It is a hope that this tapestry will remind all Kansans of our heritage," Ms. Slinkman says.

Slides have been taken of each entry and Ms. Slinkman is preparing a taped narration and printed script about each design. This information will be available through county Extension offices. □

Minnesota milestones in multimedia

by
David A. Zarkin
Extension Information Specialist
University of Minnesota

University of Minnesota Agricultural Extension Service state staffers are consolidating efforts for a multimedia presentation for the American Bicentennial.

The presentation, "Knotholes and Telescopes: Our Extension Heritage," presents the history and philosophy of Extension. It is aimed at highlighting the people, projects, programs, and milestone events that have contributed to the development of the Extension Service.

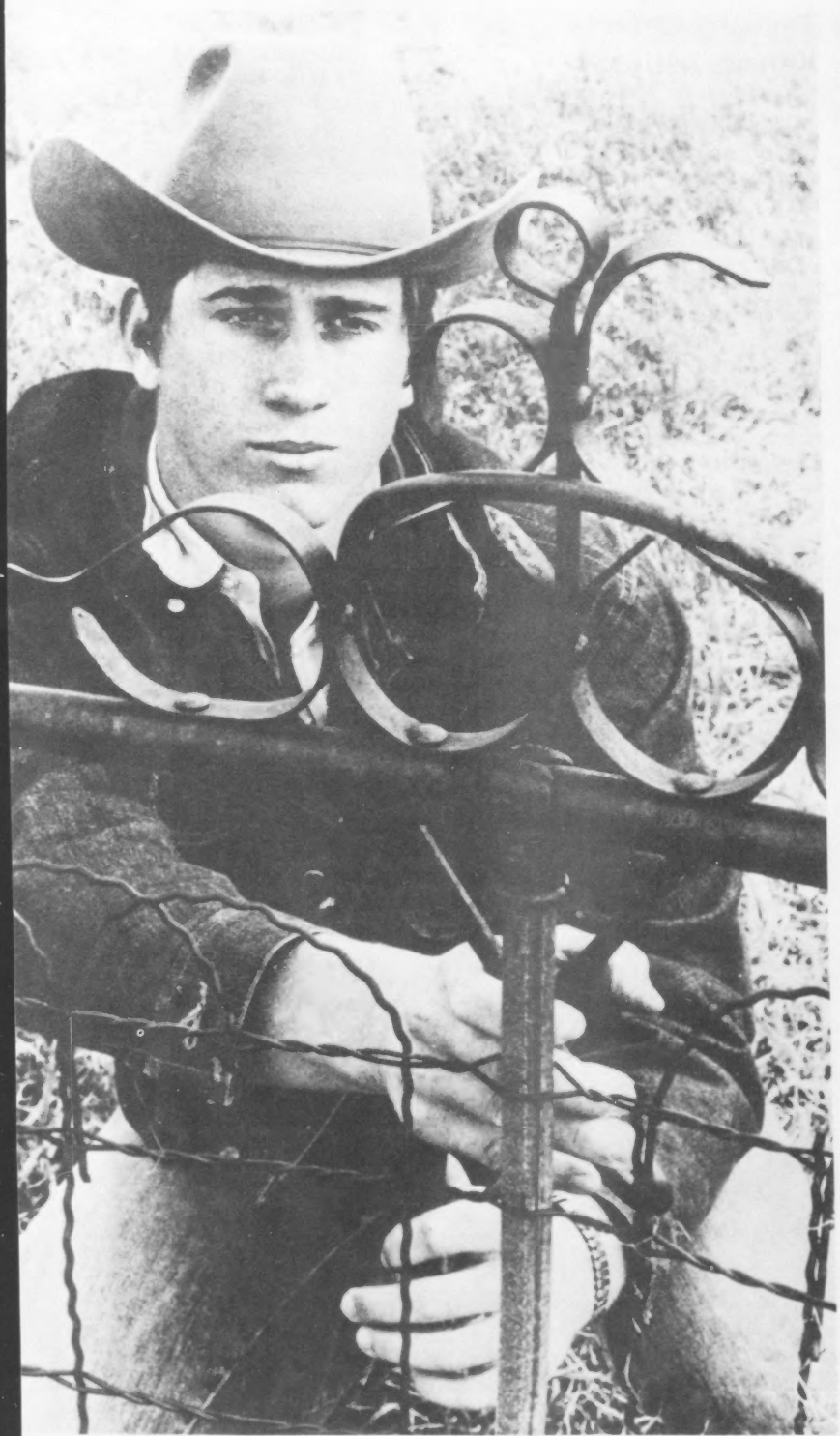
It incorporates color slides, film, recorded and live narrative, and live vignettes. Extension history is divided into four overlapping sections likened to seasons: Winter, 1600 to 1914; Spring, 1914 to 1933; Summer, 1933 to 1950; and Fall, 1950 to the present.

State Extension staffers are working on basic materials that local offices can adapt for their own use during the Bicentennial.

A packet will include:

- A script for live narration.
- Scripts for vignettes.
- Appendices of tape-recorded material and a bibliography of references.
- A production guide.
- Cassette tape recordings of narration and music. □

Rehearsing a vignette for Minnesota's "Knotholes and Telescopes" are, from left, Dan Olson, Lianne Anderson, Karen Annexstad, and Warren Gore.



Community pride beautifies for bicentennial

LeAnn Birch
Extension Information Specialist
South Dakota State University

Maybe 4-H'ers can't get the whole Nation ready for the Bicentennial in 1976. But get more than 30,000 youngsters on the team in one state, and name it the 4-H Bicentennial Community Pride Program (BiCPP), watch out! Things begin to happen.

That's the way it is in South Dakota. Over the past 2 years, the state's 4-H'ers have labored in both big and small ways to create communities they can be proud to live in. They've accomplished quite a lot, and in time for America's birthday.

What have they been doing? Think of any community-pride oriented group project and it has probably been undertaken by at least one of South Dakota's 1,422 clubs.

Many projects were inspired by South Dakota's heritage—for example, the Indian Council Stone. Working with the local and state historical societies and the state highway department, Spink County 4-H Clubs banded together to resurrect the stone, a veritable artifact.

The site where the stone lies was chosen by prehistoric Mound Dwellers. Later, the Sioux Indians used it as a meeting place. The smooth, black, ovate stone, about 6 inches in diameter and 11 inches high, was placed in the center of the council chamber, a 15-foot circle. The council stone held great religious significance. The Indians considered it a sanctuary from wars and strife. They believed it to be the dwelling

This rusted gate marks the entry to one of South Dakota's pioneer cemetaries that have been forgotten over the years. 4-H'ers worked to clean and restore the grounds.

BiCPP Buttons— 4-H'ers designed buttons to generate enthusiasm and publicize the BiCPP program. Four designs were made up for distribution.

4-H'ers organized and enlisted the aid of other groups in the community for car-crushing programs.

plaee of the Supreme God, Wakantonka.

Besides rebuilding the site near Redfield, S. D., 4-H'ers plan to set up road signs along nearby highways to direct tourists to the historie plaee. A legend depicting the historieal significanee of the stone was set in plaee.

With a population density of fewer than nine persons per square mile, it isn't always easy to find specifie farms and ranches in South Dakota. Quite a few 4-H Clubs construeted and installed road signs to direct travelers to farm homes.

The Lakota Homes Speeial 4-H Interest Groups in Rapid City made up an order list of trees and bushes and eanvassed door-to-door at the Lakota Home Development Site. The 250 houses belong mostly to Ameriean Indians, and the landseaping in the area was minimal. 4-H'ers gave eaeh home a leaflet on *How to Plant Trees* and offered to help with the task. They sold more than 500 trees and shrubs.

Keeping in tune with the Bieentennial theme, the Pleasant Valley and Pleasant Belles Clubs rejuvenated the "Old Settler's Pienie" grounds. The 4-H'ers tore down the dilapidated luneh stand and brought in a remodelled ehieken house to replaee it. With the addition of two repainted outdoor privies taken from an abandoned eountry schoolhouse and some brightly painted "Pitch In" trash barrels, the grounds were onee again ready for the "Old Settler's Picnie."

Mueh of South Dakota's eolorful heritage and tales of historieal events may still be heard from the mouths of "old timers." 4-H'ers in some eommunities are reeording these tales of days gone by before they pass into oblivion. Some clubs have also helped stock museums with relies of the old days.

Grass in the Pleasant Hill Cemetary near Wessington Springs was as high as the broken, leaning headstones. A 4-H elub filled the holes, hired someone to straighten

the stones, made a sign for the gateway and placed wooden crosses on the unmarked graves.

Community buildings and facilities, such as fairgrounds, parks, township halls, and rodeo grounds were another target for the enthusiastic youngsters. A general cleanup of the site was usually followed by a new coat of paint for the buildings, picnic tables and trash barrels. Flowers also began to bloom in these areas and young trees dot the landscape, thanks to the efforts of 4-H'ers.

Nature trails and trails to historic sites and landmarks are another way 4-H'ers have improved their communities to prepare for the Bicentennial.

Members across South Dakota staged a statewide BiCPP button design contest. Four winning designs were made up for distribution. 4-H'ers sold the pins at the state fair to publicize and raise money for their program.

Another public-awareness tactic used was the distribution of "Pitch-In" litter bags and information. Clubs handed them out in their communities, at the state fair, and at meetings and conventions.

South Dakota 4-H'ers have picked up litter from hundreds of miles of roadways and ditches; collected tons of paper, aluminum, and glass for recycling; hauled away truckloads of trash that marred the countryside; and organized carcrushing programs across the state. A number of clubs have vowed to have an American flag flying at every home in their community by 1976.

A young 4-H'er "pitches in" to do his part in community paper drive.

The program's enthusiasm has been contagious. Of the state's 67 counties, about two-thirds have instigated community improvement programs in their communities, says Ella Ollenburg, state 4-H agent in charge of BiCPP activities.

Their work hasn't gone unnoticed. The program has been approved by the South Dakota Bicentennial Commission, endorsed by the executive board of the State 4-H leaders' association and partially financed by a national association. The state 4-H members association has also pledged support.

The South Dakota BiCPP program was nationally recognized by the U.S. Department of the Interior, winning a Johnny Horizon Award for community cleanup campaigns.

"South Dakota, home of Mount Rushmore, the Black Hills, Wounded Knee, the Badlands and other landmarks, intends to be ready for the national observance of the Bicentennial year," comments Ms. Ollenburg. "And it *will* be if 4-H has anything to do with it."□

Pest management—the role of Extension

by
Ovid Bay
Director of Information
Extension Service, USDA

As long as man has engaged in agriculture, he has had to control pests to protect himself, his crops, his livestock and those aspects of his environment considered essential to his welfare. Man has moved from picking the insects off his plants, to pest reducing crop rotations, to Bordeaux mixture and arsenic compounds (our first chemical compounds), to the evolution of synthetic chemical pesticides— our most powerful pest control tools.

We went all the way with chemical control of pests—including insects, diseases, nematodes and weeds—but we tended to quit using proven nonchemical control methods. Chemicals were quicker with less risk. However, pests have now developed resistance to many of our most powerful pesticides, and there is growing concern and evidence that some pesticides can cause environmental damage.

So, in the 1970's we have seen the development of the concept of integrated pest control by multiagency effort and planning of the U.S. Department of Agriculture (USDA) with the Environmental Protection Agency (EPA). The Extension Service has provided leadership in training, introducing and implementing the new pest management program with farmers, to prevent adverse environmental effects of pesticides while assuring effective and economical pest control.

The current accelerated program was initiated in 1972 with $2.2 million allocated by the Secretary of Agriculture for a pest management program for cotton in 16 cotton states. In 1973 and 1974 the program was expanded to 39 projects in 29 states on 15 major crops.

At the present time the pilot projects deal with the following crops and pests: 14 with cotton insects; 6 with insects and weeds in corn; 4 with insects and weeds in grain sorghum; 2 with insects in alfalfa; 2 with insects, diseases, nematodes, and weeds in peanuts; 6 with insects and diseases of fruit; 4 with insects on vegetables and potatoes; and 1 with insects, weeds, diseases and nematodes and sucker control on tobacco.

In cotton states, growers are rapidly asuming leadership for the pest management program with grower contributions to support scouting (pest population monitoring) increasing from $458,000 in 1972 to $822,000 in 1973, and to $1.2 million in 1974. In 1975, cotton growers will pay most of the cost of monitoring cotton insects; grower support is increasing on other commodities.

In some states, private consultants are working with state Extension staffs in carrying out pest management programs. Dr. J. M. Good, director of ES-USDA pest management programs, suggests that the following points are important in developing these programs:

1. Extension must not compete with the private sector.

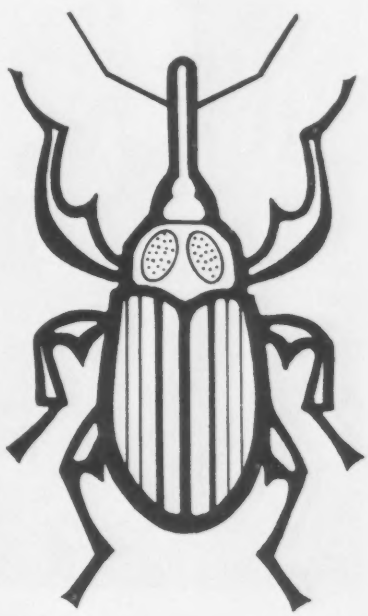
2. Extension cannot provide specialized services to select individuals or groups.

3. Extension must provide alternative choices so that growers have sufficient knowledge to make enlightened decisions.

4. Extension must reach low-income and minority farmers.

Good also suggests that Extension has the leadership role in providing the following educational support for pest management programs:

- Provide necessary publicity, publications, and other information to promote all types of pest management programs.
- Develop quality training programs for scouts, growers, county agents, and private and commercial consultants— and others interested in this type of specialized training.
- Provide growers with adequate information to make their own decisions regarding pest management programs for their crops.
- Organize growers for cooperative community and areawide programs, and provide necessary coordination for multiagency pest management programs.
- Assist growers in adjusting to regulations of state departments of agriculture, APHIS, EPA, OSHA, and other agencies. □



Crafts for profit in Potter County

by
Nelson H. Gotwalt
Extension Press Editor
The Pennsylvania State University

Can crafts be profitable? "Yes," says Edith Reisler, Potter County, Pennsylvania, Extension home economist. Craft sales from the Pennsylvania Lumber Museum Association gift shop at the James Berger Lumber Museum grossed $10,800 in just 1 year.

This success is the culmination of a developing crafts program in Potter County started in 1965. That year, Ms. Reisler met with two school teachers to discuss developing a salable crafts program to employ residents in a local industry giving them an opportunity to gain new skills. This was part of a large-scale program to promote industry, tourism, and recreation in Potter County and provide a sales outlet for locally made products.

Ms. Reisler, who spearheaded the ambitious project says, "The Potter County crafts group grew by leaps and bounds during 1965-1972. About $2,500 was realized by the crafts workers from the sale of handcrafted items during that period."

In July 1972, a major breakthrough occurred when the Pennsylvania Lumber Museum opened its doors to the public. A representative of the museum asked Ms. Reisler if the crafts group would be interested in starting a gift shop within the facility. She presented the proposal to the group, and they decided to initiate plans for the shop. They wrote a constitution and bylaws, elected officers and directors, and incorporated their nonprofit organization.

Ms. Reisler lauds the crafts workers, who built counters for the shop and other retailing needs. With the aid of other Extension specialists she called on to assist, crafts were consigned, screened and inventoried, and bookkeeping procedures were worked out.

Items offered for sale included wooden carvings and games, leatherwork, original candles, and jewelry. Crafts workers also demonstrated their skills by showing others the "do's and don'ts" of making the various items. The gift shop is run from July to October by volunteers, except for the manager who receives a percentage of the total sales.

"Yes, crafts can be a profitable

business for many people," Ms. Reisler says. "But it takes hard work and cooperation on the part of those involved."

Success with crafts has also opened an avenue of opportunity for sheep producers in Potter County.

The Pennsylvania Lumber Museum Associates (PALMA) has selected the spinning, dyeing and weaving of wool for their next craft workshop because of the importance of sheep and wool production in the county. Six women are being trained in this craft and Extension agricultural agents are working with the Potter County sheep and wool producers to supply wool for spinning.

To further promote crafts in the area, PALMA planned a crafts festival in July 1974. Twenty-six Potter County crafts workers from a 75-mile radius participated in the 2-day show exhibiting pottery, wood carving, candlemaking, quilting, lace making, leather tooling, and spinning. More than 4,000 people visited the festival and its success promises to make it an annual event.□

Jane Crossley, a Potter County craft leader, shows a young visitor spinning techniques at the craft festival.

Marguerite Davis, Extension specialist in clothing, explains saving money through clothing construction.

Mall visitors could have blood sampled for diabetes.

Extension exposition goes to the people

by
Duane B. Rosenkrans, Jr.
Associate Extension Editor
Mississippi State University

Using innovative methods to reach large, new audiences with Extension home economics is fine. It's even better when we can help those audiences do something about the problem that troubles them the most.

The big problem now is how

Mattie Elam, assistant Extension home economist of Sunflower County, tells how to get good nutrition for less money.

inflation and high prices affect living. Three county home economists and their district program leader agreed on this as they planned a special 1-day educational program to be held in a shopping mall at Greenville in the heart of the Delta section of Mississippi. Their planning resulted several months later in a multicounty home economics exposition.

The exposition, emphasizing "Stretching the Food Dollar," was held on a Friday from 11 a.m. to 7 p.m. During those hours, 2,859 direct-teaching contacts were made. That many people signed a roster at one or more of the eight booths, were instructed individually or in small groups, and were given leaflets or information sheets. People registered from 10 Mississippi counties. There were also a healthy number from Arkansas and a few from Louisiana.

Each of seven booths run by county and state Extension home economists was the scene of repeated minidemonstrations. Subjects included using electricity and gas, buying food, making or renovating clothing, home management, and choosing safe equipment and toys for children.

In the eighth area, a team from the state department of health provided free testing for blood pressure, diabetes, and glaucoma. This medical service was arranged through the health education specialist, who is a joint employee of Extension and the state department of health.

Besides the booths, an early afternoon assembly was scheduled at which specialists discussed saving on utilities and managing resources.

All the information was highly practical. To save electricity and gas, people were advised about insulation, weatherstripping, caulking, closing draperies at night, and keeping hot water faucets from leaking. They learned that convenience foods are handy but often expensive, to compare the prices of store brands and popular brands, and to investigate buying in quantity. Volunteers from Extension homemakers clubs assisted with registration and as hostesses. With help from the state Extension information department, 5,000 leaflets and letters promoting the exposition were printed and distributed.

The only area television station cooperated with a 30-minute program previewing the event. The daily newspaper at Greenville assigned a staff writer and photographer to do advance and followup stories and pictures. Local weeklies and radio stations made good use of advance releases from the home economists.

A key contact was the manager of the mall, who was sincerely convinced of the value of informal as well as formal education. He scheduled the event and helped with arrangements. In addition, he promoted the home economics exposition with a full-page newspaper ad cooperatively sponsored by several mall merchants. Some merchants put signs in their windows urging the public to visit the exposition."This home economics exposition was not a passive program," Ms. Cleveland pointed out. Seeing Extension in action this way attracted many people to subjects a meeting never would have."□

Preplanning for plants helps developers

by
Carl H. Klotz
Senior County Agent
Morris County, N.J.

Many novices in the husbandry of plants and soil have moved into new housing developments. Most are unaware of the complexity of homeownership and the garden—including all the vegetation growing within the property lines—that awaits them.

Many problems could be solved, or at least minimized, by proper planning, design, construction, and preparation by the contractor and/or developer.

These problems include grading for proper runoff of water; soil modification such as adding fertilizer, lime, organic matter and removal of stones; protection of existing trees; and the selection and planting of suitable plants and seed.

It's difficult to get the names of all the developers operating in a county since many come from outside the area and are there only as long as the project they are working on continues.

All too often these people try to sell houses and lots, with little regard for homes and gardens.

Often after the new owners take possession of their dream houses, they contact the Cooperative Extension Service, seeking a sympathetic ear for their many complaints and problems.

Klotz uses soil survey maps to write recommendations on landscaping for housing developers.

They have read our news stories, heard us on radio, seen us on television, or have been referred by an "experienced" homeowner with similar problems. In many cases it is too late or would be too expensive to correct the problem.

Now suddenly, after many tries, a new avenue has been opened by which we can reach the developer. This came through the New Jersey County and Regional Planning Enabling Act, revised in 1968, which calls for procedures and engineering and planning standards to be adopted by resolution of the board of freeholders. This led us in Cooperative Extension to consult with the county planning board staff, which was commissioned to write these procedures and standards.

I was appointed to a special committee to set the criteria and wording of the "Development Standard." From this position, CES was able to incorporate several items not specifically called for, including the need for shade trees along county roads. Our recommendations were used with the adminstration of this standard given to the county forester.

Another item concerned soil erosion and sediment pollution control requirements. The soil conservation district was given the responsibility to review and approve these regulations using technical people from the Soil Conservation Service, USDA.

At this time the committee agreed that any further diversion from the charge spelled out in the "Planning Enabling Act" might jeopardize the whole project. They included Extension's most desired addition in the "Development Standards" in such a way that the county agricultural agent received all plans and made his recommendations through the soil conservation district.

Although Extension Service was removed one more step, certain administrative and recordkeeping procedures were simplified.

The addition of two paragraphs in the standards accomplished two objectives: One concerned the moving and replacement of "topsoil" in the development. The other required that the development "shall be graded, modified (improved for planting and drainage), planted or seeded with vegetative cover (turf, ground cover, trees or others) according to a plan approved or made by the district or planning board."

The plan of the development is compared with soil and topographical maps and aerial photos to determine the needs for each piece of land. Personal knowledge of the county land areas and soils is also helpful.

Other information provided with the approved plan helps the developer select the proper plants and procedures. Is this system working? Yes. Several developers have called CES for clarification of the procedure. One requested bulletins and leaflets to distribute to his buyers to show that he was following Extension's recommendations and that "after care" for plantings would be needed. Many new owners call Extension about the builder's recommendations.

The progress is still slow, but at least it is now moving. More than 1,000 reviews have been processed since 1972 with recommendations forwarded to developers by Cooperative Extension.

More than 1,000 developers and contractors now know Extension by more than its name.□

Klotz checks on a plan to preserve trees at a building project.

Teaching kit has few "bugs"

by
William H. Robinson
Extension Specialist, Entomology
Virginia Polytechnic Institute and State University

Robinson looks over a box of infested wood samples, part of his teaching-learning kit.

Wood-infesting insects pose a real problem to homeowners, both low and moderate-income. Teaching-learning kits recently developed for Virginia's Extension housing technicians (program aides) are providing families with information on how to deal with these structural pests.

I prepared the kits to help technicians learn about and teach about some of the most common insects in the home—termites, wood-boring beetles, and carpenter ants. A variety of visual and written material was combined to train technicians in recognizing insect-infested wood, and in recommending appropriate control measures. They can then make this information available to homeowners, who are planning to buy, build, repair, or remodel their homes.

The kits are designed to be used by both the teacher and the taught. They are first used in teaching the housing technicians the fundamentals of the biology, characteristic damage, and control of structural wood pests. The training for the technicians involves a 3-hour session, using color slides, samples of wood, a training manual, and other materials. These training sessions are conducted at the county level, with technicians from two or three counties coming together for one session.

After they have been trained, the technicians can borrow and use the very same kit to help their low-income families learn about wood-infesting insects. This helps them become more confident when teaching homeowners, and achieve greater understanding of the material. The technicians and the people they assist both benefit from using these teaching-learning kits.

The materials included in the kit on wood-infesting insects are:

—A table-top display board (20" by 32"). This three-hinged panel board displays figures of the life cycle, adult and immature stages, and characteristic damage of wood-infesting insects. It is lightweight (8 lbs.) and easy to mail.

— A collection of about 20 pieces of insect-damaged wood. Each piece is small (about 5" by 7") and labeled as to the damage represented. There are several pieces each of termite, carpenter ant, old house borer, and powder-post beetle damage.

— A set of 40 color slides depicting aspects of the life cycle, feeding habits, and damage of wood-infesting insects. A short script accompanies the set of slides.

— A training manual for each technician receiving the training. The manual includes questions and answers, descriptions, figures, and technical data.

Also available are a set of color transparencies for an overhead projector, a table-top screen showing color slides, and several publications dealing with wood-infesting insects. All these parts are easily boxed and mailed.

In addition to training Extension personnel and low-income families, these kits can be used in other ways. The panel board, slides, and wood samples can be combined to make a display for a store window, Extension office, or an exhibit at a meeting at a community fair. The material can be nearly self explanatory, especially when combined with the appropriate Extension publications.

Low- and moderate-income families are sometimes not reached through the standard Extension programs or publications. Virginia Extension technicians working with the Expanded Food and Nutrition Program have provided low-income families with information and help with kitchen insect pests for quite some time. Now, the housing technicians have the training needed to help these same families deal with structural pest problems.□

"Money didn't build it . . ."

by
Jack Drummond
Associate Editor
Cooperative Extension Service
Oklahoma State University

McClain County, Oklahoma, has a new addition at the fairgrounds. And although some $30,000 was involved, money didn't build it. People did.

It all started with the people of the county deciding what they needed. The need for the new addition had existed for some time, but little could be done until the folks got together and agreed that something should be done.

This happened with the formation of the McClain County Development Council from a group of county leaders.

Through a selection process and personal interviews, names of 205 potential council members were gathered. Those receiving four votes or more, were named to the council of 23 members.

One of the first actions of the council was to set up a list of priorities—community-, county-and area-wide. Top priority was additional housing for livestock at the county fairgrounds in Purcell.

"Our spring shows and county fair had grown to where we just didn't have space for all the livestock," said county Extension director Charles Phelps. "We've had a big increase in population from people moving from the Oklahoma City area, especially around Newcastle and Blanchard. Their kids have joined 4-H or FFA and we'd simply outgrown our facilities.

The new addition is actually two buildings, attached to the existing show arena. One is a 70 by 70 foot structure used for housing cattle; the other, 70 by 40 feet for hogs and sheep. The existing building was 56 by 170 feet with a 40 by 60 show ring.

The plans were made by a committee composed of fair board members, Phelps, vo-ag teachers, and county commissioners. The planning committee received an okay from the fair board, providing the project could be financed.

"So we formed a finance committee and got some bids on the additions," Phelps said. "We came up with a figure of between $25,000 and $30,000 and started figuring on how to raise the money."

The finance committee first considered a one-mill tax levy for 1 year to raise the $25,000. But, about this time, the Federal revenue sharing program was announced.

McClain County's three commissioners, the county clerk, two members of the fair board, nine members of the county development council and Phelps attended a program at Duncan where the Federal program was explained by specialists from Oklahoma State University and other agencies.

"That revenue sharing money looked like a bird nest on ground to the finance committee and the county commissioners," Phelps said.

The finance committee next made a formal request from the county commissioners for $30,000 of the county's $80,000 in revenue sharing money. The commissioners agreed to provide the financing the first part of January.

"We had a goal set to have the building ready for the stock show the middle of March," Phelps said. "We had to advertise for bids for 3 weeks, so we didn't have much time."

After the contract was awarded to a company in Wayne, earth work for the construction was done by the county and, despite the bad weather, construction was completed a week before the show date.

A public relations committee kept people informed.They served a dinner, inviting speakers to explain the project.

When it came time to put the pens and tie racks in the new additions, a local rancher, Jack Luttrell, arranged for enough drill stem pipe to build the pens. He was assisted by a Purcell welder, Dutch Holsonbake. County workers leveled the floor and put in tie stalls.

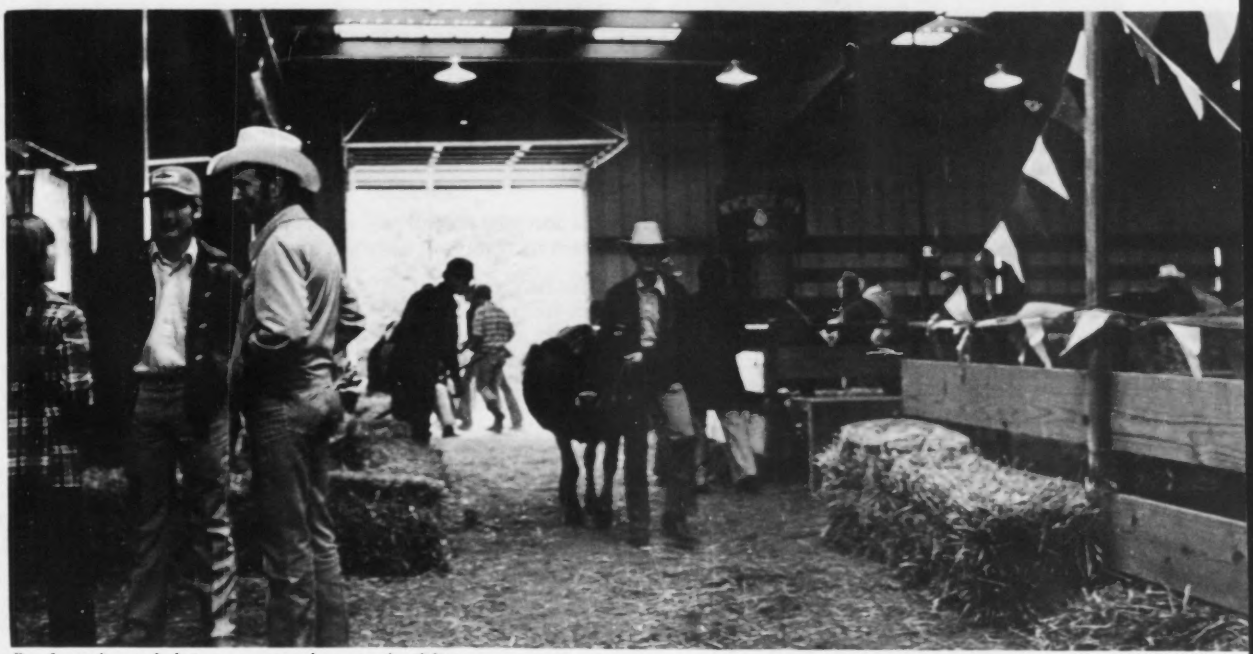
"Through donations and by doing a lot of the work ourselves, the building was completed," Phelps said.

"We didn't hear anything but

compliments during the stock show," he said. "The county commissioners are happy they spent their first revenue sharing money on something that's brick and stone, something that's going to stay with us, and something we can use for a long time,".

"For the first time, McClain County has facilities good enough to hold dairy, beef or swine breed shows. The many, many people who contributed to the new livestock building have a right to be proud of themselves for setting priorities and developing a program with such positive results."□

4-H'er grooms her lamb before competing in the county fair.



Beef cattle and dairy area in the new building.

"Retirement readiness" deals with realities

by
Jack Owen
Acting Agricultural Editor
Extension Service
University of Maryland

and
Margaret Mearns
Extension Supervisor
Home Economics

Margaret Mearns is pleased with the progress of the retirement readiness seminar.

Maryland Extension has had an induction training program for many years, but there was no planned activity for staff members nearing retirement. After several years of dreaming about it, and one year of planning for it, a retirement readiness seminar was held for Maryland Extension staff members in April 1974.

A former home management specialist had hoped to initiate some training for faculty prior to her retirement, but she had gone and there was still no training. Finally, the supervisory staff made a formal request through the state staff development advisory committee, and Margaret M. Mearns, Extension supervisor, home economics, accepted the job of bringing the dream to reality.

Ms. Mearns formed a committee of representatives from all phases of the professional staff—administration, supervision, specialists, and field faculty in all program areas.

The committee considered possible agenda items such as housing, health, attitudes, finances, legal concerns, travel, family decisions, community opportunities, use of time, and second careers.

To develop a program which would reflect the interests and needs of the audience, the committee requested a list of eligible staff members from the business office. This first seminar was limited to staff members, who, either because of age or service, were within 5 years of retirement. These members were polled as to their interest in attending a program, as well as to their specific topic interests. Four major points emerged—legal concerns, finances, use of time (travel and employment), and hospitalization.

The final audience included 21 full-time participants (7 had their spouses with them at least part of the time) plus 2 retired persons. The 2-day meeting was held at the National 4-H Center, where a meeting room, lodging, and meal services are available. This location created an atmosphere of informality and friendliness.

The meeting room was set up in a square pattern so that everyone could see and talk with the speakers. Exhibit tables set against the walls allowed for informal browsing during breaks. Except for dinner, meals and coffee were served at the Center cafeteria—in the same building as the meeting room. For dinner, the group used the executive dining room of the 4-H Center.

Resources for the seminar included representatives from government, business, the University of Maryland, and community services. Topics ranged from federal-state retirement, through social security, insurance, hospitalizations, counseling, and employment services. In ad-

diton, the manager of the agricultural business office, University of Maryland, prepared personnel files on each staff member present, and private conferences were arranged for any who wished to discuss specific financial details.

The first speaker—from the University of Maryland Human Development Department brought the seminar into focus, with the topic "Retirement Realities." He asked group members to "conceptualize and verbalize" what they expect to do on the first day of retirement—and then 10 years from that date. There was a wave of uncertainty, evidenced by giggly or soft laughter as an immediate reaction. This was probably the first time some of the participants had ever faced up to the fact of possible retirement.

Following an open discussion of the group's aims and goals, there was a clearer acceptance of the objective of the seminar: "Potential retirees will prepare for separation from Maryland Cooperative Extension Service (MCES) with understanding of financial, social, and attitudinal expectations."

MCES staff members are federal employees, (under the Department of Agriculture), as well as University of Maryland faculty members, and thus state employees. Annuity benefits from both federal and state retirement systems were of interest to all, whether or not their total employment history was under both retirement systems in Maryland. Also, transfer credits from positions in other states have an effect on retirement decisions.

Age and health are variables to be considered in addition to the financial aspects. Interestingly, many people consider all tangible aspects and decide in favor of staying on the job.

No pressure or guarantee was expressed or implied for a decision to retire—only that when that decision is made—that it will be based on each individual's consideration of facts and figures.

In the evaluations at the end of the seminar, participants made the following comments:

"It got me started thinking about employment after retirement."

"I feel much better about retirement—both financially and otherwise."

"I have attained a new and better outlook on retirement."

"I have a better understanding of my situation."

"I have an understanding of my personal benefits."

In some cases, the seminar helped to confirm plans to retire soon; in others, it confirmed plans to stay on the job. In any event, there was a feeling of satisfaction about the decision-making process and a conviction that advance planning for retirement makes for a smooth transition.

One sign of the seminar's success was an unforeseen request for information. Although all potential retirees had been notified of the seminar, only one in three actually attended. (Perhaps some did not wish to be identified with the retirement concept.) However, at the conclusion of the sessions, many staff members voiced their interest in future seminars.

Though the objective of the seminar was to help make decisions concerning retirement, the committee came to realize that most of the information should be imparted right from the start of employment. Financial and legal questions are a concern throughout one's career.

Post-retirement activities frequently are determined by hobby interests and community involvement during earlier working years. Whether one retires to a second career in a paid or volunteer capacity, the groundwork can frequently be laid well in advance of the retirement date.

During program evaluation, committee members and participants recommended that future seminars should become standard personnel practice in the MCES. Because of the long-range effects of retirement, the committee suggested that seminars be held biannually—and that the potential audience continue to be staff members within 5 years of retirement.

The committee further recommended that Extension offer the seminar to other faculty members of the Life Sciences and Agriculture Division, and perhaps to the total University of Maryland staff.□

people and programs in review

Shopper's Guide—1975 USDA yearbook

How to buy the right product at the best price is the theme of this latest USDA Yearbook. Divided into six sections—foods, materials, equipment, gardening, service and recreation—the *Shopper's Guide* features 24 articles by Extension workers. It can be purchased for $5.70 from any GPO bookstore or by sending a check to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

4-H receives health grant

A nationwide, community-based health education program for 4-H youth will begin in early 1975 through an $80,750 grant by the Robert Wood Johnson Foundation to the Extension Service and the National 4-H Foundation. The 1-year grant provides for a survey of present 4-H health education programs, and preparation of a long-range plan.

Mailgram overnite news special to states

The Mailgram, a twice weekly news service to state editors provided by the Office of Communication, USDA, will summarize USDA news on an overnight wire for next-day delivery. Many states are using these summaries in radio scripts, as tip sheets, or in reports to administrators.

Wheat marketing hotlines

Hotlines giving producers the latest wheat marketing situation by telephone have been set up in Montana, Nebraska, Texas, North Dakota, and a regional office covering Idaho, Oregon and Washington, This is a result of development of the system in Montana with leadership by ES-USDA and Cooperative Extension Service in Montana, with the wheat industry.

How to save $150,000

The Pacific Northwest (PNW) Extension publications group celebrated their 25th anniversary with the 150th booklet printed for the three-state (Washington, Oregon, Idaho) area. PNW has printed more than 5 million copies of publications, with a total savings of $150,000 over one-state printing.

How Parke County did it . . .

This is a people story about Indiana's "covered bridge county" and how the community worked together for its development over two decades. Three publications about the project are available from R.L. Reeder, AGAD, Purdue University, Lafayette, Ind. 47907. A companion 30-minute, 16 mm. sound-color film is available on a loan basis from Reeder or Don Nelson, ES-USDA, 6414-S, Washington, D.C. 20250.

North Carolina special summer school

This annual 3-week school for Extension and other adult educators is scheduled for June 9-27 at the North Carolina State University. Courses will be offered in swine management, weed science, economics, non-traditional approaches in higher education, evaluation, contemporary adult education innovations, management and supervision, teaching disadvantaged adults, and parent education. Printed brochures with application forms are available from W.L. Gragg, PO Box 5504, Raleigh, N.C. (919-737-2829).

ES signs agreement with NOAA

In a recent agreement with the National Oceanic and Atmospheric Administration (NOAA), ES will coordinate educational efforts with the marine community. CES now conducts Sea Grant programs in 14 states, with close cooperation in 11 others. ES has similar agreements with the Environmental Protection Agency (EPA), Farmers Home Administration (FmHA) and several other agencies.

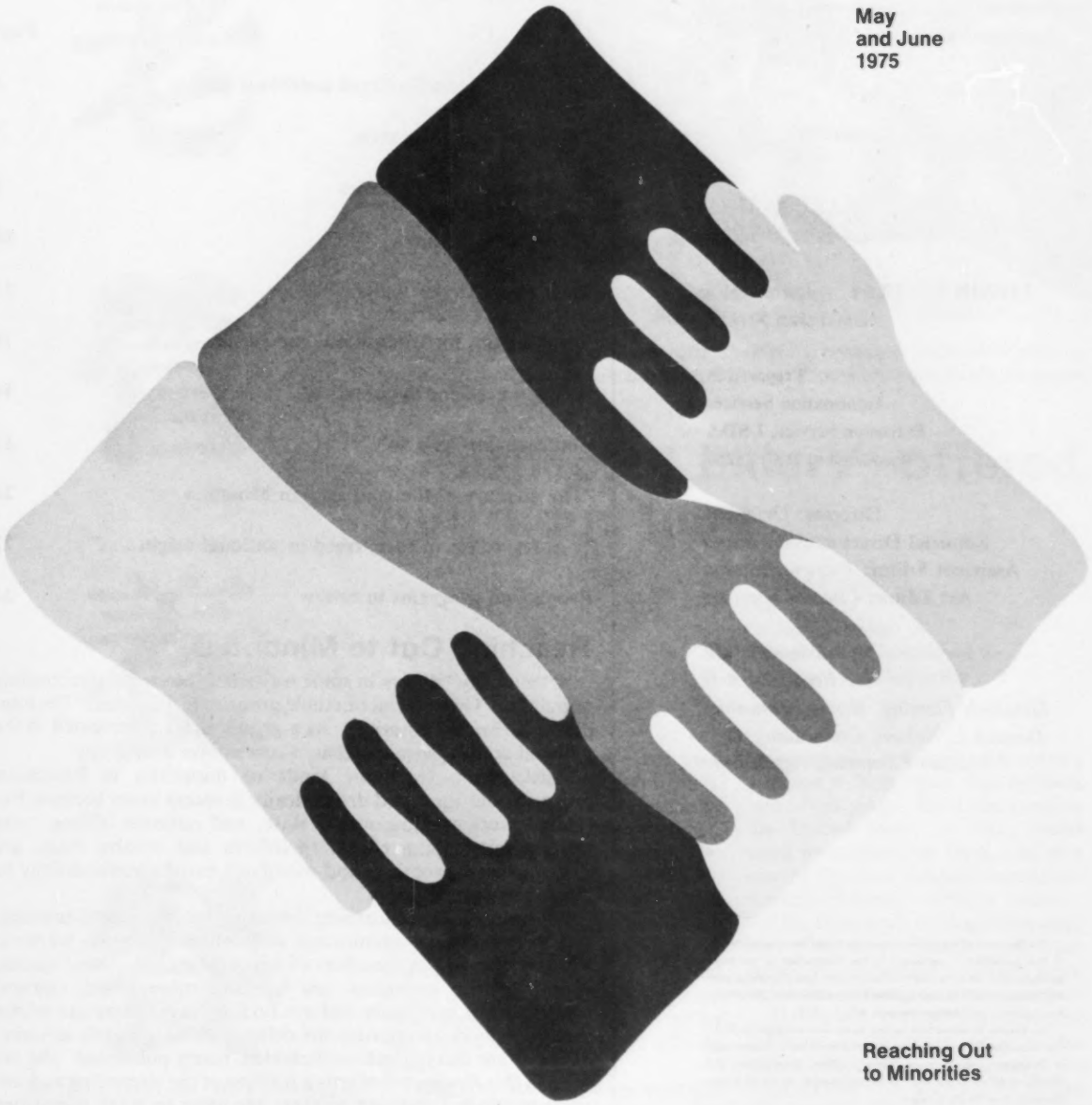
Focus II report out

Focus II is the title of the updated "Focus" report recently made available by the ECOP Subcommittee on Home Economics. It is intended to assist states with program development and implementation, show how Extension Home Economics can help with some of the major concerns about quality of life in America, and identify the populations in greatest need. More information on Focus II may be obtained from state Extension home economics leaders.

EXTENSION SERVICE review

U. S. Department
of Agriculture

May
and June
1975



Reaching Out
to Minorities

VOL. 46 NO. 3 MAY-JUNE 1975

The Extension Service Review is for Extension educators—in County, State, and USDA Extension agencies — to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through July 1, 1978.

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at 60 cents per copy or by subscription at $3.60 a year, domestic, and $4.50, foreign.

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EXTENSION SERVICE
review

Official bi-monthly publication of Cooperative Extension Service; U.S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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Reaching Out to Minorities

A "minority" differs in some way from the larger surrounding population. Often racial or ethnic groups are minorities. The handicapped are a minority. As a group under-represented in the political and economic arenas, women form a minority.

Participation by many kinds of minorities in Extension programs has increased dramatically in recent years because Extension workers—in county, state, and national offices— are making outstanding efforts to inform and involve them, are designing new programs and modifying proven methodology to meet their special needs.

Extension staff are learning through intensified state training, and from more communication with fellow Extension workers, who are themselves members of minority groups. Local agents, closest to the problems, are learning more about cultural preferences of minorities and are finding ways to operate within that framework to improve the delivery of Extension's services.

Theirs are daily efforts, unheralded, rarely publicized. The articles in this *Review* tell of only a fraction of the interesting and unusual methods Extension workers are using to reach minorities today.—*Jean Brand*

敬老營養餐

Headline from Dr. Ho's newspaper column.

"Umm, good!" or the Chinese equivalent is the comment these older citizens appear to be making while downing a 50-cent dinner provided by the Program for the Elderly.

"Respected Elders" offered nutritious food

by
Robert Boardman
and
Catherine Brent
Educational Communicators
University of California

William Chin, 70, lives alone in a downtown Los Angeles hotel room.

Although his $250 social security check barely covers living costs, Mr. Chin manages pretty well. He watches TV on a 16-year-old set. He shops for bargains in the food markets—daily, because he has no refrigerator . . . . Buys lots of chicken fat and potatoes . . . . And a loaf of bread so he can make toast on a one-burner stove. Peanut butter and jelly are delicacies to go with the toast.

Sundays, the Chinese-American rides a bus to West Covina, a few miles east of Los Angeles. He takes a walk on a farm there that reminds him of his youth. Bill Chin came to the United States in 1916, found work on a Stockton farm, and was one of the first Chinese immigrant workers to learn to drive a tractor.

Like thousands of his countrymen, Mr. Chin came here to earn what would be considered a fortune when he returned home to live in comfort.

However, the Communist takeover on the mainland made his return impossible. Eventually, he went to live wtih his relatives in San Francisco. Then he drifted to

UC Nutritionist Genevieve Ho, besides composing menus, goes into the kitchen to observe food preparation. She checks salt content of spinach-and-beef dish prepared by Chef Cherk Hoon Wong.

nutritionist, Los Angeles County.

Dr. Ho said the main nutritional deficiencies of elderly Chinese are calcium, Vitamin A, and protein. She added:

"In the old country they would have had these nutrients. Thousands of Chinese came to this country, especially after the relaxation of immigration restrictions in the late 1960's, and they found some American foods unacceptable. They couldn't afford to buy imported Chinese food. The change in diet detracted from their nutrition and adversely affected their health."

To supply the elderly with Vitamin A, calcium, and protein, Dr. Ho composes menus that include meat and vegetable dishes and a soup made with milk.

Here is a sample menu:

— Chinese mustard greens/sweet-potato soup (Vitamin A)

— Broccoli/beef slices, panfried (Vitamin C, protein)

— Been curd/(ground) fish balls,

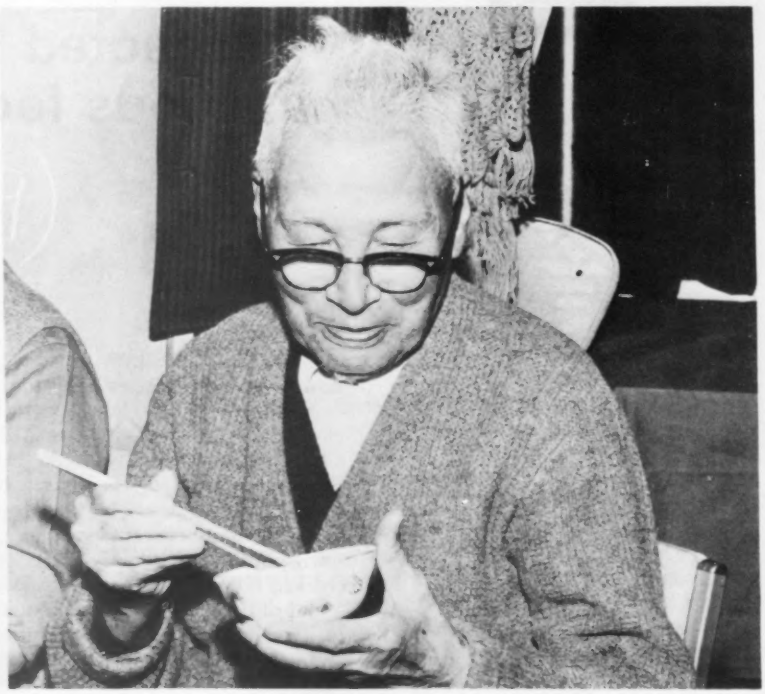
Chinatown in Los Angeles. His health suffered from an inadequate diet. He lost weight.

A year ago things started looking up for Mr. Chin and for many other elderly Chinese-Americans in Los Angeles. The Chinese Committee on Aging, aided by funds from the California Office on Aging, began a program in early 1974 to improve both nutrition and well-being among the senior citizens of Chinatown.

Five days a week, at 4 p.m., Bill Chin joins eight other elderly people in a room set aside for them at the Hong Kong Low restaurant. They take lessons in English, nutrition, and other subjects. But perhaps most important, they receive a five-course meal that provides at least one-third of the recommended dietary allowances for that age group.

One hundred people pay $2.50 a week for the five meals, and another 250 are on a waiting list.

The person who makes sure that each meal contains the right amounts of vitamins, minerals, and protein is Dr. Genevieve Ho, University of California Cooperative Extension



Oldest participant is Ming Wong Cheung, 93, who takes the bus every weekday to join his friends for dinner.

Dr. Genevieve Ho (standing) pauses at a table to check on reactions to the day's menu.

braised (calcium)

— Green beans/chicken liver, pan-fried (protein, iron)

— Cabbage/pork strips, pan-fried (Vitamin C, protein)

— Steamed rice (B vitamins, iron)

— Oranges (Vitamin C)

Besides supplying nutritious food, the Program for the Elderly is a morale builder.

"The old people stayed behind when their children grew up and moved to the suburbs. Now they live alone in a hotel or a communal hotel-apartment," said Dr. Ho. "The nutrition program gives them a reason to get spruced up, put on their good clothes, and go out. They look forward to meeting old friends."

The actual cost of each meal is $2, of which $1.20 is for the food and 80 cents for preparation. The Nutrition Program for the Elderly is supported by funds from Title VII of the Older Americans Act. The program began in January 1974. Also financed by these funds are the services of a director, a half-time secretary, and a part-time driver for the van that simultaneously delivers meals to 10 shut-ins and picks up those of the remaining 90 who live too far away to walk.

The program is unique, Dr. Ho believes, not only because it meets the needs of people with distinct language and diet problems—but also because, unlike the other 51 such programs in California, it is held in a restaurant.

"The old people are proud to tell their friends that they eat almost every day in a *restaurant*."

Dr. Ho devises a variety of rotating menus, each of which goes far toward satisfying the Recommended Daily Allowances. The Chinatown newspaper publishes the menus that will be served in the ensuing week. Each menu lists the major nutrients in the foods. The paper also runs Dr. Ho's column on nutrition.

What are some of the results of the overall nutrition campaign? A Mrs. Cheung boasts that she has put on 5 pounds. A Mrs. Woo said her father "hasn't had a cold this winter." A Mrs. Lee: "My mother is feeling peppier now than a year ago."

Naturally gregarious, the Chinese-Americans enjoy the chance to meet with their countrymen and speak their native dialects.

In addition to her work with the Chinese elderly, Dr. Ho trains 25 paraprofessional program aides who work with all races under the Expanded Nutrition Education Program directed locally by Exten-

sion Home Advisor Pauline Gaddy. Their objective is to teach better nutrition for less money.

Program aide Yun Sun Tong goes into Chinese neighborhoods to teach the people to eat the less familiar foods such as powdered milk, broccoli, brussels sprouts, and to get the calcium equivalent of milk in foods such as soybean curds. An especially good source of calcium is bean curd and fish balls with the bone ground in.

Mrs. Tong said many families have been persuaded to use more milk and vegetables and to give more nutritious snacks to the children after school. "And they are eating chicken cooked in milk—unheard of."

Dr. Ho also writes a nutrition newsletter in Chinese. It circulates not only in Los Angeles but in Alameda, San Francisco, and Sacramento counties to the north.

Dr. Ho was born in Shanghai. She was graduated from the University of Chattanooga, Tenn. and earned the doctoral degree at Pennsylvania State University. She has been a home advisor in nutrition for the University of California Cooperative Extension, Los Angeles County, since 1970. □

Devising ways to help Chinese-American families eat more nutritious snacks is the specialty of Program Assistant Yun Sun Tong. Eagerly awaiting orange coolers containing powdered milk are Christopher and Benson Chan.

Program Assistant Yun Sun Tong teaches a homemaker how to do comparison buying in a Los Angeles supermarket.

by
Linda Christensen
Extension Marketing Editor

and
Martha Benn, Student Intern
Ag Communications
Michigan State University

Learning the ropes in a strange country can be a traumatic experience. Every year, when students from all over the world come to the United States to study, there are many programs to assist them. But often their wives are left on their own to tackle the intricacies of American grocery shopping, clothes buying, and other day-to-day needs.

Recognizing this problem, a group of Michigan State University (MSU) volunteers asked Extension Home Economist Grace Lang to help them develop a program to make those first few weeks in this foreign country a little easier.

The result — six weekly sessions covering the practicalities of shopping for groceries and clothes, finding thrifty and efficient cleaning products, and making use of public health services — a sort of crash course in American consumerism.

Community Volunteers for International Programs, a committee under the MSU dean of international programs, initiated the idea and contacted the wives of foreign students.

Enter the Extension Service, with knowledgeable specialists, a few slides, and many pamphlets that could be used for classes. The pamphlets were especially important because of the language barrier.

"Language was only a problem in that we had to go a little slower in explaining things," says Grace. "We tried to have everything in printed form, so if the women didn't understand something, they could get help with reading the material."

Tours were another important aspect of the program. Of the myriad of products on the grocery shelf, how many are really needed to scrub the tub, polish the floors, or keep a clean house? After discussing grocery shopping and cleaning products, the group toured a local supermarket. They also gained an understanding of labeling and unit pricing.

"A tour of public health facilities would also be a good thing in this kind of program," Ms. Lang says. "We talked about how and where to find such services during one session, but actually visiting the building makes it so much easier to return when the need arises."

Both Grace and Lynn (Betty) Robertson, chairperson of the volunteers committee, feel the program was a success. Apparently, the major problem was low attendance — although nearly all the women who began stayed with the program the entire time.

No one is sure whether the program will be run again next fall — not because of problems, but because other organizations may offer the same kind of help.

"The adult education program in East Lansing may initiate a similar program in the near future. Also, the MSU English Language Department offers excellent practical information to foreign wives," Ms. Lang says. "We'll just wait and see if these programs meet the same need before we decide to continue."

Many other university communities might profit from just such a program — and not only for foreigners. The MSU program was open to all student wives, and several American women also profited from the basic consumer education. □

Reaching out to Minorities

by
Marian M. Kira
Progam Leader
Cooperative Extension
New York

Equal program opportunity (EPO) in Cooperative Extension means reaching beyond the usual participant groups.

It means reaching community residents — especially members of minority and disadvantaged groups — who have not been served before.

It means engaging them in the whole process of program development, then providing educational resources based on their needs.

Writing EPO plans is easy. The guidelines are clear and your mind and heart tell you what is right. But translating those plans into educational programs is quite another matter.

Where do you start?

What are the needs and interests of "those others"?

What can Cooperative Extension do?

These were questions that prompted a special agent committee in New York State to create a workshop series called *Reaching Out to Minority Populations.* The purpose of the series was to help all Extension presonnel meet the challenges of EPO in their counties and improve the climate for social change across the state.

Spanish-Americans, the second largest minority population, were selected for study first because of our difficulty with the Spanish language and their need to maintain language (an essential element of culture) for personal and group identity.

Two workshops, held in June and December 1973, involved about 120 participants, mostly Extension agents, administrative personnel, and college faculty. Others represented six agencies serving minority populations. Eight special resource persons were invited as speakers.

Getting started in a new direction is often the hardest part because we professionals tend to assume that we already have most of the answers. "You tell us what they're like, and we'll give them programs!" That was one attitude we hoped to change, so the first workshop aimed (1) to increase our sensitivity to minority populations and to our own hangups or cultural biases in relating to them (our experience had been predominantly white, middle class); and (2) to explore points of view and levels of commitment to Spanish-Americans as demonstrated by agent experiences with the Expanded Food and Nutrition Education Program (EFNEP).

In the opening session, maps and charts were used to identify and locate minority populations in the state, county by county. Anthropologist Janet M. Fitchen explained the usefulness of a sociocultural approach to understanding people and working with them. Then a panel of four agents described their experiences with programs for Spanish-Americans in their counties.

Small groups met over lunch to discuss specific problems of program development and delivery to meet the needs of Spanish-speaking families. They were encouraged to work out solutions to their problems and report back to the total group later. The film, *Island in America,* was followed by a general session to review and evaluate the day and plan the next workshop.

Program evaluations showed unanimous approval of Dr. Fitchen's talk, a somewhat lower but favorable reaction to the agent panel, and general dissatisfaction with the small group discussions.

Further questioning revealed that agent experience with members of minority groups was considerably less than had been expected. No wonder they were frustrated in the discussion session. Another workshop was needed in order to study Spanish-Americans, their cultural traditions, attitudes, patterns of behavior, and life styles. Spanish language program materials were another problem.

The second workshop featured two panels in the morning session. Three human ecologists provided background information by sharing their experiences as teachers to illustrate the topic, "Socio-cultural Influences on Educational Programs."

The professional panel set the stage for a memorable performance by a panel of residents: two women, a man, and a teenage boy, who held the group spellbound for more than an hour as they told how it feels to be Spanish-Americans living in the United States. Both panels were captured on videotape. (They have been made into 30-minute programs with a new introduction by Dr. Fitchen. See below.)

Contributors to the workshop series review video tapes in the TV projection room.

A survey and evaluation of Spanish language program materials was carried out in the afternoon.

Program evaluations rated both panels excellent for interest and content and the materials review somewhat lower. The resident panel proved so popular that lunch was postponed.

What are the next steps? Additional workshops will be offered to study American Indians, blacks, low-income whites and other target populations.

However, we feel obligated to carry the first two workshops one step further by field testing selected elements at the county level to determine their value for community-wide affirmative action programming. Major objectives of community-based workshops would be (1) to increase community awareness and understanding of minority residents, and (2) to demonstrate ways of involving minorities in Extension programs as a doorway to fuller participation in the larger community.

For testing, community workshops could be designed around any suitable combination of videotape programs from the workshop series. Five programs are available as videotape cassettes, called *All the People,* Programs 1, 2, 3, 4, 5:

1. Dr. Janet M. Fitchen: "Cultural Diversity: Problem or Promise"
2. Agent Panel: "Points of View and Levels of Commitment"
3. Dr. Janet M. Fitchen: "Introduction to Panels"
4. Professional Panel: "Socio-cultural Influences on Educational Programs"
5. Resident Panel: "Personal Experiences of Spanish-Americans Living in the United States"

Once field tests have been completed and evaluated, the next logical step would be to prepare a demonstration/teaching unit to share with all Cooperative Extension Services throughout the country. Proposals have been submitted to several funding sources and we hope to be in a position soon to offer this EPO model to any state that wishes to try it. □

Verneda Bayless, center, Southern Pueblos Agency Extension home economist was honored recently for her service to Isleta Pueblo 4-H'ers. Making the presentation is Terry Salazar, left, Isleta 4-H leader, and Margaret Salazar, a club member.

No wooden Indians

by
Norman L. Newcomer
Head, Department of
Agricultural Information
New Mexico State University

Isleta Pueblo 4-H'ers aren't going to become wooden Indians! They like their heritage, but they also want to display an interest in the modern world.

Isleta 4-H'ers are out to change the Indian image of the past. They have learned to speak out and make appearances in public. Now they are encouraging 4-H'ers in other nearby Indian pueblos to do the same. The Isleta young people are ready to live, work, and play in today's America.

One reason for the bright outlook is Verneda Bayless, Southern Pueblos Extension home economist for New Mexico State University (NMSU). Other reasons are found among the Indian volunteer leaders, who have guided and encouraged the young people. In the process, these leaders themselves have discovered new-found abilities.

Verneda knows the problems and frustrations of Indian children. A native of eastern Tennessee and part Cherokee, she once exhibited some of the same shyness and inhibitions of many Indian youth of today.

A former 4-H'er and teacher, she knows that Indian children withdraw in a mixed-culture atmosphere for several reasons. Among them, she says, are the fear of criticism; a sometimes poor choice of English words because of bilingual surroundings; a home environment where parents engage in little conversation with their children; and a general attitude that it is easier to be quiet, to think, or to read than to talk and be criticized.

Armed with her youthful experiences, some Indian culture, and her teaching background, Ms. Bayless joined the NMSU Extension Service in 1969. She had yearned for the chance to teach Indians, and with her Extension position with the Southern United Pueblos Agency, she had a great opportunity.

The youth and adults of Isleta Pueblo welcomed her. She made a big hit when the Neighborhood Youth Corps asked her to present three programs at the pueblo. She surprised boys in the 15- to 18-year-old audience with her knowledge of entomology by conducting a program on "Factors Involved in Providing Food for the Larval Stage of the Pompilideae Wasp." Her other two programs were on the importance of public speaking.

Verneda was so convincing near the end of the program that six Indian girls gave impromptu speeches before the group of 60— an almost unheard-of thing at that time. Another girl volunteered as 4-H leader and others offered to help.

Today, three large pueblo 4-H clubs are led by volunteer adult, teen, and junior Indian leaders. Public speaking only vaguely describes activities now being undertaken by pueblo youth and adults, but that's how it all started.

There had to be a beginning. For that start, Berneda turned to Keith Austin, now an NMSU Extension State program leader. Austin conducted a series of leadership workshops at the pueblo on public speaking, working with groups, and recreational leadership. A fourth workshop brought it all together in a review session, and participants in the previous workshops gave impromptu speeches.

4-H leaders, Boy Scout leaders, Neighborhood Youth Corps participants, Extension club members, and 4-H club members attended the workshops.

Ms. Bayless built on Austin's work during her regular meetings with pueblo adults and youth, and they began volunteering to give speeches. Austin stepped back into the picture to help pueblo women prepare for an early 1972 conference of the North American Indian Women's Association.

Interest and confidence were building in both adult leaders and youth. As Verneda put it, "The result of these leadership and public speaking sessions has been great."

In early 1972, Ms. Bayless suggested that Isleta youth could encourage those in other pueblos with public speaking and public appearances. With that in mind, she developed a basic program to be used by Isleta 4-H'ers in nearby pueblos, which included presentations used in district 4-H contests.

The 4-H'ers practiced many hours. It was also a year of learning for adult leaders. Indian culture was being mixed with traditional 4-H programs. Ms. Bayless also helped the Isleta youth develop program segments using Indian sign language.

An unexpected opportunity arose when the youth were given spots on the program of the Western 4-H Leaders Forum in the spring of 1973. Isleta Pueblo was also selected as one of the tour stops for those attending the forum in Albuquerque. This forum served as an enthusiastic kickoff for a year filled with public appearances.

During the forum, Isleta youth presented "The Lord's Prayer" in Indian sign language as part of a devotional service. They gave speeches and did Indian dances. Adult leaders from Isleta and several other nearby pueblos served as tour guides. Verneda helped leaders prepare for the tours.

The public speaking and public appearance program, besides its obvious benefits, is having other good effects. A junior high school counselor says 4-H'ers enrolled in this program have the top grades among Indians at the school.

Perhaps the best testimonial comes from the youth themselves. Remarks from Patricia Lucero, an Isleta 4-H'er, are typical. She says:

"I'm glad that I took public speaking. I like it a lot. I used to be shy at school, but I'm not afraid now. I don't mumble. I went into the 4-H contests saying, 'I can do it if I put my mind to it.' I have new friends from going here and there, and I have higher grades. I'm helping with a class newspaper."

To those who know of the problems confronting Indian youth, Patricia's words translate into — PROGRESS! And with their new skills — their new confidence — there will be no wooden Indians at Isleta.□

Inner city

Outer limits

by
Mary B. Jones
Staff Writer
Communications Center
Cook College
Rutgers University

Training for the wilderness.

For an inner-city kid, used to crowds and traffic and buildings, a night in the country can be eerie enough.

Multiply that.

Imagine 2 days and 2 nights all alone, staying in one spot on a mountain, with no one to talk to but the squirrels.

With nothing to do but build your fire and cook your meals — and think.

That's what is happening, in a startling 4-H program for Newark teenagers who have had one brush with the law and who, if the experience and followup efforts work as well as indicated, won't have another.

"It's a way to take a look at yourself, and to turn some things around," explains Chester R. Smith, program administrator for the Newark 4-H Youth Development Program, who heads the novel project.

Dramatic as it is, the wilderness experience is just the starting point for a 2-year program of counseling and assistance, run by Cook College's Cooperative Extension Service 4-H staff.

Called "Project 4-H Outer Limits," the program is aimed at keeping first offenders from becoming "repeaters."

So far, the project has been so effective that the Newark City Council, which sponsors it, has requested a major expansion.

"We only got started last spring, and we expected to have a high proportion of kids dropping out in a program like this," Smith says.

"But when we looked at the figures on repeated arrests, we were surprised. Only 2 youths had been arrested again, out of the 204 we took in during the first 3 months. City Hall was really impressed — that's a very low repeat figure, compared to what usually happens."

The project is financed through the State Law Enforcement Planning Agency.

First offenders, aged 14 to 17, enter the program with a background ranging from auto theft to breaking and entering.

Juvenile courts may refer teenagers to the project directly, requiring participation as part of the terms of probation, but most are referred by agreement with their probation officers.

The program begins with a thorough physical checkup, and interview sessions with the teenagers and their families.

Then the teenagers, in groups of 12 to 20, enter a 10-day training course where they improve their physical fitness and learn outdoor skills by hiking and canoeing in city parks, studying harmful plants and animals, and going on an overnight camping trip. Their leaders are 4-H youth specialists who combine a knowledge of the ghetto with experience in outdoor living.

After this preparation, the young people begin their wilderness experience — a 2-week stay in the woods, at Stokes Forest or in the mountains of Connecticut.

"When the van pulls away and leaves a dozen inner-city teenagers there in the forest facing a whole set of problems they've never tackled before, that's a real cultural shock," Smith says.

The young people cook all their own food, take a 50-mile hike, go mountain climbing, and learn how to care for themselves in the forest.

The climax of the program is the last 2 days, which each participant spends completely alone.

"They're brought to a particular territory — then told, for instance, to stay between this tree, that boulder, and the lake over there — and just look after themselves," Smith says.

There are safeguards of course. Each participant has a flag to fly in case of real trouble. The head counselor makes regular safety checks, but he takes care to stay out of sight during these visits. For the teenager, the experience is one of complete solitude.

"Alone in the wilderness, kids have plenty of time to think about their lives — past mistakes, recent accomplishments, future goals. They gain perspective and, when they come back, they're openminded and ready for something new," Smith explains.

Exploring the environment.

What do they talk about when they first return to human company?

"Usually they talk about their parents, about family relations, and how much they miss home," Smith says.

"Then, they begin to talk about themselves, and what got them there — who were they trying to hurt?" They begin to recognize other alternatives.

"They see they can master complex skills totally unrelated to anything in their past experience," he says. "They see they can achieve difficult goals through perseverance and cooperation with others."

"Since these are the very qualities needed if kids are to break out of the behavioral traps that got them into trouble in the first place, our next job is to help them transfer these behavior modifications and attitude changes to their everyday lives."

The 2-year followup program, an example of 4-H's adaptability to urban needs, involves the teenager's whole family. 4-H guidance experts help each participant decide on goals and realistic ways to achieve them.

Assistance ranges from medical treatment or psychological therapy to vocational training. The young people are helped in completing high school or gaining an equivalency diploma, and are encouraged to use many other social and educational services.

The full measurement of the program's success will come when the earliest "graduates" complete the 2-year project in the spring of 1976. Meanwhile, hopeful prospects are illustrated in Smith's description of two especially difficult youths:

"From the first day they were troublemakers, mocking everything and constantly making smart-aleck remarks.

"However, as the program progressed, they changed. They began to compete with other boys to see who could walk farthest without complaining, who could do the most pushups, who could come out on top in a first-aid test.

"They began to seek attention in a positive rather than a negative way, and to see that they can influence others through leadership — not just through force," Smith says.

When the time came for their wilderness experience, Smith continues, things were more difficult than usual — it rained 7 out of the 14 days they were there.

"Those two boys held the whole group together. Because of their high morale and their ability to communicate it to others, a potential disaster turned out to be a very successful session," he says.

"That's the kind of change we hope to build on, with them, and with a lot of other troubled kids who need a second chance." *(This article first appeared in RE: SEARCH, publication of the New Jersey Agricultural Experiment Station. Fall, 1974.)*□

Kathryn Clarenbach and Helen Nelson exchange a few serious words on the subject of credit bias against women.

Speaking out for women and consumers

by
Jeanne Rudolf Weber
Specialist, Office of Program Information
University of Wisconsin-Extension

Kathryn Clarenbach and Helen Nelson of University of Wisconsin-Extension (UWEX) were espousing the causes of women's rights and consumer protection long before the topics were this decade's front page news, and their work has gained the dynamic duo national and state responsibilities in their fields.

Dr. Clarenbach, an associate professor of political science, is based in UWEX Women's Education Resources unit, charged with expanding opportunities for all Wisconsin women, especially those who are disadvantaged.

Ms. Nelson, professor of economics, is director of the UWEX Center for Consumer Affairs, pledged to focus attention on consumer

education. The two educators share many goals.

"We are both concerned with the development of a genuinely democratic society," says Kay Clarenbach. "To that purpose we program to help individuals gain a voice in the decision making of the wider society, and subsequently, greater control over their lives."

UWEX, with its outreach mission and flexible structure permits the housing of the Governor's Commission on the Status of Women in the Women's Education Resources unit.

In one recent program, the Women's unit, the Governor's Commission, and six institutions of higher learning put together a series of conferences to explore the economic plight of the homemaker who does not work outside the home. It provided meeting places convenient for women in different parts of the state, a variety of expertise, and liaison with a state-based organization which could initiate action for change.

The comparison of the housewife's work, without pay, to jobs with built-in economic protections, revealed the stunning inequities under which the homemaker labors.

"The conferences have led to the recommendation of legislation that would provide the homemaker with some of the accepted advantages of outside jobs, such as tax relief, social security, and health insurance," Kay says.

"Women in Apprenticeship" was a 3-year UWEX cooperative program, with the state department of industry, labor and human relations.

"The goal was to increase apprentice opportunities for women, helping them gain entree into fields heretofore 'closed' to females.

"It is not enough to provide women with training and the *hope* of work. We need to create an environment that will make it possible for them to *find* work and succeed at it. We need to break down discrimination, help women improve their self-images with the realization that they have potential in the job world, provide day care centers and do other things that will bring them to the level men have enjoyed," Kay says.

She set up a conference at the University of Wisconsin that led to relaxation of some of the barriers to women entering graduate schools.

Her office also provided educational assistance to the Conference of Women of the AFL-CIO in its study of the Equal Rights Amendment, and to the women of the Great Lakes Inter-Tribal Council as they explored ways to gain better control of their lives. She helped prepare Wisconsin's affirmative action executive order.

Key has served for 10 years as chairperson of the Wisconsin Governor's Commission on the Status of Women. She chaired the national organizing conference in Washington, D.C., of the National Women's Political Caucus.

She helped organize the National Organization of Women (NOW), and is currently on NOW's national advisory board along with Congresswomen Bela Abzug and Shirley Chisholm, Betty Friedan, and Gloria Steinem.

Helen Nelson through the UWEX Center for Consumer Affairs, has been directing part of her efforts in consumerism to helping women realize the potential of their collective impact on the marketplace.

"Homemakers make the majority of the decisions on how income shall be spent," she says. "A tremendous number of women are independent wage earners — able to buy homes, cars, and other high-cost items that only men could afford a few years ago. Consumers are no longer just a bunch of angry housewives, but comprise a growing cadre of professionals in this new field."

Helen acknowledges no sacred cows in addressing such groups as the American Bar Association, the American Medical Association, manufacturers, union members, librarians, and mass media.

At the meeting of the Health, Education, and Welfare Secretary's conference on the Implementation of a National Blood Policy, Ms. Nelson was outspoken: "It's hard to explain to consumers why there is no rational relationship between the cost of this product (blood) and the charges they are paying for it . . . Why should a blood bank consumer today become a conscripted donor next month?"

Consumer credit has long been Ms. Nelson's concern. "The consumer has been the victim of misrepresentation of true interest rates, excessive rates, and improper denial of credit," she says. The Center sponsored a consumer credit seminar, with a roundtable of national experts discussing the Federal Government's legislative, judicial, and administrative role in consumer credit.

Ms. Nelson has served two terms as president of the Consumer Federation of America (CFA), an organization made up of 200 consumer groups totaling some 30 million members.

She feels that it's important for people to realize that they can and should have input into those things that touch their lives.

Workshops have offered skill-training for consumer leaders of co-ops organized to provide their members with auto repair, day care, food, health services, and transportation.

More than 4,000 persons attended a Community Health Fair that the Center co-sponsored, and were offered the opportunity for free dental, vision, and hearing screenings and high blood pressure and TB tests. More than 80 health agencies participated.

Ms. Nelson is currently president of the Consumer Research Foundation and vice president of Consumer's Union.

She was recently elected to the board of governors of the American Stock Exchange in New York, to which she brings the consumer's viewpoint.

"But the greatest sense of accomplishment comes from seeing citizen consumers organize to advance their interests, educate themselves in the issues, learn the necessary skills and effect a change for the better in their consumer rights," Ms. Nelson says.

This belief is shared by Kay Clarenbach in her work for the advancement of women. □

Seeing a need for the blind

by
Elizabeth Fleming
Information Specialist
Extension Service-USDA

Ever wondered what it's like to be blind? How would you boil water safely, remove foods from a hot pan, carve meat? What would it be like to eat a meal when you can't see?

Volunteers enrolled in a unique Arizona course have learned what it's like to be blind. Their training was provided through the efforts of the University of Arizona Extension Service and the Arizona Department of Economic Security Section on Rehabilitation for the Blind and Visually Impaired.

Now known as resource aides, the 16 graduates of this new program specialize in teaching food preparation skills and cosmetology practices. They help blind homemakers learn how to measure hot and cold liquids, cut and slice foods, use range tops and other appliances, and perform other tasks. The aides learned how to apply makeup so that they could help blind homemakers apply it. "This has proven to be a great morale booster," says one aide.

Arrangements worked out through the American Foundation for the Blind provided expert trainers from two cooperating companies. Every trainee practiced skills both as a blind learner and as a teacher.

In addition to these skills, the resource aides also learned about the causes of blindness, attitudes toward

Arizona resource aides learn what it's like to be blind and prepare a meal.

blindness, and what services are available to the blind. An important part of their job is to refer blind people to rehabilitation services and introduce often socially isolated blind people to sighted groups. Extension homemaker clubs, for example, are now involving blind homemakers in their educational programs.

Sometimes resource aides succeed where others fail. A professional rehabilitation worker, for example, was unable to convince a Mexican-American husband that it was safe to teach his blind wife how to do housekeeping chores. As a result, this homemaker was an invalid. But, a Mexican-American resource aide finally persuaded him to approve the training. Now the blind homemaker leads a more active, independent life.

The resource aides are usually local residents with special concern for their community. Many already have established contacts with social agencies so it is possible for them to locate hard-to-reach blind homemakers.

Diabetes and blindness sometimes go hand-in-hand. On some Indian reservations, the problems are severe. Five of the resource aides are Indian. One aide's father is blind and she realized during her training that she hadn't spent enough time visiting with him. "I provide meals and do things like that," she said, "but I don't talk enough with him."

Extension is encouraging the new resource aides to train others to help them do their job. Now, six of Arizona's 14 counties have at least one resource aide. As the program continues, Arizona Extension hopes to have resource aides in all counties helping the blind lead more active, satisfying lives. □

Contracts for "can do"

by
Mary K. Mahoney
Associate Editor
Texas Extension Service

"I Can Do" is more than a feeling of personal competence. It is a project. For more than 525 Galveston County, Texas, youth it provided skills and abilities to do a job.

These young people, assisted by adult leaders, participated in the Galveston County 4-H Youth Development Project conducted by the Texas Agricultural Extension Service and funded by a grant from the Moody Foundation.

Members of the project, which officially ended several months ago, came from Texas City, LaMarque, and Galveston. They ranged in age from 9 to 19 years, with each member enrolled in one or more of 16 activities. Projects included clothing, terrariums, bicycle safety, foods and nutrition, citizenship, consumer education, arts and crafts, child care, money management and others.

The 4-H Subcommittee of Galveston County initiated the project to provide the young people from Galveston and Texas City with unique and meaningful 4-H experiences. "It also helped test effective methods for working with these audiences," says Barbara harp, county agent and coordinator of the project.

The project work began with recruiting volunteer leaders from civic and service clubs, local homes, and colleges. Following small group and individual training sessions, these volunteers helped boys and girls prepare "performance contracts" describing what they wanted to do and learn.

Roy Frenchwood (left) of Galveston works with two youths in a bicycle project. An important aspect of the procedure in the 4-H Youth Development Project was the "doing" part where members fulfilled their performance "contracts."

"The contracts were tremendously helpful in evaluating how well the youth had achieved their learning goals," Barbara emphasized.

Following the initiation of the performance contracts, the members and leaders selected activities that would help the youths learn to do the things identified in the contract. After successful experiences in the "action" or "doing" part of the program, members evaluated the results with their leaders.

"When members were successful, they were recognized and rewarded for their accomplishments. Galveston youth received awards trips or gifts, while youth from Texas City received symbolic awards such as certificates for their efforts. The two forms of recognition appeared to work equally well, according to results of the evaluation," Ms. Sharp said.

The formal evaluation revealed that youth participating in the project gained substantially in self-esteem and showed an increase in competence and ability.

"This project was conducted to demonstrate that the learning climate for disadvantaged youth can be improved," says Ms. Sharp.

A number of the young people have enrolled in traditional 4-H Clubs. Many are now enrolled in the Mt. Calvary 4-H Club of Galveston, Central 4-H Club of the Community Action Council of Galveston, and other groups. The Texas City project group, under the leadership of Juanita Washington, has joined the Woodland 4-H Club of Texas City, and still other project groups are planning to enroll in new activities.

"Results from the Galveston youth development project tests provided background for the 'Design for Discovery' procedures now being used statewide. These involve use of a contract, planning guide, and self-evaluation," says Dr. Warren Mauk, 4-H and youth specialist.

Many parents have noticed a change in their children — a result of participating in the project. And the youth were pleased and even surprised at the results of their work.□

Learning how to use a sewing machine correctly—and to create school clothes—gave this teenager a sense of personal competence.

Ms. Ramirez (left) of Galveston shows a group of 9- to 11-year-old project members how to thread a sewing machine and adjust it properly.

"The measure of the land . . ." in Montana

by
Marilyn Wessel
Information Specialist
Cooperative Extension Service
Montana State University

"The earth was created by the assistance of the sun, and it should be left as it was . . . The Country was made without lines of demarcation, and it is no man's business to divide it . . . The earth and myself are of one mind. The measure of the land and the measure of our bodies are the same . . ."—Chief Joseph

Wyola, Lodge Grass, St. Xavier Mission, Lame Deer, Fort Smith, Crow Agency — the names roll off the itinerary like whistle stops on a campaign tour.

And whistle-stopping is pretty much what Robert Weber, Extension agent for the Montana Cooperative Extension Service, does when he goes on tour with his annual conservation education program.

Weber, cooperating with the Bureau of Indian Affairs (BIA), the Soil Conservation Service and the Bureau of Sports Fishery, is demonstrating to the children of the Northern Cheyenne and Crow reservations just how crucial and fragile their land resources are.

They do the job with comic books, movie projectors, slides, field trips, and some diplomatically placed helpings of ice cream and lemonade. The whole package is called "Youth and Our Environment." In 4 years' time, Weber estimates they have reached more than 2,565 reservation children.

Weber and Eugene Lambert, BIA soil conservationist, began their conservation program in cooperation with the reservation schools in 1971.

After some experimenting, they developed a format that includes fast-moving visual presentations followed by discussions aimed at giving the youngsters a feeling they play an important part in the conservation of their land.

These programs are usually scheduled for February to supplement the schools' regular science lessons.

In May and June, most of the

students take a field trip that illustrates their classroom work. These field trips emphasize soils, forestry, wildlife, and water. Weber and his corps of cooperators present a few cogent points at each site.

"We tried full-day field trips and found they were much too long; now we present our field program in half a day with much better reception," Weber said.

Weber realizes that the children of the Northern Cheyenne and Crow reservations are living in areas due for considerable ecological change. Both reservations are situated above rich, unmined coal deposits.

"We have shown the children films on coal mining and they are very perceptive," Weber said.

They ask questions like: How will the land be put back when the miners are finished? Will the animals survive?

"We always present our information in a way that kids can deal with and, of course, we try to give them a balanced picture too," Weber said.

The conservation education programs are done by teams. A BIA soil conservation aide works with the youngsters on the problems of breaking the ecological chain of life, while someone else sets up the first visual. Another educator might lead the discussion on each of the main points.

In preparation for the program, Weber put together a comprehensive list of available films and slides suitable for conservation education. These, plus a report on the conservation education program, are available by writing to Dr. Lloyd Pickett, 215 Extension Building, Montana State University, Bozeman 59715.

The list includes an annotated entry on 76 visuals and an evaluation ranging from "good" to "the very best." Weber also notes the length of each film and its distributor.

He reports that the reservation school officials are enthusiastic about the program and have encouraged Extension to continue it.

Pickett, supervisor of the Indian program for the Montana Cooperative Extension Service, is very interested in the conservation venture.

"Of course, Indian cultures differ in their traditional view of the land, but in many ways the 20th century has subjected us all to common conservation problems, making this kind of program even more vital," he said.

Weber spends from 10 to 15 days a year on the conservation program, and he thinks it is time well spent.

"I've been working on the reservations for about 15 years now, and I've seen a big change in attitudes among the Indians, particularly in their concern for the well-being of their land." □

The soil strata on the Crow Indian reservation tell the history of the land for centuries long gone. John Parker, SCS soil scientist, shows the sixth graders how the soil must be cared for.

Teens at the leadership camp.

". . . regardless of race, creed or national origin . . ."

by
Marjorie Groves
Assistant Extension Editor
Iowa State University

Yes, the courts created the opportunity for equal chance at top positions. But, as a teen in a special Iowa 4-H project put it, "White men have always been leaders and their kids become leaders. We blacks need to be made into leaders."

The Iowa 4-H camping center sees thousands of young people each summer, but one session was unique. It focused on black potential; all campers were black and all staff, but one co-director, were black.

Why have a camp for just one race? "There are many leadership training programs for youth, but most haven't focused on the issues prevalent among blacks—housing, discrimination in schools, and the general attitudes of whites about black youth," said Willis Bright, camp co-director.

Maury Kramer, the other director and assistant state 4-H leader, added, "Extension has long helped kids learn problem solving, community action, and self discovery. This time we adapted the principles to these future needs of the black community."

The 42 campers came from seven cities. They varied in income level, school background, and leadership experience.

The week-long workshop was a joint project of Title I (U.S. Office of Higher Education) and the Iowa 4-H and Youth program.

Months before the camp, Bright and Kramer, along with county Extension youth staff, contacted agencies serving minority youth, This was the first time some Extension members had met their counterparts in school programs, YMCA, social service groups, or Neighborhood Youth Corps.

Many of these agencies, including Extension, agreed to hire some teens for the summer on their return from the leadership workshop.

"We wanted specific groups the youth could attach to when they went home," Bright said. "We tried to get jobs for them in human services, but not just the jobs young people usually get. We wanted them to get in on the planning and organizational areas of an agency."

The camp setup was designed to teach this leadership. Each day's schedule included a "community meeting." It was definitely "one person, one vote." Counselors had no more say than campers. They all hashed out whatever bothered them—schedule, food, or philosophy. The campers grew confident at speaking out before a group, learned to abide by decisions, practiced "Robert's Rules," and developed group strength.

"These community meetings were like city council or school board meetings where decisions that affect a lot of people are made. We all have disagreements but deal with them through voting and parliamentary procedure," observed a Waterloo camper.

Another popular camp feature was the evening "speak out." Each night someone, usually a counselor, presented a short talk on a potentially controversial topic, for example: the black woman, love and sex, black teachers, or leadership qualities. Then five teens were selected at random to give their views.

A Burlington camper said, "I just hate talking in front of groups. But when I got picked to give my opinion, I had to get my thoughts together and express myself."

Throughout the week, the young people grouped and regrouped for workshops. Topics ranged from tips on multimedia presentations, to assertiveness training, to creative activities for children.

Workshop leaders came from Extension, the political scene, civil rights offices, youth agencies, and the ranks of the campers. The majority were black. A Waterloo camper led her new friends in swinging, slinking, jumping, and bending. Her workshop on modern dance was a good way to release inhibitions and pent-up energy.

These moments of strenuous physical activity were breaks in the mental sessions. "The camp is oriented to letting these young people know the resources in themselves and their communities that would help them solve problems," said Bright.

"Youth from each town selected a community problem to work on," Kramer said. Several chose the need for youth facilities or a black culture center. One wanted to get black courses started at the high school.

"We need a better program at the youth center in Sioux City," a camper said. "It closes early and doesn't have much for kids to do. We're looking at the history of the problem and studying census data for our area. We hope to talk to community leaders like the Man on city council or school board. A good center could prevent things, like drug use, from happening because it would occupy kids' time."

Friday, the last day of the camp, community leaders from the campers' towns came out to hear the teens' proposals. City council members, mayors, and school board members sat on panels.

They weren't easy on the young people either. "They asked about the same questions and responded in about the same way as power groups back home," said a camper. "It was good practice."

Now, several months after they've returned home, the youth vary in how much they've been able to implement in their towns. Fort Dodge teens are negotiating for use of an empty school as a community center. Cedar Rapids students will be able to attend black courses in the fall, and the Sioux City center has agreed to expand its program with the campers' help. That's a big return from a single camp session! □

Catherine Wells makes a point.

people and programs in review

ENERGY—Use It Wisely Around the Home

That's the name of a new slide set and filmstrip showing how families can conserve energy and energy costs. Slide sets may be ordered for $18.50 from Photo Division, COMM, USDA, Washington, D.C. 20250. Filmstrips are available for $11.50 from the Photo Lab, Inc., 3825 Georgia Avenue, N.W., Washington, D.C. 20011.

Recommended Tomato Canning Procedures

A recent problem in home canning tomatoes is the acidity variation, which affects the quality and safety of the canned product. Some states have recommended adding the following to tomatoes and tomato juice to reduce spoilage and protect against botulism: *Citric Acid U.S.P.*—¼ teaspoon per pint; ½ teaspoon per quart. Add citric acid at the same time salt is added in canning the tomatoes. Citric acid is a uniform and reliable product for strengthening acidity. You should order it from your local druggist a few days before needed.

Also, a new slide set and filmstrip titled, *Home Canning: Do It Safely*, giving step-by-step procedures for home canning of fruits and vegetables, is now available for purchase from USDA. Order the slide set, price: $18.50, from Photo Division, COMM, USDA, Washington, D.C., 20250. The filmstrip is available for $11.50 from Photo Lab, Inc., 3825 Georgia Avenue, N.W., Washington, D.C. 20011.

Extension Employee Honored by Civil Service Commission (CSC)

Edward V. Pope, ES-USDA human development and human relations specialist, was recently chosen to receive one of CSC's 10 Outstanding Handicapped Federal Employee Awards for 1975. A Government employee for 30 years, Mr. Pope has been with Extension 28 years. He is one of only four USDA employees ever to receive this Government-wide award.

Rural Development (RD) Short Course Offered

The North Central Regional Center for RD will offer its second short course of intensive training in nonmetropolitan development Sept. 22-Oct. 3 at East Lansing, Mich. For additional information contact Paul Gessaman, Extension economist, University of Nebraska, Lincoln 68503. Phone: (402) 472-3401.

Farm and Home Safety "Corners"

ES-USDA is sending states camera-ready copy of "Safety Corner" drawings for each month's emphasis theme. These are in sets of four—useful with the media in your safety campaigns. This copy is part of a cooperative effort between USDA and the National Safety Council to make farmers and the public safety concious every month rather than only during National Farm Safety Week (July 25-31 this year).

Delaware Looks to Tomorrow

Governor Tribbitt of Delaware recently appointed two Extension staff members to the state's Tomorrow Commission, which will explore land use and community development, economic development, and cost of public services. Dan Kuennen, area Extension CRD specialist, is vice chairperson of the land use and CD group. State Extension CRD coordinator Jerry Vaughan will head the economic development group.

Operation Matchup

Interested in a sabbatical or study leave abroad? Recently AID (Agency for International Development) asked ES/USDA Office of International Extension (OIE) to help match up interested Extension workers with agencies needing their services. Already 50 applications have been mailed to each of 200 AID, FAO, and Peace Corps addresses overseas. For a Sabbatical/Study Leave Interest Inventory or more information, write Dr. W.H. Conkle, Assistant Administrator, OIE, ES-USDA, Washington, D.C. 20250. (202) 447-3691.

EXTENSION SERVICE review

U. S. Department
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Extension Trains Pesticide Applicators

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The Extension Service Review is for Extension educators—in County, State, and USDA Extension agencies — to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through July 1, 1978.

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at 60 cents per copy or by subscription at $3.60 a year, domestic, and $4.50, foreign.

EXTENSION SERVICE
review

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CONTENTS

Protecting Life, Environment, Crops

A hundred years ago, an almanac advised farmers to "plant one for the mole, one for the crow, one for the blight, and one to grow."

Today's farmer, with the help of insect and disease-resistant plants, and new, improved pesticides, can hope to plant all his seed to grow.

Most American farmers and commercial pesticide applicators use pesticides safely now, and should have little difficulty in proving their competence. But by October 1976, those who use restricted-use pesticides must be certified as to their ability to handle them safely.

This certification could allow the use of pesticides that might not otherwise be available, if it were not for this assurance that such highly toxic products will be used only by qualified persons.

A competent applicator will protect life and the environment as well as crops. Misuse of pesticides is not only a danger, but can damage crops or keep them off the market because of illegal residues.

In this issue of the *Review* are some details of a cooperative program between Extension and the Environmental Protection Agency (EPA) for training and certifying pesticide applicators. — *William E. Carnahan.*

Extension trains pesticide applicators

by
William Carnahan
Information Specialist
Extension Service-USDA

By October 1976, about 2 million American farmers and 100,000 commercial pesticide applicators must show they are competent to handle restricted-use pesticides. The Extension Service is playing a key role in helping get these people "certified."

"Certified applicators are those who have shown that they can handle restricted-use pesticides without endangering themselves, the public, or

the environment," explains L. C. Gibbs, program leader, pesticide chemicals (ES-USDA). Gibbs has been working with the Environmental Protection Agency (EPA) on the training and certification program.

The training program is a cooperative venture of the Extension Service (ES) and EPA. EPA is providing $5 million for fiscal year 1976 (subject to approval) and Extension is doing the training.

Educational materials that may be used by the states in their training programs have been developed by ES and EPA. The materials include two basic manuals, *Apply Pesticides Properly . . .*, one for private applicators, one for commercial applicators; a slide-tape presentation; and a programmed instruction version of the private applicator's manual.

Some states will be using the federal materials, some states will be using their own training materials, and other states will be using both. There is no federal certification program.

States have the option of certifying by written exam, oral exam, or by other means proposed by the state and approved by EPA. EPA has outlined a series of acceptable alternatives for certification.

Each state is developing its own certification program within standards set by EPA. Training programs in each state are aimed at training the applicators to meet these standards. While the programs are being developed by the individual states, each program must be approved by EPA before it can be fully implemented. Here's how three states plan to train and certify their pesticide applicators.

In New York, Cornell University, in cooperation with 11 other northeastern states, has developed a training manual covering the essentials of using pesticides safely.

The manual is part of a package program that also includes a 22-minute film that is keyed to the manual, and a slide-tape presentation that is keyed to the film. The manual is used in all training sessions, but the film and slides are used at the option of the county agents, who are doing the training.

Training sessions, which last from 3 to 4 hours, are usually held in a local school or other facility that will accommodate a class of 50.

About 75 percent of those taking the exam pass. The 25 percent who fail the exam must wait at least 30 days before returning for additional training and another shot at the exam. The exam is given by the New York Department of Environmental Conservation.

Private and commercial applicators are trained in the same sessions, but commercial applicators receive additional training in their specialty.

In Oklahoma, county agents are using a tape-slide show developed by the Oklahoma Extension Service and the State Department of Agriculture. Agents are free to use the slides in a format that fits their own training plans. Dr. Newton Flora, supervisor of the Certification and Training Programs for the Oklahoma Department of Agriculture, says he expects most farmers will pass the test on the first try.

Those who do not pass may attend another training session, or study at home and then take the examination at their county agent's office. For those who still have trouble, they may take an oral exam given by a field inspector of the Oklahoma Department of Agriculture.

Pennsylvania State University has developed a packet of materials that includes a home study, or correspondence course in the the form of a training manual, and the exam. Farmers and other private applicators must send to the University for the materials.

The exam, which has 75 questions, is taken at home using the training manual to look up the answers. Winand K. Hoek, Penn State University Extension pesticide specialist, says, "Most of the exam questions require only common sense, but if a farmer has to look up many answers, we figure he will have read most of the manual."

Completed exams are returned to the State Department of Agriculture for certification. Commercial applicators use a home study course too, but it will be in the form of training packets in their special categories, such as agronomic crops, orchard

crops, etc. The exam for the commercial applicator will be an open book exam, but will be proctored by the Pennsylvania State Department of Agriculture.

Pennsylvania's county agents are using the mass media to get the word out about the home study course and the required certification. Farmers who need additional help can get it from their county agent or from any of seven regional offices of the State Department of Agriculture.

Certification applies only to the use of restricted-use pesticides. These are generally classified as those chemicals that require additional regulation beyond the label instructions to prevent harm to people and the environment. A tentative list of general and restricted-use pesticides, including the most widely used agricultural materials, is being developed by EPA.

Restricted-use products may be used only by certified applicators, or by persons working under their supervision. In addition to being able to handle pesticides safely, certification could also mean that certain chemicals that might otherwise have to be taken off the market because of their potential dangers, could continue to be used.

Some states have had strong, effective pesticide use regulations in effect for several years. Others have had none. Through this cooperative ES-EPA program, American consumers can be assured of continued adequate and safe supplies of food and fiber. □

A Florida citrus grove is sprayed with pesticides from the air . . .

A Michigan cherry orchard is sprayed from the ground.

The "dirty dog" is back in 4-H

by
Robert L. Williams
Extension Editor
Public Information
University of Georgia

Patricia Working and "Doc" at the 4-H Clinic.

Two young women, both with a love of dogs, a willingness to learn, and above all, a willingness to share, have had a real impact on their communities. Debbie Burnett, Barrow County, Georgia, and Patricia Working, Paulding County, have invested a great deal of their time in teaching youngsters the fundamentals of dog care and training.

Debbie and Patricia attended the 4-H dog clinic in 1973 and then returned in 1974 as junior leaders. As novice trainers the first year, both learned the fundamentals of obedience training, showmanship, feeding, grooming, and health care from members of the Atlanta Obedience Club, University of Georgia faculty and staff, and representatives of a dog food company.

While attending the clinic, the two 4-H'ers saw greater application of their experiences than simply sharpening up the skills of the household hound.

Debbie talked over her ideas with Kate Callaway, Barrow County Extension agent, who suggested that Debbie bring her white miniature poodle, Romeo, to the next 4-H meeting. Romeo wooed them. Eleven came to the first program of the Barrow County 4-H dog clinic but interest soon increased.

The class had to make their own training collars since none could be obtained locally. They met weekly, each training her or his own dog in the basic obedience skills while learning the fundamentals of good dog care.

To stimulate more local interest, Debbie planned and held a dog show. With categories such as Dirtiest Dog, Shortest Dog, Longest Dog, Smartest Dog, and Happiest Dog, Debbie hoped to attract non-professional dog handlers, those who might be interested in fundamental training.

Patricia Working took a different approach. She was fascinated by the talents displayed by both dog and handler in the dog clinic demonstrations by the Atlanta Obedience Club (AOC). She contacted Mary Seck and Barbara Wise, both AOC members, for assistance in founding an obedience clinic in Paulding County.

Not only did the two come and help Patricia start the group, but returned periodically to assist in the training. Soon 4-H'ers were handling dogs in high style. They handled so well that Patricia took five of her first group to the Southeastern Fair where they captured either first or second in their respective classes for obedience trials.

Attracted by the news of her success, more and more youngsters began attending classes. "I even had adults from Cobb County who drove down for instruction," said Patricia. "They came with their kids but they got right in the ring, too."

Returning as junior leaders to the 4-H dog clinic at the University Coliseum, the two were able to sharpen their teaching technique under close supervision of the clinic's staff. Selected as leaders because of their efforts back home, both girls taught a class on 4-H dog projects to the 130 youngsters attending the week-long event.

Patricia and Debbie look forward to even better programs using the tips they picked up this year and the experiences from last year's efforts. Patricia hopes to introduce more advanced training. Debbie would like to see more entries. However, she warns of stiffer competition.

It seems the winner of last year's Dirtiest Dog award will be back. "The boy who owned him said the dog hadn't been cleaned in 3 years," relates Debbie "And now, he has had another whole year to get dirtier." □

Downeast drowning insurance

by
Ronald Knight
Information Specialist
University of Maine

For generations many people of Washington County, a rural, Downeast Maine area, have made their livelihood from the sea, trusting in their skill and hardiness to save them from the caprices of Atlantic Ocean weather. Few ever learned to swim. Consequently, drownings became an accepted occupational hazard.

This fatalistic attitude has changed markedly in the 5 years since the Cooperative Extension Service organized a children's swimming program. Not only are parents vigorously supporting the program, they are beginning to share in it.

It has been a truly cooperative effort, with almost every segment of the county's population participating.

Originally organized for 4-H members (ages 9-19), the program soon expanded to include what now turns out to be the most enthusiastic age group—6 through 8.

Since its inception in the summer of 1970, some 2,150 children have joined the program, with more than 900 earning at least one Red Cross swimming certificate. Many have advanced through the beginner, advanced beginner, intermediate and swimmer phases to junior and senior lifesaving.

Financing the program in a rural, economically depressed area is complex. Funds contributed by parents, the county, 20 participating towns, and the Cooperative Extension Service have been the financial backbone.

Among the sponsors is the Downeast Camp Corporation consisting of interested citizens. This group has sought and received funds from churches, clubs, community organizations, the Indian Tribal Council, granges, and many other groups.

More than $40,000 has been raised locally to support the swim program, much of it in small contributions.

The program now has 12 qualified instructors, all college students. Seven are employed full-time during the summer—two at an overnight camp that runs for eight weeks, and six at the day-program sites. The day program has two 3-week sessions.

Illustrating enthusiasm for the program, some youngsters have to make a 50-mile round trip each day to participate. Most are bussed, but others are driven by parents.

Families pay $3 a week per child entered in the day program, with a $7 maximum if more than three from a family are enrolled. Children whose parents cannot afford to pay are admitted free of charge.

Parent interest has been the cementing ingredient solidifying the program in Washington County. Having lost friends, neighbors and relatives at sea, learning to swim is seen as the best insurance possible against further tragedies. □

Michael, Mark, and Danny practice the back float so they can pass the beginner swimming course.

Lectures for loan

by
Arland R. Meade
Head, Agricultural Publications
Cooperative Extension Service
University of Connecticut

If Ted Stamen has an obsession, it is to get more hortieultural information to more and more people.

As hortieultural agent for New Haven County, he works through the Conneetieut Cooperative Extension Serviee. But he found that eonventional methods of eontaeting people faee-to-faee, through phone ealls, meetings and newsletters were reaehing too few home gardeners in his eounty of about 750,000 population. Therefore, he devised a system of illustrated hortieultural leetures to lend to groups and reaeh more people.

This, his newest venture, is a eooperative one with a large garden elub and a grant from a private foundation. The projeet relies heavily on audiovisual teehniques and volunteer staffing.

During Ted's years with Extension in Conneetieut, he has worked with press, radio and television with sueeess. He pushed use of reeorded messages that played automatieally to telephone eallers—and he promoted these widely through direet mail and press annouueements.

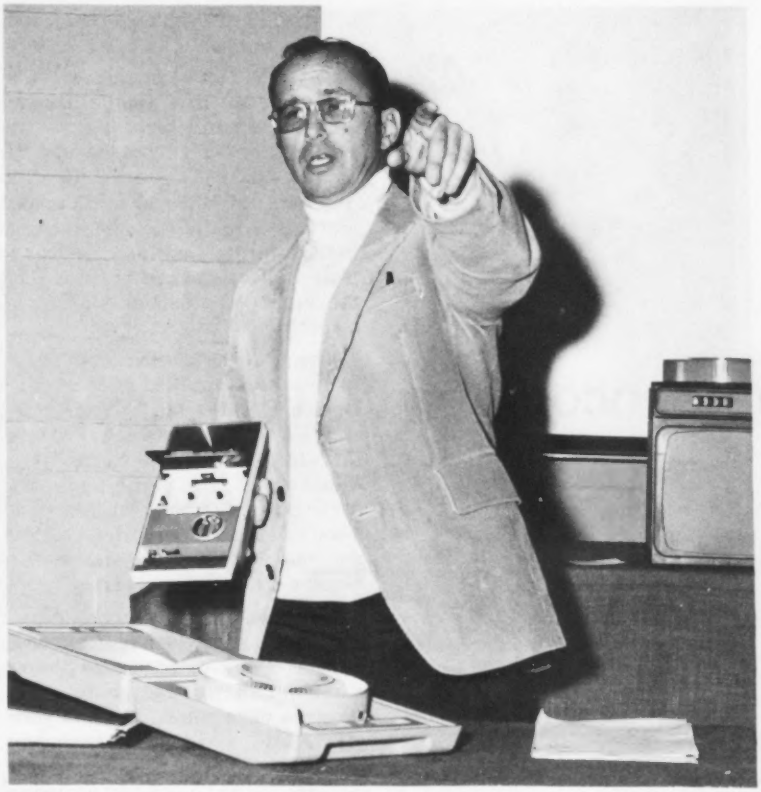
But, Ted realized he eould not teaeh enough subjeet matter to enough people through the minutes on broadeast media. He eould, within rigid time and energy limits, eonvey more detailed information to groups. He was invited to speak to so many garden elubs and other organizations that there were not enough days of the year—and he had obligations to eommereial hortieultural interests, too. (This situation is true of Extension hortieulturists aeross the Nation.)

To fill the need, he deeided to prepare his leetures in reeorded and illustrated form that organizations eould RENT. Experienee had shown that people forget, are eareless, or often lend materials to a third party, or for a number of reasons fail to return the sets promptly and in good order. So he required a substantial deposit.

Did the borrowers object? No, they were glad to get this substitute for Ted when they eould not get him in person.

Ted's first illustrated leeture was on vegetable gardening. A Conneetieut newspaper reported: "An exeellent series of 55 eolored slides and a eassette is available on the home vegetable garden . . . you will learn how to plan the garden, plant it, eare for it, and harvest the fruits of your labor. This slide-eassette series . . . ean be mailed direetly to any group in the state. A nominal rental fee is required . . . ."

The main point of this story, however, is the eooperative edueational venture between the Edgerton Garden Center, Inc., of New Haven (a eorporation of about



Ted Stamen previews a horticultural slide-lecture before the Edgerton Garden Center.

300 members), and the Extension Service, with a grant of $5,000 from the Caroline Foundation.

Ted already knew that many organizations would benefit from the lectures. Individuals could use the same materials if available in library-like carrels.

In cooperation with George Whitham, associate director of Extension, Ted presented his proposal to the Caroline Foundation. The foundation liked the plan and agreed that the Extension Service would produce 11 illustrated and recorded lectures on horticultural topics for the home gardener.

Stamen was to write scripts, collect slides, have lectures recorded by voice professionals, select equipment for mailing materials and for a carrel, and plan promotion.

Initially, materials were to be in triplicate. Two sets were to be offered for rent at $15 per use; the third to be supervised by Edgerton Garden Center staff for use in a carrel located on grounds owned by the city park system. Ownership of materials remains with Extension.

Since Extension did not have production staff for this kind of project, a subcontract was placed with a commercial film company for voicing, recording, tape duplication, and printing of 3,000 brochures.

Ted found the majority of the slides at land-grant universities across the Nation; already this was an interstate project. Some came from Ted's own camera. When other states could provide an appropriate set of slides with a script, Ted localized them for Connecticut, and the script was voiced by the same professional for all sets.

He shot many slides in the field, got others from artwork in the studio of the University of Connecticut multimedia center. Extension in Connecticut has no audiovisual staff or production service.

Ted searched for equipment that would make packaging, storing, and shipping as convenient as possible. He chose plastic mailing cases that double as shelf storage containers. The users must provide their own projector, screen, and cassette player. The announcements and all flyers relating to this project make it clear what kind of equipment to use and give instructions. Trial runs reveal no bugs.

Cassettes are recorded with audible impulses on one side and inaudible on the other, for changing the slides.

Twelve lectures are already in cases at the Center, ready to go into circulation.

When or whether additional topics will be covered is speculative, as Agent Stamen has just left Connecticut for a position in Los Angeles County, California. Still with the Extension Service, he will be a horticulturist with emphasis on use of media to carry information to homeowners. This opportunity came in part because of his innovativeness in teaching through the media in Connecticut.

Without the support of the Edgerton Garden Center, the venture this story focuses on could not be possible. Although both the club and Extension want to promote the offerings statewide, "going slow" is the watchword. Heavy demand is anticipated. In fact, with no announcements out yet, "leaks" brought about 20 letters of inquiry or orders. The Extension information office at Storrs will be primarily responsible for publicity.

Queries around the country have not revealed another project like this. Although it's still to be tested and evaluated, the satisfactory results of its prototypes seem to assure educational success. □

Michigan women encounter help

by
Cheryl Briekner
Family Living Editor
Extension and Research Information
Michigan State University

Diane Todak (left), child care specialist, conducts a mini-session on child development.

"At last I feel like a real person and I ean accomplish something."

Martha Doon (fietitious name) was going nowhere. Her husband felt that a woman's plaee was in the home. She never got out soeially. Her children had emotional problems and were "troublemakers" in school, and she couldn't handle them at home. Martha was afraid to speak to their teachers and never went to PTA funetions. She felt inferior in all respects.

Then Martha learned about an Extension program held in Miehigan's Branch County—the "Homemaking and Consumer Outreach Program for Adults With Special Needs." Now Martha has a responsible job. She participates in school functions and does volunteer work. Her ehildren are happier and she feels she's beeome a mueh better person.

"We've had so many sueeess stories like this," says Jeanne Converse, Braneh County Extension home economist and program coordinator. "Women have gotten jobs and gone off ADC (Aid to Dependent Children). They've beeome better mothers. I could go on and on giving other examples.

Just what is this special needs program, and how did Jeanne get involved? First, Jeanne felt a need in Braneh County for this type of program. She learned that federal funds were available, and after applying for them several times, she finally got the go-ahead in September 1972. Federal funds are still available. If your state Extension Serviee is interested in beginning a similar program you may eontaet Jeanne Converse for details. Write Route 5, 1123 W. Chicago Road, Coldwater, Mich. 49036.

Although there are 17 other sueh programs throughout Michigan, Jeanne is the only Extension worker who sought these funds.

The program consists of small encounter-elass-type sessions. The women enrolled meet onee a week for 2 hours. Originally, Jeanne eonducted the elasses. Now a full-time home economist, Dolly Broberg,

Branch County Extension Home Economist Jeanne Converse (right), and Dolly Broberg (left), program home economist, help a mother explore information on parenthood.

"What's so fantastic about this program is that women who were shy and afraid to say a word, now join in and volunteer their own experiences and really participate."

Both Dolly and Diane have the personality to make this program work. They empathize and often go to the women's homes to help them through stress periods.

"We've had terrific interagency support," says Jeanne. "The program was set up as a cooperative effort of different agencies."

The health department, social services, mental health clinic, churches and others refer women to the group. Volunteers from these agencies conduct some of the classes (the public health nurse gave a lesson on cancer).

"In one city, the school principal was so excited about our program, he donated space where we could meet," says Jeanne. "Mothers who never came to visit the school before now go every week and even get to know the teachers.

"Working with these women and seeing them grow and progress has been extremely worthwhile." □

conducts them while Jeanne oversees the program.

"We teach the women about health, using resources, making better decisions, child care, meal planning, home repairs and more," says Ms. Brobert. "Often the women request topics they'd like to discuss."

Many of the women have preschool children. Some of these children have emotional and other problems. While mothers attend the encounter sessions, child care specialists work with the children.

"Diane Todak, our child care specialist, holds a B.S. degree in child care development," says Jeanne. "Three aides also assist her."

Jeanne and Diane train the aides, and the children's session is definitely not a babysitting hour. Each week the children learn something. They have a snack time and these sessions prepare them for entering school.

At the end of their mothers' class, Diane gives a "mini-session" on child development. She may discuss sibling rivalry, or dealing with stress situations such as death, divorce, etc.

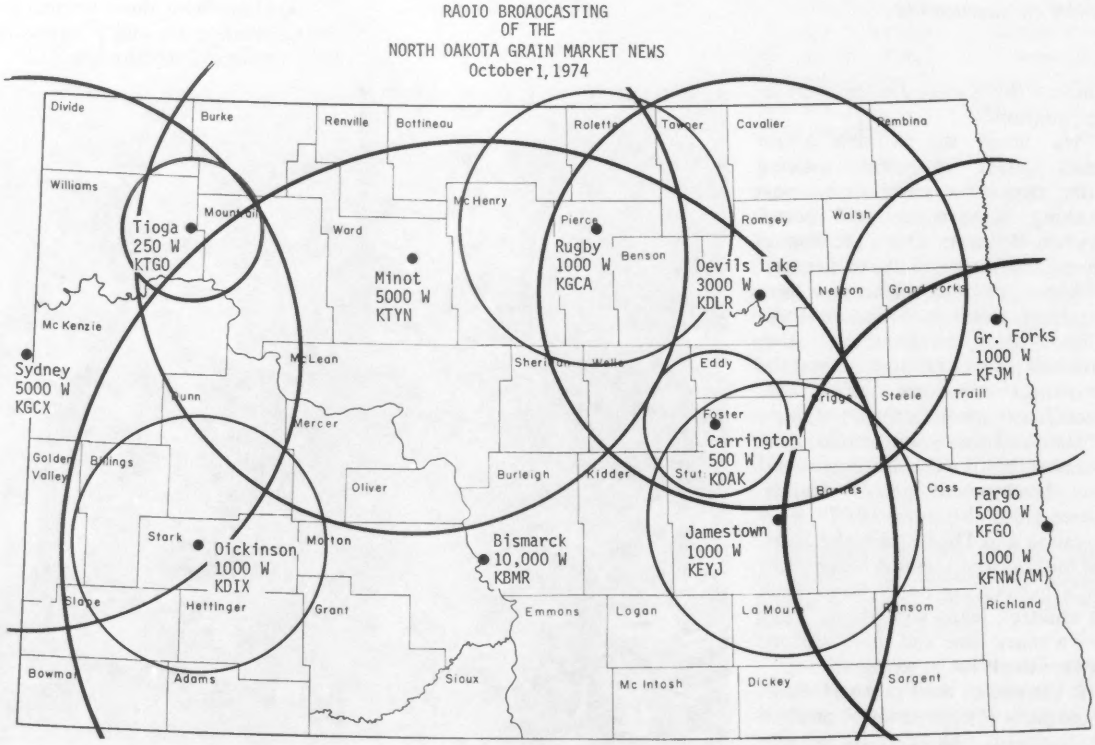
While their moms are in encounter sessions, children learn with educational toys.

Grain marketing news growing

by
Gary Moran
Departmental Editor
Cooperative Extension Service
North Dakota State University of Agriculture and Applied Science

"Good morning! This is Don Thomson from North Dakota State University, with the North Dakota Grain Market News. Good news today as grain futures opened stronger at 10:00 a.m. with May futures . . . wheat up 5½ cents . . . soybeans up 8 cents . . . corn up 2½ cents." That's a sample of how a typical taped market report starts 5 days a week for North Dakota farmers and others interested in the grain market.

This is part of the new 24-hour marketing information service started last August by the Extension



Tony Jesme phones a radio station with the latest marketing news.

Service and Experiment Station at North Dakota State University (NDSU) with a pilot project supported by the North Dakota Wheat Commission.

The service is a WATS phone number (1-800-342-4914) with an attachment for two code-a-phones, which automatically play the 3-minute market recording. The incoming calls are toll free.

"This has been one of the most successful Extension marketing programs we have tried in North Dakota—it obviously met a need of wheat producers," sums up Hugh McDonald, Extension wheat marketing specialist and project leader.

The North Dakota staff is offering some new services to the media with this marketing news project:

Twice a day—about 10:30 a.m. and 2:30 p.m., Tony Jesme, Extension radio staffer who works with Jim Kanward, Extension electronic media specialist, takes the news summary tape from Thomson and calls 11 commercial radio stations, who have requested the service. Tony relays the latest market wrapup, and the radio stations start blanketing the state with it.

Commercial radio stations have been extremely cooperative in carrying the Grain Market News. This interest is shown by daily broadcast schedules that call for airing the program live or shortly after receiving a phone report. About half these stations have a program sponsor.

Thomson does more than give a dry summary of the shift in the market. He gives a running account of why the market is doing what it is doing, what Congress did yesterday to influence grain prices, the latest Public Law 480 sales of grain by the US, and reports on crop conditions in foreign countries.

Where does he gather all of this educational information? The Ag Economics department at NDSU has subscribed to a commodity wire service, which is available for students to scan, as well as Thomson and the rest of the faculty.

Farmers and other audiences, such as country elevator operators, have two options to get instant market news: (1) Call the toll free phone number any time during the day or night, or (2) Tune in one of the radio broadcasts also using the NDSU information.

"It has been extremely interesting to see the impact of the new marketing service out in the country," said Thomson as he totaled up the phone calls for the first 7 months—97,363! A total of 2,606 calls came in the first week one phone was installed. Since the light showed a call or more waiting much of the time, a second phone was added, and the peak week (Sept. 30-Oct. 4) totaled 4,457 incoming calls!

"There is a heavy flow of calls 'after supper' and even between midnight and breakfast. About the only noticeable problem has been the complaint by producers that they still have long waits for the 3-minute message even with two phones," Thomson added.

During a recent survey, Milton Varnerstrom, North Dakota wheat farmer, summed up the news marketing service this way: "It's one of the best programs I know. I don't regret any wheat checkoff money that goes for this purpose."

The future of the news project this summer will depend on funds available, but as a last resort a project this popular would probably justify a phone service without a toll free number, which could receive collect calls from interested parties. □

Youth help plan for Philomath

by
Joyce Patterson
Extension Communication Specialist
Oregon State University

In an Eastern Oregon county an 18-year-old youth is serving as a member of the county planning commission. A city in Southwestern Washington has appointed an 18-year-old young man to the city council. All across the country 18-year-olds are able to register and vote in local, state and national elections.

Society has, for a number of years, placed a premium on youth. Now, increasingly, we are asking these young people to assume responsibility in decisionmaking processes of local communities.

But are they prepared to assume such responsibilities? Since participatory democracy can survive only so long as citizens are informed and involved, Extension has an obligation to provide such education.

The pilot "Philomath Project," to introduce youth to land-use planning, is one Extension program to help prepare future leaders for Oregon communities. (Philomath is a town of 1,945 people in the Willamette Valley, nestled into the foothills of the Oregon coastal mountain range.)

The project was part of the Oregon State University Extension Service Community Development program. It involved 100 students—all seniors in Philomath High School. It began when the town embarked on its comprehensive planning process.

Professionals closely associated with the planning process spent a week providing background information to students in the high school's modern problems class, a course required of all seniors.

Following the week of classroom presentation by experts in community planning, the students decided to conduct a community attitude survey to get information needed for the planning process. At the same time, this would help acquaint the young people with diverse attitudes in the community.

The students compiled, tested, conducted and coded the survey for computer tabulation. It was tested once on the junior class, revised, tested on members of the planning commission, and revised again. Students then presented it to the city council. Council approval and a cover letter from the mayor were the final steps before printing and distribution.

Teams of two to four students delivered the surveys to residents. Several days later they picked up those which had been filled out. Other survey forms came in by mail. Approximately 50 percent of homes in the Philomath planning area received survey forms. About 65 percent of those were returned completed.

The entire project was coordinated by Betty Abel, Extension Service youth program assistant.

A side benefit—but an important one—was the interest stimulated among adults. Many became aware of the planning process, which was a help in assuring more citizen participation.

"Evaluation of student interest in their local community is difficult," Ms. Abel says. Several students expressed to the city council their interest in becoming members of the citizens advisory committee. One student was chosen. Perhaps others will have this opportunity.

This youth involvement in the process of land-use planning enlarged their educational experience. Their participation in preparing the community attitude survey was good at the beginning, but lost a large percentage of the students because of the time it took to test and rewrite before publication. Detail work of transferring survey information to optical scanning sheets for the computer was of little interest to them.

The quality of the survey produced by the students was very good, Ms. Abel reports. Its value to the planning project has been recognized by the city council, the planning commission, the council of governments and Extension Service. The students may not fully understand the significance of the work they have done, and unfortunately, it will be a matter of months before results are visible, Ms. Abel said.

Information gained from the survey is providing much of the demographic data needed for planning. It also is providing the citizens advisory committee with a good view of citizen attitudes and values.

Will the students become active participants in community affairs as adults? Only time will tell. But they have had an excellent introduction to the process. □

Making "eyes right"

by
Joyce A. Bower
Extension Specialist - Press
West Virginia University

4-H members in West Virginia are leading the fight against "lazy-eye"—a common disease—through their 1974-75 health program, "Eyes Right." Games, films, and community projects are being used to teach more than 35,000 4-H'ers about eye health and safety.

"Eye care was selected for the health theme because 90 percent of all eye injuries and half of all blindness are preventable," reports Sue Cecil, Extension 4-H specialist at West Virginia University (WVU).

Because 1 in 20 preschool children has a vision problem that may seriously interfere with her or his development and schooling, older 4-H'ers throughout the state are serving their communities by testing young children for *amblyopia*, commonly called "lazy-eye." Discovery before age 6 is especially important in the treatment of this disease.

In some counties, this project has taken the form of home visits in which 4-H'ers help parents test their young children. In other places, 4-H junior leaders have conducted clinics in cooperation with teachers at day care centers, Head Start classes, or kindergartens.

A Saturday morning clinic open to all preschool children was successful in Hardy County, where 60 youngsters were tested at five locations, including the Extension office. Six children not passing the test were referred to local health officials for further evaluation.

The clinic was organized and conducted by the Hardy County Youth Council, a group of older 4-H members. Council President Donna Alexander and 4-H Agent Melinda Spiker trained the teens to conduct the eye test, which uses the Snellen Symbol E Chart.

To publicize the clinic, the local newspaper carried a photo of Donna testing a youngster. The 17-year-old council president also made a radio spot announcement. In addition, the Department of Welfare notified its clients about the free clinic.

"We tried to make the test like a game for the child, so he wouldn't be afraid," explains Donna. Sometimes, though, the parents would have to help the 4-H'ers give the test if their child was timid or scared.

"For the few children we couldn't get to cooperate, we gave parents the eye test kit to use at home," she added.

As with many 4-H programs, the amblyopia clinic led to another project, a free glaucoma clinic for senior citizens. The Youth Council again handled the publicity and assisted with registering the 335 participants. Four eye specialists from cities in nearby counties, along with nurses, conducted the glaucoma testing and checked the blood pressure of those requesting that service.

Basically a rural county, Hardy has few physicians and dentists, which is one reason why the clinics were so needed, according to Agent Spiker. She also reached more than 1,500 youth with a presentation on eye health and safety given in all elementary schools and all high school science classes.

Ms. Spiker plans to work on dental health programs later because many children do not have regular checkups.

Other counties are conducting similar activities, according to Ms. Cecil, who is coordinating the statewide project, including training for agents and volunteer leaders.

In Jefferson County about 160 youngsters participated in a Health Field Day, in which they ran relay races, played games, sang, performed skits on eye health, gave demonstrations on eye safety, and competed in a poster contest on the "Eyes Right" theme. The clubs collected 127 pairs of eyeglasses, which they donated to the Charles Town Lions Club.

Looking over 4-H "eyes right" materials.

The "Eyes Right" health project was developed by the WVU state 4-H staff in cooperation with the University's School of Medicine and the National Society for the Prevention of Blindness. The state was presented audiovisual materials by the Society and the West Virginia Delta Gamma Foundation. These aids are loaned to counties for their use.

A manual was prepared for leaders, suggesting how to teach 4-H'ers about sight, eye diseases, safety and proper lighting. Included are instructions for fun-and-learn games and the "Eye-Q" test. Counties also received a supply of the eye tests and publicity materials prepared by press, radio and television specialists.

The West Virginia 4-H organization conducts a 1- or 2-year program to increase health knowledge of its 35,000 members. Other recent themes focused on drug abuse, rabies, and dental health. □

Fairs, camps, and council bring seniors together

by
Jan Christensen
Home Economics Editor
North Carolina State University

"It seems like the world done got in front of you and left you behind," was the way one gentleman from Union County, North Carolina, described retirement.

But that rather dim view was expressed 3 years ago, before the active and aggressive Union County Senior Citizens Council was organized.

The Council now sponsors a crafts fair, where senior citizens can bring homemade craft items for display and sale; a Senior Citizens Day at the North Carolina-South Carolina District Fair, that's fun and games; and a senior citizens camp, a 3-day event that combines recreation with education.

The retired gentleman agrees the Council events are great. "They bring people together to talk and to learn," he observed. "As long as folks stand off," he sagely noted, "they don't learn nothing."

The nucleus of the senior-citizen program was formed following a county-wide White House Conference on Aging forum in 1970.

At that time, an interagency council, with representatives from the Agricultural Extension Service, Social Services, and the Health Department, was founded to explore programming ideas and to set objectives.

Jeanette Sherrod, Extension home economics agent, was named chairperson.

To become better acquainted with Union County's senior citizens, the interagency council planned valentine parties in four areas of the county. More than 350 senior citizens attended.

The parties were supported by local firms that donated door prizes and refreshments.

Those attending showed a great need and interest in the proposed Senior Citizens Council and its aims. Many asked, "What are we going to have next?"

The answer: Senior Citizens Sunday. The Council, under the leadership of Ms. Sherrod, sent information to all churches asking them to organize their senior citizens into clubs during May.

In 1972, Council members founded and interested senior citizens in a "Hobby Fair," that allowed elders to express their creativity and to earn a little pin money. It has become an annual event.

Any person, 60 or older, is a welcome exhibitor at the fair, held in a vacant building downtown. All types of crafts are submitted—sewing, knitting, crocheting, flower arrangments, candles and many others.

Participants set their own prices for craft items and collect the money. There are no exhibitor fees. Each year sales have topped $300.

Another function that caught on and is now an annual event, is a Senior Citizens Day at the North-South Carolina District Fair in Monroe, N.C.

Fair officials and businesses cooperate in sponsoring the day, which includes free bingo, prizes for special events and competitions, and refreshments.

Perhaps the most innovative of the senior citizens activities have been the day camps, held the past three summers.

Each camp session ran 3 days and attracted more than 100 senior citizens each day.

The camps provided education, as well as recreation. Among the special classes were: "Tax Exemptions for the Elderly," "How to Apply for Medicare and Medicaid," "Guards Against Frauds and Quacks," "Buying Hearing Aids," "Wills and Inheritance Tax," and "Medical Tips for the Aged."

For a change of pace, senior citizens could select minicraft workshops and had opportunities for chair exercises and recreation.

An innovative and exciting part of the 1974 camp was the free airplane rides. For many, it was their first flight.

At midday, a hot lunch is served to camp participants, under Ms. Sherrod's supervision.

In 1973, the Council was incorporated. As the years have gone by, more and more senior citizens have served on it. Agency representatives now serve as consultants or advisors, rather than as officers or in leadership roles.

After 3 successful years, the Union County Senior Citizens Council felt the time was right to seek funds for a full-time coordinator. A man was

Mattie Gurley and Bessie Rushing talk about crafts during a 3-day senior citizens camp.

employed on a regional basis, with eight counties cooperating. But with that large an area to serve, he was primarily a consultant on budgets and funding. So the Union County Senior Citizens Council sent a proposal to the county commissioners recommending that a full-time program coordinator and a part-time secretary be hired.

The request had to be turned down because there was no legal way the county commissioners could use tax money for this purpose.

However, the Council didn't stop. They called in a member of the Governor's Coordinating Council on Aging to assist in writing a proposal and again approached the commissioners. To no avail.

So Ms. Sherrod and others contacted United Way and found they were interested in helping. They presented the proposal to the United Way Board and were given the one-fourth share needed to match funds from the Governor's Coordinating Council on Aging.

In late August, thanks in part to Ms. Sherrod's efforts, the Union County Council on Aging hired its director.

Office space for the director and his part-time secretary was donated by the Housing Authority.

The Council also realized the value of research in knowing more about the county's elder citizens and their needs. They interviewed more than 800 persons, about 10 percent of Union County's senior population.

Duke University's Department of Gerontology expressed interest in processing the demographic data and interpreting the research findings.

Although Ms. Sherrod is also Union County's Extension "specialist" in housing and house furnishings, and in family relations, and shares responsibilities for the Extension Homemakers Organization, she feels her work with the senior citizens has been rewarding.

"We reach across all income levels, all educational levels, and have the support of both races," she says.

"As an advisor to the Council, I would like to see them put even greater emphasis on telephone reassurance and the friendly visitor program," she added.

"It's been a real challenge," she concluded, "but it's been great." □

A different kind of summer

by
MaryLu Barth
Summer Assistant
Tazewell County

and
Marilyn Norman
Asst. Extension Advisor
Home Economics
University of Illinois

". . . take camera two, fade theme, open mike and cue her!

"Hi! My name is Jan Harrington and I'd like to welcome you to '4-H Is More! . . .'"

"Ah, a 4-H TV program—good idea!" you think? Well, this is not just

4-H'ers add final touches to lighting, and focus cameras while Dave Myatt waits to be interviewed.

The cast warms up while the crew is shooting the titles.

an ordinary 4-H program. You see, Kim, 15; Elsie, 13; and Clint, 18; are cameraoperators. Debbie, 17; Marti, 16; and Janet, 15; are floor managers. Jan, 18, is hostess; Sue, 14, is technical director; and MaryLu, 19, is director. All are 4-H'ers who had their own TV program in cooperation with local cable TV in Peoria, Ill., to tell the 4-H story.

It all started in June 1974 when a 4-H'er, home from college, had the idea of involving 4-H'ers directly in the experience of producing shows, and informing the public about 4-H and its many different programs. With the help of the Extension advisor and the county's summer assistant, she drew up a proposal to send to local TV and radio stations.

The original intent of this proposal was for the 4-H'ers to plan the programs, provide speakers and interview them. But one station made them an unbeatable offer—the use of cameras, controls, directors—everything!

The proposal then took on a greater dimension. Now the job was to find members who would really work to make a worthwhile finished product. Extension advisors from Tazewell and Peoria counties helped in the search. In a couple of weeks, they had found enough 4-H'ers willing to spend the time and work necessary.

These nine new "broadcasters" first had to meet, plan, and learn. They wanted to enter the TV studio with some knowledge of what goes into a production and what would be expected of them. Assisted by a professional photographer with a background in commercial TV directing, they talked over television terminology, studio personnel, and the jobs they would be expected to fill. They also reviewed the station's capabilities, and what could and could not be done.

One of the biggest questions was: "Where do we start on program ideas?" They wanted to have all the topics for their 5 weeks of taping, plus the first show well planned ahead of time. They decided that the first show should be a general introduction to 4-H. The team divided up the jobs. Some gathered slides, some wrote scripts, others found guests to interview.

In the next week they met twice more to plan and discuss. One hard task was to find an appropriate title for the series. After much deliberation, and a few laughs, the 4-H'ers decided that "4-H Is More" carried the meaning and message they wanted. Another important detail was choosing a peppy and interest-catching theme song.

Next, it was time to go to the studio and learn. The training sessions lasted for 3 weeks—3 days a week, for 3 hours each day. Helpful employees showed the group how to work the cameras, what knobs to turn for this and what cranks to wind for that.

The 4-H'ers practiced with the cameras, trucking left and right, zooming in and out, dollying forward and backward, and focusing.

Quickness, smoothness and accuracy were stressed.

While some worked on cameras, others learned the basics of setting up the lighting—how to change the light direction, angle, and color by using gels, "barn doors," and switches. During a meeting with the production manager of the studio, the original planner of the program was elected executive producer, and the summer assistant named director. By the end of the first training session, interest ran high and the group looked forward to future experiences.

In the days and weeks that followed, the crew was introduced to the inner workings of broadcasting. A new job, "technical director," was assigned to help spread the work and give more people experience in the control room. The director called the shots while the technical director punched the buttons and handled the controls. They learned that a lot goes into a production before the the videotape is ready to roll. Voice levels must be taken on each microphone; this controls the loudness and softness of each mike.

Cartridges with the theme song and public service announcement must be in place and ready to go.

By the second week, the camera operators were learning fast. They did so well that the station used them to shoot other shows. This stimulated interest and was good practice. Everyone pitched in, learning how to direct lighting.

The group made their own cards for the credits shown at the end of the program. Everyone found jobs they felt most comfortable in. Hosting and producing the shows was shared.

After 3 weeks of training the day arrived for the first taping. A slightly nervous and anxious crew arrived. This was it. If they failed, the station would not air the show and would cancel the series.

The first show was "What Is 4-H?"

The program format included:

1. Introduction

2. Slides—A set of slides showing aspects of 4-H: camping, meetings, county shows, projects, etc.

4-H'ers Susan Webber and MaryLu Barth direct the show from the control room.

3. Public service announcement.

4. Interview—Each program host interviewed guests connected with 4-H.

Everyone learned from that first show. A few mistakes were made, but all in all, it was a successful venture. The hostess learned that it wasn't such an easy job keeping the questions rolling in an interview; the control room personnel learned that sometimes the wall between them and the studio seems 8 feet thick and things either go too fast or too slow.

The camera operators learned they have to be there and be there quick. But success was theirs—the station program director agreed to air the series.

In the following weeks, shows were about: 4-H projects, safety, and 4-H at fairs.

Soon it was time for their fifth and last show of the series. With schools starting, it would be impossible to continue on a regular basis. The final show consisted of several 4-H members talking about their personal experiences and benefits from 4-H membership.

Although the project was over, the 4-H message had reached thousands of area people. Videotapes preserved the message for possible future use. The summer's experience will long be remembered by all involved. When friends ask one of these 4-H'ers "What did you do this summer?" The answer is much more significant than "just loafing"! □

Children and plants grow with therapy

by
William S. Sullins
Assistant Extension Editor, Agriculture
Kansas State University

Lee Ann brought a newspaper clipping to class. She insisted on reading it aloud because it told about planting and growing bulbs.

When the student was finished, the teacher asked: "If we planted bulbs now, when would they come up?" "In the spring," replied Joyce, another student. The teacher made a mental note to buy some bulbs.

Max Morris is not a regular classroom teacher. He is Kansas State University's (KSU) Extension horticultural agent in Shawnee County. His class doesn't meet at a Topeka public school, either. It meets at the Capper Foundation for Crippled Children.

With an exception or two, the students are confined to wheelchairs. Disease or birth defects also cause some to speak haltingly.

Each Wednesday at 12:30 p.m., Morris leaves the KSU Extension office and drives to the Capper Foundation complex. There, he teaches girls and boys in 1-hour sessions every other week. Some of the youngsters are brought to the Foundation daily, while others are resident patients.

There is something about plants and the soil that seems to lift the spirits and stimulate the mind. You can see it reflected in the faces of the disabled children. "It's good therapy for them," says Morris. "But it is also good for me."

Just off the room where the kids gather for their class meeting is a small greenhouse, where plants grow throughout the year and are used as teaching aids by Morris. Recently, seven happy girls—Lee Ann, Joyce, Carlyn, Susan, Janna, Janice, and Diane—were going to pot some plants.

It's pretty difficult to pot plants when your arms and hands won't respond to orders from your brain. But, in Morris's class, you try anyway. One student, who couldn't use her arms at all, wore a helmet rigged with a pencil-holder-type gadget attached to the forehead area. A small toy shovel was attached by an attendant. The child, working slowly but with resolve, used head movements to scoop the soil into the the pot. Then a pencil was inserted into the holder for use in making a depression in the soil. That accomplished, again by head movement, the attendant placed the plant in the depression made by the pencil, and the project was completed.

Morris held a potted plant in his hand, as the youngsters sitting in their wheelchairs around a table watched with eager eyes. "What is this plant?" Morris asked. When he got a couple of wrong guesses, he explained that it was a weed that settlers who pioneered the West many years ago considered as food. "It's called lambsquarter. Does anybody want it?" He got a taker in Carlyn, who pretended to eat it.

He asked that a second plant be identified. After another guessing game, Morris said it had a long name and then pronounced it. "Sounds like a disease to me," quipped the talkative Lee Ann.

When the teacher noted that a plant with damaged roots needed surgery, a student responded: "Hey everybody, Dr. Morris is going to perform an operation."

As the class period continued, Morris showed the progress being made by a stem of a plant that had been broken but mended, gave individual attention to students who had a particular problem with their projects, and demonstrated what happens when a plant isn't watered.

By the time the class period ended, loose soil was strewn on the table and floor. There were a few dirty hands, too. Nobody minded at all. When Morris joked about who was going to "clean up this mess," one girl smiled: "You are, of course."

Everybody laughed, and the class was over.

(The nonprofit National Council for Therapy and Rehabilitation Through Horticulture offers help in developing programs for the handicapped. Write to the Council at Mt. Vernon, Va. 22121.) □

Max Morris and his horticulture class at the Capper Foundation for Crippled Children in Topeka.

Mississippi's media market basket

The current economic situation and rising costs challenge Extension educators to help consumers better understand the marketplace and develop competence in using their resources.

by
Cliff Bice
News Editor
Mississippi Cooperative Extension Service

"Excuse me, but aren't you Miss Market Basket?" a young waiter at a local restaurant in Jackson, Miss., shyly asked Ann Rushing.

"Yes, I guess I am," she laughingly answered.

"I watch your television program all the time," the young man added.

That recognition and positive reaction to "Market Basket," a weekly 10-minute television program which Ms. Rushing, marketing specialist, Mississippi Cooperative Extension Service, presents over WJTV-TV, is typical of the viewer response to her programs.

However, Market Basket is only one of the many mass media outlets that Ann uses to get food marketing information to the people of Mississippi. In addition to personal appearances before homemaker groups, civic and professional clubs and organizations, she appears on a program called "Coffee With Judy" on WLBT-TV in Jackson each Friday.

She presents a daily 5-minute radio program at WJDX, and writes three news columns each week—one each for the *Jackson Daily News* and *The Clarion Ledger* (circulation, 109,000 weekly), and one, entitled "$ and Sense," that is sent statewide to all daily papers in Mississippi (circulation, more than 20,000 weekly).

Viewer and reader response to Ms. Rushing's programs and news columns proves that mass media do reach the general public with consumer information.

"Requests to my office during 1974 averaged more than 1,000 per month," she says. "Most requests are for leaflets or other printed material offered, but many telephone calls and letters come from people just wanting current information to help them better shop for and use the food for their families," she added.

According to recent surveys, Ms. Rushing's information via mass media reaches a television audience of 106,000 persons weekly, and her radio program has a listening audience of 125,500 weekly. By request, copies of her news releases and recipes also go each week to 700 home economists.

Ann Rushing goes over last minute plans for "Market Basket" with C.R. Findley, producer-director of the Jackson, Miss., TV show.

"The publication *Holiday Foods* is the most popular of all the printed materials offered each year," Ms. Rushing noted. "When I came onto this job in 1963 we were printing 1,200 copies for distribution. That figure has gradually increased in response to requests and we printed 65,000 copies in 1974. About 8,000 of these were mailed directly to consumers who requested them from my office, and the remainder were requested and used by Extension home economists and other professional home economists in the state," she added.

"The topics I discuss on Market Basket deal primarily with buying food, but I usually show a finished product. I think that more people will want to try what you're talking about if they can see what the final product is like," Ms. Rushing explained.

"I closely coordinate the topics I cover in my news columns with the topics used on television and radio that same week. Then, I offer the same printed material through all outlets. This way I stay up-to-date on the latest food buying information and put it into a practical form that homemakers can understand and use when they go to the store.

"Information should be seasonal and reflect what's available locally. Price is another criteria for including information in my columns or TV programs," she added. "I try to include what is being offered on store specials in the area and show people how they can use the specials. The information should be practical. Many people are looking for foods that are quick and easy to prepare, so I include tips for them, too.

"To keep up with the latest information, I research materials from the U. S. Department of Agriculture (USDA), commercial companies, and Extension Services in other states. However, to make it all apply locally, I regularly visit our stores and markets to give that local slant to whatever I'm talking or writing about," she stressed.

C. R. Findley, producer-director of "Market Basket," said, "Ms. Rushing's program is bound to be good judging by the number of letters and calls we get each week. She gives up-to-date information on what's going on in the food industry and presents timely food tips and prepares dishes to show how to use various foods. We run each show twice—Thursday at 12:20 p.m. and again Friday at 6:35 a.m. Her program pulls more mail than any other we have on the air," Findley said.

Ann keeps a close check on food supplies and prices.

Chuck Cooper, general manager of WJDX, commented that, "People identify with her and her program very strongly. We get lots of comments from listeners because her information is timely and helpful.

"The short format of the show appeals to people who are very mobile now. I think this type program is the way of the future to reach the masses of people."

"The response to Ann's programs is a true measure of her success," said Mary Wallace, home economist with a local food chain. "We try to work with her by letting her know what our stores are featuring as specials.

"Many of the changes in food buying are being necessitated because of supply and prices of products. Also consumers are more conscious today about quality and labeling. However, many of their new attitudes are the result of educational programs such as Ann's." □

people and programs in review

USDA Honor Awardees

Twelve Extension employees and a six-member team received one of the U.S. Department of Agriculture's highest honors—the Superior Service Award—from Secretary Earl Butz on May 28th, at ceremonies on the Washington Monument grounds.

Honored for their many contributions to Extension and USDA were: *John D. Andrews,* county agent, Louisiana; *Lloyd C. Baron,* county agent, Oregon; *Billy Beach,* area community development agent, Indiana; *Stephen M. Born,* natural resources specialist, and *Douglas A. Yanggen,* land use planning specialist, Wisconsin; *Gerald Y. Duke,* assistant director, management operations, Georgia; *Delwyn A. Dyer,* community resource development specialist, and *Gene McMurtry,* director, community resource development, Virginia; *Don H. Peterson,* county agent, North Dakota; *Faith Prior,* home management specialist, Vermont; *Anne L. Rehbein,* county agent, Montana; and *John Spaven,* editor, Vermont.

Members of the Texas Home Care and Maintenance Program Team receiving the unit award included: *Lillian C. Chenoweth* (team coordinator), *Doris M. Myers, Janice G. Carberry, Lynn Bourland, Patricia A. Bradshaw,* and *Jane C. Berry.*

Two States Lead Way in Cancer Education

A national "Checkmate" award for outstanding cancer education was recently presented the Arkansas Extension Homemakers Council, representing about 20,000 women. More than 150 homemakers clubs were formally enrolled in a three-part program of the American Cancer Society.

In South Dakota, the only rural mobile breast cancer screening program in the US is jointly sponsored by the Cooperative Extension Service and the Extension Homemakers Council.

Interested in Land Use Planning?

The National Task Force on Land Use approved by ECOP has developed a packet of three leaflets entitled: *Land Resources Today — Issues — Citizens' Roles — Policy Instruments.* The packet can be ordered from John Quinn, 437 Mumford Hall, University of Illinois, Urbana 61801, for 50 cents plus postage. The packets also contain information on other materials prepared through the project: "Land Resources Today," videotape, Oregon; "Planning Resources Today," slide-tape set, Alabama; and *Beat the Issue—a Game of Land Use Choices,* Virginia.

National Dairy Herd Improvement Association (NDHIA) Expands

NDHIA has self-financed itself for $34,000 in 1975 and plans for $52,000 in 1976. They are also seeking their first full-time executive secretary. NDHIA plans an increase in the number of cows being tested during the next 5 years—from 30 percent now to 45 percent by 1980.

1975 4-H Report-to-Nation Team Selected

Eight young women and men were selected from 240 delegates to the 1975 National 4-H Conference to serve as the 1975 Report-to-the-Nation team. Representing a wide variety of backgrounds, geographic locations, and 4-H experiences, they will represent 4-H to various groups and organizations across the country during the coming year.

Members of the team include: Mary Betty Waggy, California; Kurt Daw, Idaho; Teri Dee Yeates, Illinois; Lloyd P. Albert, Maine; Jocelyn Jones, Mississippi; Mary Jo Riee, Nebraska; Christopher Heavner, North Carolina; and Mike Ivens, Tennessee.

EXTENSION SERVICE review

U. S. Department
of Agriculture

September
and October
1975

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The Extension Service Review is for Extension educators—in County, State, and USDA Extension agencies — to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through July 1, 1978.

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at 60 cents per copy or by subscription at $3.60 a year, domestic, and $4.50, foreign.

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EXTENSION SERVICE
review

Official bi-monthly publication of Cooperative Extension Service; U.S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

CONTENTS

"4-H — '76 . . . Spirit of Tomorrow"

"Today is yesterday's tomorrow. . . ." These words set the tone for this issue of the *Review*, as we reflect on the heritage of 4-H, look at today's programs, and challenge the horizons of tomorrow.

"From the Past, the Future is Built" — the back-page feature — depicts through historical pictures from the '20s and '30s, some of the programs cementing the foundation of both 4-H and Extension.

Our cover story on the "Wake Up America" relay ride tells of 4-H members along the Eastern Seaboard as they explore their Nation's history, searching the past to find a meaning for the future.

Today, there are more than 7 million 4-H'ers entering an advanced age of technology without losing that one-to-one human touch that is so important. Although the wave of the future may find more "leaders learn(ing) through listening" via FM-radio frequencies (p. 10), there will always be room in 4-H to be ". . . a very special person" (p. 6).

As these youth begin to celebrate the Bicentennial Year during National 4-H Week, Oct. 5-11, Extension challenges them to grasp the future. For *they are* — **"The Spirit of Tomorrow!"** —*Patricia Loudon*

Bicentennial 4-H Symbol on the back page was designed by Al Brothers, Extension Service, North Carolina State University. (Cover Photo: Ovid Bay.)

4-H'ers outride Paul Revere — by 484 miles!

by
Sue K. Benedetti
Information Specialist, 4-H
Extension Service-USDA

Paul Revere made his short but historic ride on horseback the 16 miles from Lexington to Concord, Mass., on April 18, 1775 to warn the people of Middlesex County that the British were coming.

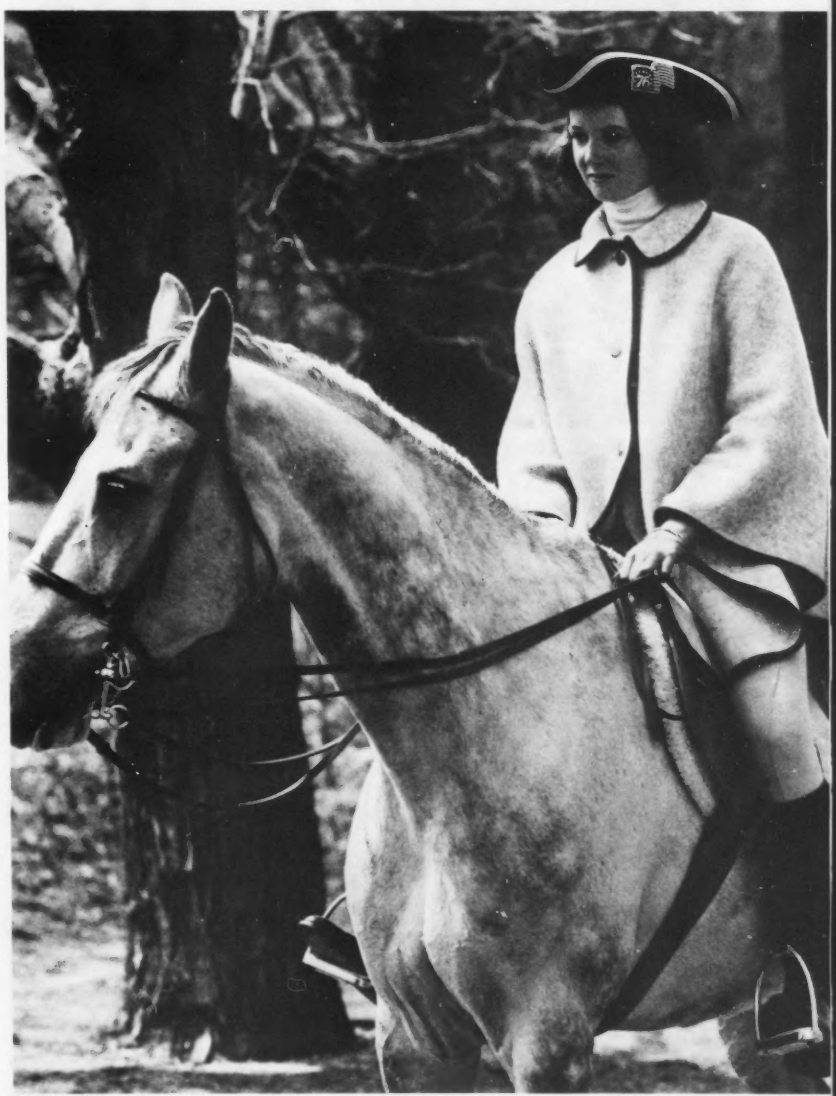
More than 400 4-H members and as many horses took part in another historic ride beginning April 18, 1975 at Minuteman National Historic Park, Lincoln, Mass., and ending 500 miles and 17 days later near the White House in Washington, D.C.

This "Wake Up America" relay ride was designed to kick off Bicentennial activities in communities in Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, Delaware, and Maryland, and to call attention to the role of Paul Revere's historic ride in our Nation's heritage.

"This 4-H relay on horseback is one of the first major Bicentennial events," said Monte Bourjaily, Jr., coordinator from the New Spirit of '76 Foundation, Washington, D.C., who conceived the idea and sponsored the event.

Dwight Fuller Spear, founder of the New Spirit of '76 Foundation noted, "The ride has demonstrated the renewal of the Spirit of '76 by the youth of America. During the ride, crowds lined the streets shouting their enthusiasm to the riders as they went through each township singing their slogan, 'Wake Up America.'"

4-H'ers became involved in the ride as a part of their local 4-H Bicentennial commemoration and citizenship programs. They also had another purpose. Saddlebags containing the American Creed, the cacheted envelope of the ride, and signed proclamations from the mayors and



Missi Tracey waiting to pick up the saddlebags in Lincoln, Mass., to begin the second lap of the ride.

Michelle Owens and Patricia Kriemelmeyer present the saddlebags of historic material to Theodore C. Marrs, special assistant to President Ford.

4-H'ers and their horses on the final leg of the "Wake Up America" relay ride.

officials of communities and states that the ride passed through were relayed from one pair of riders to the next.

Patricia Anne Kriemelmeyer, Prince George's County, Md., and Michelle Owens, Delaware County, Pa., were two of the final riders in the relay. They handed the saddlebags over to Theodore C. Marrs, a representative of President Gerald Ford, as they arrived on the Ellipse near the White House for the closing ceremonies.

"It was a great honor and a lot of fun to be one of the 4-H'ers selected to carry the saddlebags in the parade," said Patricia. "It was probably the only chance I'll ever have to ride my horse on the Ellipse."

The 2-year 4-H'er, who was one of 5 riders from Prince George's County, continued, "I thought it was great that the Spirit of '76 Foundation selected 4-H'ers to be the curriers in this ride. It helped to let a lot of people know about 4-H. It was a lot of fun and a good opportunity for 4-H'ers along the East Coast to meet each other."

More than 200 4-H'ers, their parents, volunteer leaders, and 45 horses took part in the final parade and ceremony in Washington, D.C., on May 4. Edwin L. Kirby, administrator of Extension Service, USDA, was one of the government officials who greeted the group. He said, "You represent the thousands of 4-H members over the Nation who will be taking part in local Bicentennial events during 1975-76 and we are proud you were selected and so ably accepted the challenge."

The final parade of marching and horseback 4-H'ers was accompanied by mounted U.S. Park Police, members of the Polaski Legion from Pennsylvania in authentic calvary uniforms of the Revolutionary War, and a Washington, D.C. fife and drum corps. Max Gordon, an 88-year-old blind veteran of the First World War from Detroit, Mich., led the parade.

State and national Extension staff have been working with the New Spirit of '76 Foundation since late

Edwin L. Kirby, administrator of Extension Service, represented USDA at the ceremonies.

1973 to make plans for the ride. Eaeh 3- to 4-mile riding lap over the 500 miles had to be earefully researched and mapped out so that the riders were able to eomplete an average of 43 miles eaeh day.

Carol Collyer, state 4-H leader of the horse program in Massachusetts, seemed to feel all the planning paid off. She noted, "Each of the members, leaders, family, and friends who participated in the local organization and planning of the ride seemed to develop a strong dedication to the Bicentennial celebration."

Kemp Swiney, 4-H program leader on the ES-USDA staff, agreed with Carol, "Some of the state horse specialists and 4-H staff feel this ride did a lot for 4-H public relations at the loeal level, and it demonstrated a eitizenship responsiveness of youth in making the general population aware of a landmark in history."

Swiney eontinued, "I was espeeially impressed with what leaders and parents did to give the 4-H'ers a ehance to partieipate in the elosing eeremony. One 4-H'er and her parents drove all the way from Putnum, Conn., with their horse . . . they went that extra bit to paint the horse trailers so that the 4-H'ers wouldn't be ashamed . . . Some of the partieipants drove most of the night in order to make it to Washington for the final parade and ceremony."

As Carol put it, "Involvement in the Spirit of '76 relay ride has given these 4-H'ers a memorable and meaningful role in the history of their eountry." □

The fife and drum corps adds color and spirit to the final parade.

One 4-H family member wasn't too pleased with the parade!

"I am a very special person"

by
June Schultz
Art Education

and
Lianne Anderson
Theatre Arts
Agricultural Extension Service
University of Minnesota

"I think all of you are great. Because you're so good at art, and art is my favorite. June, Dale, David, Lianne, and Margaret I think you are the art people in the world.

Love,
Greg"

The above declaration is the response of a youngster from Bena, Minn., to a day's involvement in a "Workshop of Expression."

June Schultz, assistant Extension specialist in art education, and Lianne Anderson, assistant Extension specialist in theatre arts direct the workshops, which are a part of the Minnesota 4-H expressive arts program. They are designed to enrich children's creative experience and put them in touch with their feelings through poetry, creative dramatics, music, movement, films, puppets, and forms of visual art.

Putting on clown makeup is lots of fun!

The workshops have been held for 1,500 children in Indian communities, rural schools, inner-city community centers, and classrooms for mentally retarded youngsters.

Each workshop room resembles the biggest party of the year with new, fresh, exciting materials in place at many tables. As community adults arrive, they are asked to assist in teaching and each is given instruction and responsibility for an activity. Each child and all adults wear name tags that state, "I Am A Very Special Person." They include her or his first name and fingerprint to indicate uniqueness. Each child is identified by name many times throughout the day.

As they arrive, the children are invited by a teacher to one of the many tables set up with a wide variety of experiences, each in the realm of a "happy accident." These serve the purpose of discovery and exploration, confidence building, and a chance for the staff to build a sense of trust with the children.

The children are free to move from table to table and have a loud, joyful time for about an hour. While excitement is still high, they are called into a group session, which usually includes a film, body movement, plus discussion and inspiration for the art work which follows. By this time, the tables have been cleaned and prepared for six to eight new art experiences which conclude the morning session.

The afternoon begins with another film, dramatic games, discussion, and more inspiration. The inspiration sets the theme for the creative art work and activities, or sometimes includes clown makeup, costumes, and a circus pantomime.

The stimuli—poetry, books, and music—are chosen to add up to the making of an experience that allows

ehildren to be free expressive individuals with something speeial to say about their world. Their work is not evaluated, but aeeepted as a speeial statement to be hung on the walls at the workshop and then taken home at the end of the day. The community is often invited in for a very informal art show.

The "Workshops of Expression" for children in Indian communities began in the summer of 1972 as a part of the National Art Exhibit held in Minneapolis. More than 500 children partieipated as a result of the cooperation between the Agrieultural Extension Service, a power company, Walker Art Center, and the Minneapolis Institute of Art. The work was exhibited as a part of the National Art Exhibit, and part of the show was on exhibit in the Metropolitan Museum of Art in New York City.

The Grotto Foundation of the Hill Family Foundation now provides funding for supplies, and the Minnesota Agrieultural Extension Serviee provides professional staff and other expenses. The eommunities involved supply the faeility and volunteer leadership.

Cooperation and enthusiasm has increased eaeh year and lasting friendships have developed among Indian people and the Extension staff. Children antieipate the workshop day as they remember the year before. Older ehildren have taken leadership roles after partieipating for several years.

The workshops have also led to greater involvement in adult edueation programs. Public school teaehers, program aides, 4-H leaders, recreation directors, community volunteers, and teaehers of day eare and Head Start have all partieipated in 2- and 3-day leader training workshops.

The "Workshop of Expression" staff and eommunity volunteers realize the power in the aet of ereating. The exeitement and joy a youngster finds in bringing something new into the world ean perhaps be seen in this note of thanks.

Happy faces smile, while busy fingers work on a collage at the "Workshop of Expression" in the Twin Cities.

"Dear Friends,

Thank you for coming. I had a lot of fun. I liked everything a lot. Oh, the puppet wants to say something . . . 'Hi, here I am, I'm happy I'm alive. I know I am going to have fun.'

Bye from,

Dawn and the puppet." □

Building blocks help build better relations.

Teens explore parent education

by
Diane T. Welch
Education for Parenthood Specialist
Agricultural Extension Service
The Texas A&M University System

Parenthood, according to most adolescents, is one of the last roles they wish to assume. It is also one for which they are least suitably developed. Their immediate concerns usually include peer approval, social activities, and school.

However, trends and statistics strongly imply the need for educational programs which prepare youth for a role some already have, and a future role many will have, as parents or caretakers of children.

The number of Texas teenagers marrying is increasing at a rate four times that of all Texans, and on the national level, one of every 10 girls in the United States is a mother by the age of 17.

While the "fancy" for parenthood education may not be apparent, the need is—how then do you reach a youth audience with a relevant program they will not reject?

This is a goal of a new Texas Agricultural Extension Service (TAEX) project, one of four Extension education-for-parenthood programs currently being funded by the Office of Child Development. The other three pilot programs are in California, Maryland, and Minnesota. Program coordinator is Hope Daugherty, Extension Service-USDA.

The Texas project, "Teens Explore Parent Education" (TEPE), was not developed to provide all the answers, but to stimulate young people to explore and expand their thinking about children, parents, and families.

Its approach capitalizes on youth affinity for "getting together" with their peers, and "talking out" their views and opinions. Small groups of young people, under the guidance of trained volunteer leaders, meet for discussion in a series of six sessions.

Each group member receives a folder containing an attractive, well-developed lesson leaflet for each session. The first, "Heed the Need to Learn," is an overview of the project and why it is important to understand children, parents, and families.

The others include self understanding, the family unit and its

functions, concerns and decisions of beginning families, roles and responsibilities of parents, and growth and development of children. Their stimulating titles are: "Me, Myself and I," "Me, A Parent?," "What's a Mom? What's a Pop?," "Focus—The Little People" and "It's More Than Tieing a Shoe."

Twenty counties, representing the 13 TAEX districts, were recruited to pilot the program. These counties represent varied geographic regions—rural, suburban, and urban areas—and differing ethnic populations.

County Extension Service staffs are assuming the major responsibility for implementing the county programs. Utilizing materials developed for the TEPE project, staff members canvassed communities for project support. More than 300 persons have participated in training sessions for volunteer leadership of TEPE youth groups. The major criteria for volunteer leadership are an interest in and an ability to work with young people. Volunteer leaders range in age from 21 to over 65, some have less than a high school education; others hold graduate degrees. They include women, men, and couples.

During the 6-month period, June-December 1974, more than 1,000 youth participated in TEPE discussion groups, with many positive responses. These included, a Cook County youth participant: "It made me stop and think—it had some good points," Rusk County 4-H'er: "This will really help teenage boys as well as girls become responsible parents. There are a number of teenagers that become parents and know nothing about the responsibility," Colorado County staff member: "Many leaders have stated that TEPE has helped them understand their children better."

A majority of these young people were reached through organized clubs and youth groups; others through neighborhood friends, special education groups and welfare recipients. Volunteer leaders make the necessary adaptations for the youth needs in their particular groups.

While all groups are encouraged to hold six sessions, time, place, and frequency of meetings are leader-youth decisions. All volunteer leaders and youth active in five of the six sessions receive recognition for participating in the TEPE project. Some youth also will utilize their TEPE activities as a part of a new 4-H family life education activity.

The next phase of the education-for-parenthood program development includes pilot evaluation, revision for statewide usage, and development of supplementary audio-visual materials.

In terms of planning for not only today's but tomorrow's "quality of life" needs, the Extension Service may be a step ahead with parent education. □

Interest in human development increases with TEPE-planned interaction between teens and children.

Leaders learn through listening

by
James T. Bray
Area Youth Specialist
Cooperative Extension Service
University of Missouri-Lincoln

"You've been listening to KWMU-FM sideband radio. This has been the sixth in a series of broadcasts designed to assist you in running your 4-H Club. We hope you found the telephone comments helpful and we are looking forward to talking with you again soon on KWMU-FM's sideband frequency."

These closing comments marked the end of the first series of 4-H leader training classes taught via radio in St. Louis County.

KWMU-FM are the call letters for the University of Missouri-St. Louis's radio station. Sidebands are those frequencies that are on the periphery of the main FM signal and can be picked up only with special receivers.

One of the first questions asked concerning the broadcast is "Why?" The best answer is to think of all the problems 4-H leaders have in getting to training meetings, such as: time, distance, dinner, babysitting, and spouse working. The list could go on and on and all of the problems be legitimate.

With this in mind, and with cooperation from the University of Missouri-St. Louis Extension, a series of broadcasts was designed and initiated specifically for 4-H leaders.

Mike Loveless, Extension youth specialist in St. Louis County, and I cooperated on this program.

Broadcasting facilities, station engineers, and radio receivers were provided by the University of Missouri-St. Louis Extension. Mike was responsible for contact with and coordination of 4-H leaders. I maintained campus contact and coordination. Instruction, visual materials, and obtaining resource instructors was a joint responsibility.

Jim Bray conducts 4-H leader training on career exploration utilizing KWMU-FM sideband frequency.

A curriculum was developed that would provide a variety of subjects, including: new projects for urban 4-H, completing the national report form, behavior based on satisfying basic human needs, leadership development, idea exchange, utilizing teenagers in 4-H, clothing leader training, and self-image through personal appearance.

Thirty radio receivers were placed in the homes of 4-H leaders in St. Louis County and each leader was given instructions on tuning the receivers. There are several different types of receivers that will receive from varying distances from the transmitter. The receivers we used would pick up our classes from about 15 air miles. This was sufficient to reach all areas of St. Louis County. On one occasion we broadcast into three surrounding counties by using a 75-mile receiver.

To insure two-way communication, a telephone system was installed in the broadcast studio enabling the 4-H leaders to ask questions. This system was designed to permit the question to be heard by not only the instructors, but also by other 4-H leaders tuned to our frequency. It also permitted the needed two-way communication which is lost in most radio teaching situations.

Visuals and resource materials were developed for each class. These materials were mailed to the participating leaders 4 days prior to each class. Visuals were coded to permit the instructor to refer to specific visuals during the class. Leaders kept the visuals for their own reference and future use.

Prior to the first broadcast, Mike and I conducted a rehearsal at the station. This rehearsal permitted us to make some adjustments in our teaching and procedures that we think improved the classes.

Evaluation of the training was conducted during the series and at the end. We used both verbal feedback and a questionnaire to determine leaders' reaction to this technique.

They made the following comments: "I think this could be very valuable in project leader training" (We have now conducted project leader training and found it to be very worthwhile.), "I think it is a very good way to get information without attending so many meetings," "The best part of the radio broadcast is that if you've had a hard day, you don't have to go anywhere. It's nice to kick off your shoes, sit back, and listen."

We checked with the club leaders and found that most of them had invited other leaders and junior leaders to their homes. We were actually reaching about 100 leaders instead of the 30 anticipated.

Through discussion, evaluation, experimentation, and a lot of thought and planning, some basic guidelines emerged for conducting this type of training:

- Plan topics that have application to all your leaders.
- Keep the discussion as conversational as possible.
- Hold the presentation to no more than 1 hour.
- Talk for no more than 5 to 7 minutes without interruption.
- Be sure to rehearse your presentation prior to the actual broadcast.
- Expect the leaders to be very slow about making telephone calls in the early sessions.
- Respond to calls immediately in the same way you would respond to questions in a face-to-face situation.
- A music interlude of 3 or 4 minutes during the broadcast will aid leaders in calling in their questions.
- Visuals are essential and need to be more detailed than in face-to-face classroom settings.
- Repeat your phone number several times during the class. Have the station engineer turn on a test signal 20 minutes prior to broadcast to give leaders an opportunity to make sure their receivers are tuned to your frequency.

Because of the success of the FM sideband classes, other university staff began to utilize this medium for teaching.

A credit course "Introduction to Symphonic Music" was packaged and broadcast during the spring semester of 1975. Sixty-five students enrolled in this course.

Future plans for the 4-H youth staff include teaching a short course on "Parent-Adolescent Interaction" statewide. By linking the FM stations on the four campuses of the University of Missouri, most of the state can be reached for sideband programming. This flexibility permits specialists in St. Louis to be utilized throughout the state, instead of their expertise being limited to one geographic area. □

4-H members and leaders receive training on completing national report forms. Small radio receiver in foreground is tuned to special sideband frequency.

Finding myself as a summer intern

by
Debra Block
Summer Extension Agent
Cooperative Extension Service
University of Wisconsin

Discovering a Wells Fargo trail, old school houses, and lumbering practices of days gone by, were a few activities which kept me busy last summer.

But there were many more things waiting to be found in Adams County in central Wisconsin. Among these items was *myself*—no longer was I a 4-H member, but a summer Extension agent.

In Wisconsin, college students in their junior summer are eligible for this internship program—a program designed to give you a taste of what an Extension agent does on the job, while applying skills learned in college.

Camp at Waushara County was my first summer event. At camp, visits were made to Indian burial mounds. After one such trip, several boys were playing in the sand. We discussed the horse they built and how it related to the effigy mounds.

Besides working on regular summer 4-H activities, Adams County was implementing a history activity, which became my main responsibility. Ivan Morrow, youth agent and Renee Ramsay, home economist, worked closely with me.

Emphasizing their heritage, I tried to create an interest among the county 4-H clubs by having them report their historical activities, via their monthly member newsletters.

During club visits, exciting discussions of member's immediate surroundings drew interest. At the "Peppy Pals" meeting, Carrie Nichols mentioned that a trail running through their property was believed to be an old Wells Fargo trail. Original survey maps of 1851 show a logging trail through this area, and further north the trail was called, "Pinery Road." Currently, the County Historical Society is tracing the entire trail through the county.

Several one-room school buildings are now town halls and remodeled homes. 4-H clubs meet in these buildings and help with their upkeep.

The "Lucky Clover" club meets in the Peston Town Hall, which once was a school. Once inside, its surroundings remind one of its school

Kids make a horse effigy mound at the Adams County 4-H Camp.

Debra Block, (left), and Renee Ramsay unroll a banner created by Adams County homemakers.

days—blackboards, wooden floors, an aged piano, and a few scattered old desks.

Another history project was assisting the county homemakers develop a slide series on "Know Adams County." I snapped photos throughout the county, discovering points of interest; some of historical value. This was another excellent way of getting to know Adams County and its people.

During the summer, I presented the series to the Golden Agers as well as the County Historical Society. Showing the slides was a great way to expand the historical program. Viewers added more facts to the slides they viewed. Most of all, fellowship between people about events and places forgotten was now brought to mind and discussed.

So much enthusiasm has been generated by the people in this county that it's overwhelming.

The search for Adams County's history began in the fall of 1973 when public response helped develop the County Historical Society. The group incorporated in May 1974 with several 4-H families involved.

The society is a source of articles for the "Long Long Ago" column in the weekly paper, which keeps citizens alert to local legends, people, and industry which are part of their past. During my internship, I developed four articles on the lumbering industry of the county for this column.

Wisconsin is rich in Indian heritage and a local legend tells how "Petenwell" Lake got its name:

Peter Wells, a local man, and Clinging Vine, an Indian maiden, fell in love. She was already promised to another, so they ran away to elope. Knowing they were followed, they leaped from the cliff into the rushing river. The name became distorted to "Petenwell" and given to this area.

The summer came to a close all too quickly and Adams County will never be the same to me. No longer is it just a stretch of land I have to travel through to get someplace else. But an area rich in memories. It is a community of people who care about their heritage and the place they live. □

Log cabin building — an Alaskan art

by
James A. Smith
Extension Editor
Cooperative Extension Service
University of Alaska

Log cabin building—the most sought-after housing program in Alaska—has attracted interest all over the United States. Just mention log cabins anywhere and you've got an audience, but if you start talking about insulation and vapor barriers, everyone disappears.

Axel (Bob) Carlson, Extension engineer, discovered this when he first came to Alaska and began giving workshops and writing fact sheets on housing in the arctic state. There are plenty of problems, too—even in new houses built to the highest "lower 49" standards. But these problems and inconveniences were accepted as part of the price of living in Alaska.

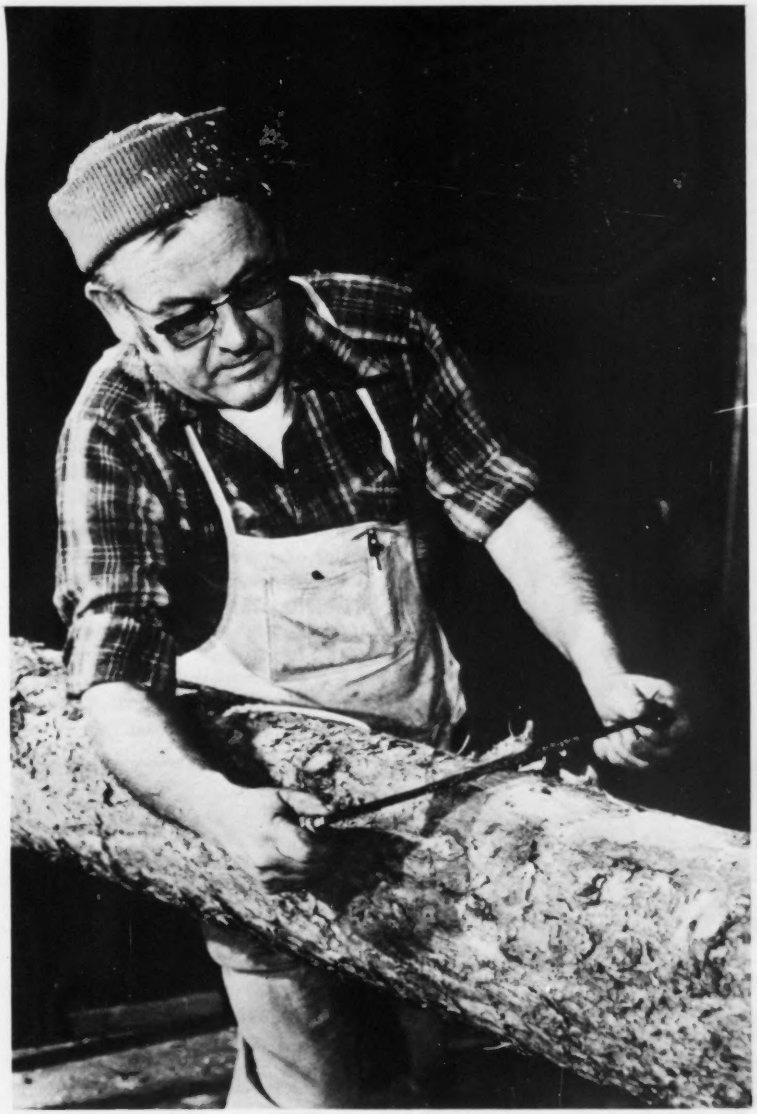
In a new tract home that Carlson himself purchased, the problems ranged from moisture-stained ceilings caused by the lack of vapor barriers to a poorly designed propane heating system that sounded like a jet plane taking off. The floors were continually cold and the doors and windows froze shut when the temperature dropped to 60° F. below zero.

Then Carlson became aware of the intense interest that many Alaskans have in log cabin building. Perhaps the log cabin symbolizes the self-reliance and independence typical of an era now past where man built his cabin with his own brawn from the trees on his own land.

Although log cabin building as an art has disappeared in many parts of the United States, this pioneer skill is flourishing in Alaska. In fact, it is considered by many to be an excellent utilization of the small log from interior Alaska.

When a revised version of a booklet entitled *Building a Log Cabin in Alaska* came off the press in 1971, Alaska's Cooperative Extension Service had a best seller. More than 50,000 copies have been sold, many of them outside Alaska. The publication—P-50A—now in reprint, can be purchased for $1.00

Carlson points out methods for sealing the vapor barrier in one of 20 programs in a series on "Building a Log Cabin."



One of the hard-labor aspects of log cabin building is peeling the logs. Here Carlson demonstrates the use of a draw knife in an Alaskan log cabin workshop.

plus 25 cents postage from the Information Office, Cooperative Extension Service, University of Alaska, Fairbanks, Alaska 99701.

Capitalizing on this intense interest, Carlson changed his housing workshops to log cabin building workshops. Soon he had more students than he could teach—requests poured in from all over the state. Last year, after a workshop was advertised in Anchorage, 500 people signed up. In a recent workshop offered for credit, 190 people enrolled for 30 hours of instruction.

Not everyone is happy with Carlson's log cabin courses, however. One or two out of each class question why he spends so much time on insulation, vapor barriers, and multiple pane windows. Carlson makes no attempt to cover up the fact that his main objective is teaching correct arctic building principles.

Many prospective cabin builders forget that there is more to a house than log walls. As Carlson puts it, "Yes, I do get complaints at the beginning of each course, but I tell them to hang on, we'll get to log building eventually." Generally those who complain at the beginning return at the end to thank him for explaining how to build comfortable low-maintenance homes.

So many people are requesting the log cabin workshops, Carlson can no longer teach them all himself. Now he is utilizing television to meet the needs of people who can't attend the workshops, or who live in remote areas where they can't be offered. A series of 20 half-hour programs was produced in 3/4-inch videocassette format in cooperation with a local commercial television station. With assistance of a grant from a pipeline service company, Alaska's newest residents, the Alaska pipeline workers, have been among the first to view the series.

Over the past 4 months, more than 400 workshop packets have been distributed at $5.00 each to pipeline workers. The series is broadcast to pipeline construction camps by videocassette recorder and a low-power transmitter of the type used in translator systems. This fall and summer the series will be available throughout Alaska for workshops utilizing videocassette recorders and monitors in schools operated by the State of Alaska and the Bureau of Indian Affairs.

As a result of the log cabin housing program, several thousand Alaskans now not only know a little about log cabin building, but they also know considerably more about how to build comfortable low-maintenance houses for arctic and subarctic climates. □

"An apple a day . . ."

by
Jim Lutzke
Editor
Office of Information Services
Cooperative Extension Service
Michigan State University

A "jug for all seasons" might well describe a new Michigan apple product that is forging a place for itself in the state market picture, thanks to some valuable help from Extension.

Produced by a Sparta orchard, the apple cider concentrate is proving increasingly popular throughout southern Michigan.

Whether you want a cider drink, ice cream topping, glaze for baked ham, or flavoring for your milk shake—the apple concentrate will do the job. You can also use it for flavoring in homemade ice cream, fruit pies, cakes and cookies, or for making jams and jellies.

And if you're one of those who likes things hot—the apple concentrate will make one of the best hot drinks you can find anywhere!

Sounds good, huh? Well it is. But it didn't all happen overnight. Two years ago Roger Saur, operator of his own orchard and lifelong apple grower, had an idea.

Saur had heard the American wine industry was importing a concentrate product from Europe and he didn't like the idea of importing something Americans could make at home.

"I thought I could do something about it," says Saur. "So I contacted some wine manufacturers and they said if I could come up with a good product, they'd buy it."

Saur knew what he wanted, but he wasn't sure about how to go about doing it. That's when Extension came into the picture.

West Michigan's District Marketing Agent Norm Brown was attending a fruit growers meeting at Saur's orchard.

When refreshment time rolled around, Saur served apple cider made from the concentrate, mentioning he would like to retail market the product.

Brown offered both his advice and the resources of the Michigan State University (MSU) Cooperative Extension Service, and apple cider concentrate was on its way to becoming a consumer product in Michigan!

The next step—making consumers aware the product existed. Brown

Norm Brown, district Extension marketing agent, and Cathy Gallagher, Extension home economist, prepare an apple concentrate display in a supermarket.

worked with Linda Christensen, MSU marketing editor, to have the apple concentrate included in a "press day" held last November at Edmore.

The apple concentrate contains no preservatives and keeps for more than a year without refrigeration, because it is 72 percent sugar. Products containing more than 68 percent sugar require no refrigeration. In addition, cost is about half that of regular apple juice sold in supermarkets.

Press representatives from throughout the state saw and tasted the new concentrate at Edmore. But the product still contained a flaw. Its cellophane package showed a tendency to leak.

Brown then introduced Saur to MSU specialists who could help. Representatives from the School of Packaging designed the attractive polyethylene pint-size jugs which have since proven so successful. Personnel from the Department of Food Science helped with ideas on quality control and maintenance; and Extension marketing specialists assisted with label design.

Things began to happen. After the Edmore conference, Michigan consumer marketing information specialists were hard at work helping with media exposure in their respective districts.

Back at Michigan State, Consumer Marketing Information Specialist Sheila Morley introduced the apple concentrate into campus banquets and worked with Radio-TV Editor Roger Brown to provide television exposure.

Meanwhile, Norm Brown had approached the owner of a local supermarket in Grand Haven and won a promise to give the new product a try. Next the marketing agent appeared on a 2-hour long radio program, explaining what the concentrate was all about and inviting listeners down to the supermarket for a free "drink on Norm."

Soon afterwards, a chain of markets accepted the product. Brown and Saur realized they were on the way, but there was still more to be done.

Apple grower Roger Saur holds a jug of cider concentrate in front of his newly designed equipment.

Next on the agenda was a call to the retail manager of another chain. Explaining the apple concentrate's advantages over existing products, Brown asked for a trial run. After a few moments of total silence, the answer came over the line: "You've got three stores for 3 weeks. If the product sells, we'll put it in all our stores; if it doesn't, you're out."

Saur and Brown immediately arranged for demonstrations at these stores in Flint, Okemos, and Ypsilanti. A lot of free apple drinks were poured during that busy trial period.

But when it was all over, the apple cider concentrate was stocked in every store of that chain in Michigan!

Since then, another supermarket is featuring the product and the future is looking brighter all the time. Brown has now enlisted the help of Extension home economists to increase consumer awareness, and Saur is thinking of hiring a team of four women to conduct in-store demonstrations throughout the southern part of the state.

Of Brown, who also helped Saur with broker selection, the apple grower has this to say:

"Norm came along and lifted me right off the ground. I didn't even know I was doing anything special. He provided that 'spark' I needed."□

Where There's a WILL ESTATE PLANNING

by
John A. Wallize
Associate Extension Editor
Iowa State University

Estate planning is a necessary part of life, often neglected by our society. But, with the help of a videotape presentation prepared by the Iowa State University (ISU) Extension Service, more than 72,000 Iowans are now more aware of estate planning and what it involves.

Developer of the videotape series is Dr. Neil E. Harl, ISU Extension Service economist and a member of the Iowa bar. Over the past decade, his fast-paced Extension programs on estate planning, legal affairs for families and businesses, tax workshops, farm business organizations, and retirement programs have all been popular in Iowa.

But Harl spends only 25 percent of his time with Extension. The other 75 percent is allotted to teaching economics and research on campus.

This time limitation led to creation of the videotape programs. Exploring ways to increase his capacity to bring more legal affairs education to Iowans, Harl suggested putting his estate planning program on television.

The 4½-hour presentation on estate planning—usually presented in an all-day program—was condensed into a dozen 15-minute programs by Harl and Virginia Harding, Extension radio-TV editor, who directed the video productions. By the fall of 1972, "Where There's a Will . . ." was produced on broadcast tape in color and offered to Iowa's television stations.

Four commercial stations, two cable operations, and two educational television stations ran the estate planning series. The educational stations each ran the program twice in different time slots.

An estimated 61,200 Iowans viewed these broadcast or cable programs. Viewers were invited to write for an Extension Service publication designed to supplement the TV programs. One commercial station reported requests for the publication exceeded all other offerings on the air. Since the fall of 1972, Extension has distributed more than 35,540 copies of the companion publication.

Meanwhile, Iowa's 12 area Extension offices were equipped with 3/4-inch videocassette playback units and large color monitors. "Where There's a Will . . ." was copied onto cassettes and offered for county and area programming.

ISU Extension maintains six complete sets of the videocassettes for these local programs. By March 1975, the tapes had been booked 62 times. These bookings ranged from a single presentation to one where the tapes were used at 10 locations in 9 counties over a 2-month period with audiences totaling 840.

More than 9,691 people attended the Extension Service programs throughout the state to view the videotape programs. And the series is just now starting in the populous Des Moines area.

Local meetings are conducted by county Extension directors or area specialists with local attorneys appearing on each program to answer questions after the videotape presentations. Participants receive a kit containing the publication summarizing the estate planning material and guidelines for discussion. The guidelines contain points to consider before viewing, summaries, and work problems to apply the abstract principles of estate planning to specific and individual situations.

After learning about the tapes, voag teachers ordered six sets for their use throughout the state. These instructors estimate about 800 people have viewed the tapes in programs they sponsored. One church also conducted a program using the videotapes with an audience of 109.

To test the effect and value of the programs, a number of small-scale evaluations have been conducted. A two-page questionnaire was sent to all those who requested a copy of the estate planning publication offered on three of the commercial television stations. That study revealed:

· About half of those requesting the publications saw six or more of the program series; 17 percent saw all 12 programs.

· Television was the best advertiser for the commerical broadcast programs—39 percent heard the series advertised through spot announcements before the broadcast; 30 percent just happened to see one of the programs on television; and about 10 percent said they heard of the television program through newspaper articles.

· Nearly 70 percent of the viewers already had an estate plan.

· About one-third of the viewers said they reviewed their present estate plan as a result of the program; about 20 percent admitted they took no action.

· Almost all encouraged handling other Extension educational topics on television.

Evaluation also was conducted with a number of audiences viewing the videotapes at Extension Service and vo-ag sponsored meetings. Here are the findings from evaluation forms completed by participants in three Extension and one vo-ag program:

· Nearly 50 percent saw all 12 programs; 82 percent saw more than half of them.

· 58 percent of those attending already had a will.

· 45 percent said they were reviewing their estate plan as a result of the program.

· 72 percent said they had been reluctant to do anything about estate planning and the program encouraged them to go ahead.

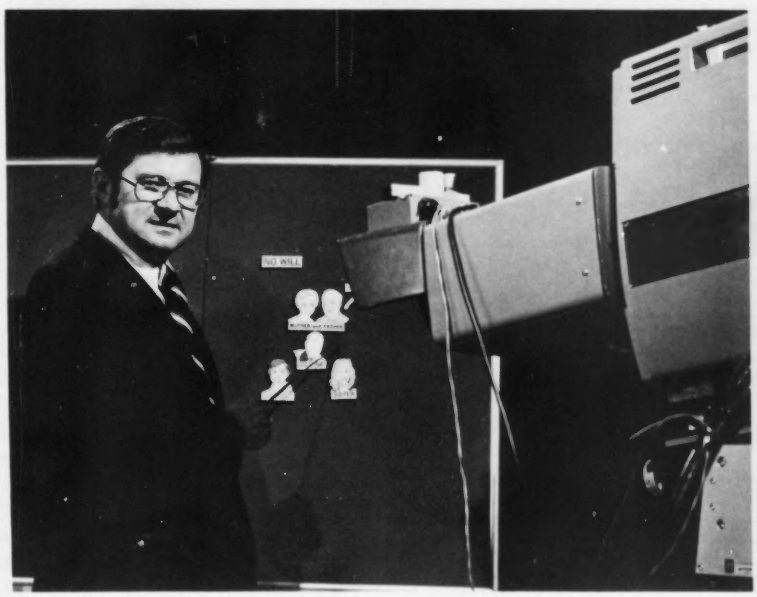
· 91 percent said they'd encourage development of more videotape educational programs.

In analyzing responses of those who did not have a will before viewing the program, 39 percent said they were now discussing an estate plan with members of their family; 27 percent said they were reviewing their estate plan—apparently examining how property was owned; 12 percent said they were going to make an appointment with an attorney to prepare a will; and 21 percent said they planned to take no action.

Both viewing groups responded favorably to the companion publication.

"Where There's a Will . . ." was the first program series to be offered to area and county offices on videocassette. Today, ISU Extension has 26 such programs.

Extension education with videocassette programs offered to the public through a wide variety of outlets is, indeed, the wave of the future. □



Dr. Neil Harl points out the problems involved in having no will.

Mobile homes are for people, too

by
Mildred Payne
Extension Specialist,
Home Furnishings
Virginia Polytechnic Institute
and State University

On a sloping, grassy site adjacent to the Food Science and Technology Building on the Virginia Tech campus in Blacksburg, Va., stands a lone, neatly landscaped mobile home. It isn't the dwelling of a professor, nor a married student. This mobile home is the site of scholarly research; in this case, the research is to benefit the more than 9 million Americans to whom a mobile unit is simply "home."

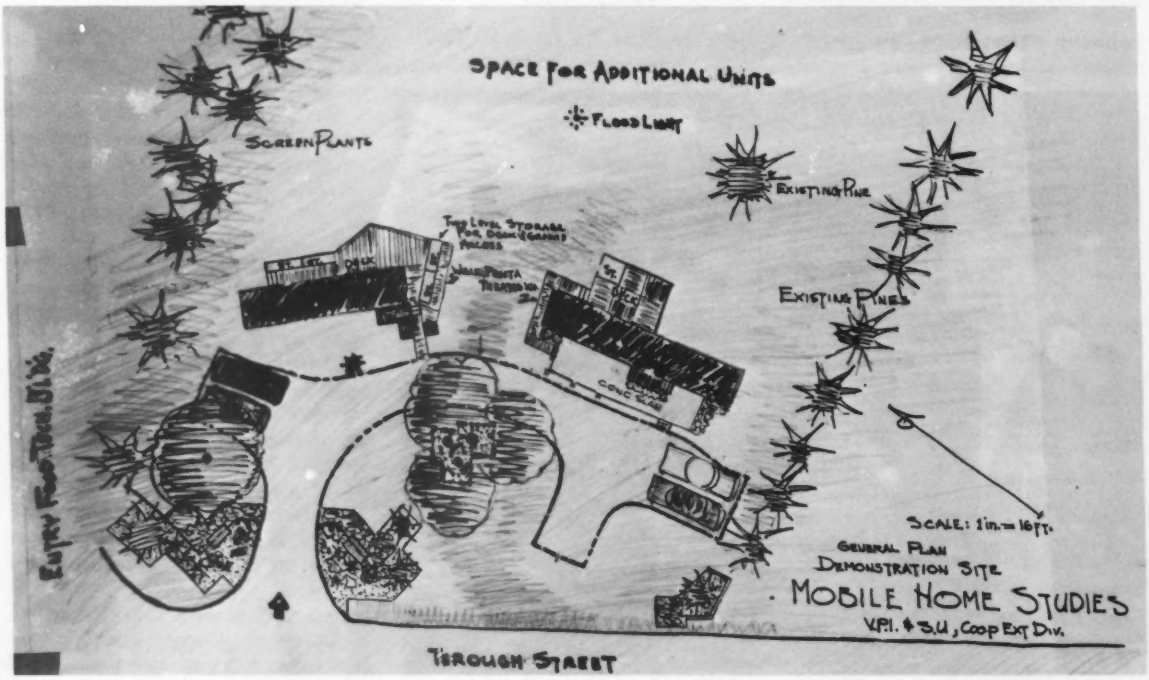
Results from the 4 years of research at Tech's mobile home test site include a new design concept for mobile homes; a new system of heating and cooling; improvements in insulation, underpinning, storage, interiors and furnishings; and development of educational programs to help improve existing mobile homes and mobile home parks.

In 1971, the Extension Service at Virginia Tech became vitally interested in mobile home living out of concern for people who chose this mode of housing either out of necessity or preference.

Why couldn't mobile home dwellers enjoy the same privileges and satisfactions as conventional home dwellers? Were they doomed to be frowned upon for living in "wobbly boxes" in "aluminum jungles"? Did they have to be zoned into undesirable areas of a jurisdiction—or zoned out completely? Why was the tax structure so controversial, and why were they subjected to so much undesirable publicity?

There were many reasons for this—the image of mobile home parks was poor at best. Often there were few regulations requiring skirting, and home sites were too frequently crowded with little or no "green area," open space, recreational facilities, or vegetable gardening plots. In short, too little thought was given to the fact that mobile home parks were communities for *people* and that *people* were living in mobile homes as a part of the total adjacent community.

The Extension Service at Virginia Tech felt that education was the only way to improve this situation. We solicited the help of those most concerned. Faculty from all three segments of the University (Extension, Research and Teaching) became involved. The Virginia Farm and Home Electrification Council had already shown an interest in this concern by holding a statewide mobile home seminar, so their help was sought. They responded enthusiastically with funds and expertise.



JC Garrett's design for the demonstration mobile home site on the Virginia Tech campus.

A Virginia manufactured housing association had an interest in this concern, too, for mobile homes were their bread and butter. "Yes," they said, "they would help by supplying homes for our demonstration site."

JC Garrett, Extension community landscape improvement specialist, is a true environmentalist—he believes in making the best use of existing conditions without disturbing the terrain any more than necessary. JC wanted to develop a site which would demonstrate mobile home park development incorporating effective orientation; maximum utilization of outdoor living space; pleasant, easy to maintain landscaping, convenient parking and all underground utilities.

An attractive approach and driveway gave the feeling that this was a "segment" of a park, as was intended. The two individual mobile home pads were situated to make the best use of the space available. Appropriate and effective lighting was planned and installed. Great care was taken to incorporate safety and low-maintenance features into the landscape plan.

The manufactured housing association placed a factory-built home on the site. To date three different homes have been on the demonstration site for use by interior design classes; landscape classes; in-service training for professional and paraprofessional Extension workers; tours by high school home economics classes, homemaker groups, 4-H'ers and professional groups meeting on the campus.

A survey made of visitors the first year supplied the committee with information used in designing a totally new concept in mobile homes.

Some of the major concerns of the committee working with this design were to incorporate good appearance inside and out while planning for efficiency in climate control, sound control, construction methods, and space utilization. An integration of the interior with the exterior environment was of utmost concern.

We feel we are well on the way to a changing concept for the mobile home of the future; but what of those homes which have been around for a while?

Mildred Payne, Extension home furnishings specialist (left), shows Sue Flora Thompson a unique feature of the remodeled mobile home.

With housing becoming a real crisis, many requests were reaching our housing and home furnishings specialists concerning renovation of older mobile homes. No one seemed to really have the answer on how long a mobile home should last. There are still some occupied which have been around since the thirties.

In January 1975, the Mobile Home Demonstration and Research Project Committee obtained a used mobile home for the site to use in research and demonstration on upgrading older mobile homes. Funds are currently being sought to carry out this research in a way which will be most beneficial to mobile home owners as well as industry and educators.

An interior design student, Sue Flora Thompson, living with her husband in a very small one-bedroom mobile home near the campus became intrigued with the mobile home project. Not really in the market for a new home, because of their temporary situation, the couple decided to do a little remodeling and rearranging of space to better meet their needs.

Using our mobile home as a model, their living room became a "studio" room for sleeping, living, and entertaining. Both students, they felt a real need for a study area. Thus, the bedroom became a den or "study," where either one or both could find absolute quiet for their work. Improved lighting was also a definite priority in their remodeling plans.

To help people in Virginia in making decisions regarding the purchase of a mobile home or to assist others in renovation of older mobile homes, plans include publications and teaching materials for interested persons and groups. For we believe that *mobile* homes are for people, *too!* □

Caring for others

. . . in Pennsylvania

by
Nelson H. Gotwalt
Extension Press Editor
The Pennsylvania State University

When things just don't happen, you have to make them happen.

This is the philosophy Anna Mae Lehr, Columbia County, Pennsylvania, Extension home economist used when dealing with rural health care needs in the northern part of her county.

She listened to people in the county's rural areas make remarks like "If we could only get a doctor;" or "If it weren't so far to get to a hospital;" or "Older persons living alone could be dead for a week and no one would know it;" then planned her strategy to improve medical services.

It was 2 years ago when she started her project. First she prepared a series of news articles for county newspapers on the need for a health care system. Then, at an Extension homemakers meeting, she asked representatives of the Central Pennsylvania Health Council, the mayor of Benton, and the president of the Benton Kiwanis Club to present their views on the subject. Interest in rural health care needs among the people ran high.

Following this meeting, a volunteer health care steering committee was formed. The program, however, never got off the ground because the representative of the Central Pennsylvania Health Council transferred to another district.

"This past year I talked with doctors and members of the Columbia County Board of Commissioners and decided to make another attempt at solving the problem," Ms. Lehr said. "With support from the County Commissioners and the Rural Health Group of Luzerne County, I called a public meeting."

Following discussion at this meeting, a steering committee was selected which included presidents of organizations, township supervisors, and ministers. This time things really started to happen!

Officers were elected, bylaws written, a charter adopted, and incorporation of the Benton Area Health Care Center was decided upon. The ultimate aim is to have three physicians and two dentists work out of the Center.

"Everything started to fall into place," the home economist relates. "The Benton Borough Council worked out plans to donate a tract of land for the center. The county commissioners are going to appropriate $10,000 toward construction of the facility. We hope to have the center in operation by July 1, 1975."

The area to be served includes two boroughs and five townships in Columbia County; two townships in Lycoming County; one borough and two townships in Luzerne County; and a Sullivan County township.

The Center's steering committee meets two times a month while numerous subcommittee meetings are held between regular sessions.

"As Extension home economist, my role thus far has been to organize the group, assist with the publicity, find available sources of funding, and distribute educational health care materials," Ms. Lehr emphasizes. But, thanks to her efforts, health care for many rural Pennsylvania residents will now be a reality. □

. . . in Montana

by
William Beasley
Asst. Extension Editor
Extension Information
Montana State University

On May 28 at the Washington Monument grounds in Washington, D.C., Anne Rehbein, Teton County Extension agent at Choteau, received one of USDA's highest honors—the Superior Service Award.

Anne won by assisting county residents study, tackle, and conquer a major problem—lack of adequate emergency medical services coupled with drug and alcohol problems.

The life-saving results came through an "umbrella" organization, Emergency Medical Services Council. With strong community support and hard work of local people and organizations, the council made many accomplishments including:

- Two new and two converted ambulances, all with oxygen, suction and extrication equipment and intercom and two-way radio systems.
- Approximately 75 emergency medical technicians fully trained to serve on ambulance crews or in emergencies.
- A new communications system using radio and telephone to put ambulances and area hospitals in almost instant touch with doctors or emergency services.
- Adoption of "911" and "Enterprise 777" phone numbers to provide toll-free access to medical, fire, law enforcement or emergency service for all residents.

A $26,324 Emergency Medical Service grant was obtained with Anne's assistance and matched with mill levy funds to improve ambulance and emergency services.

But the service was only as good as the ability to use it. People needed to know the emergency numbers and how to use them. Soon Ms. Rehbein was in the middle of a campaign using bumper stickers, phone pasteons, and news media to teach people the numbers.

She then completed an emergency medical technician course in Great Falls that qualified her to serve as one of three lay coordinators for the two courses at Deaconess and Columbus hospitals in Great Falls.

The entire county was represented by the 42 who completed the first course and 33 in the second group—including several registered nurses.

Course material included anatomy, physiology, types of injuries, childbirth, child patients, extrication from vehicles, moving of patients, airway obstructions, pulmonary arrest, bleeding, shock, fractures, bandaging, and other subjects.

Extension Homemakers Clubs worked with county commissioners, and later with the Heart Association to sponsor a blood pressure clinic at which the emergency medical technicians checked 323 persons.

Nearly 500 women's club members worked with doctors, public officials, ambulance services, a ski club, 4-H leaders and others. Most 4-H members and approximately three of every four youths in the county helped in the emergency telephone number campaign.

As Dr. Carl J. Hoffman, Montana Cooperative Extension Service director put it: "Anne's award was not only a personal tribute to her, but to the Extension Service and to all the people of Teton County who worked so long and so hard for adequate emergency medical services." □

Leif Larson, first aid instructor in the emergency medical technician course, checks out the new ambulance heart monitor equipment on Rob Reiding.

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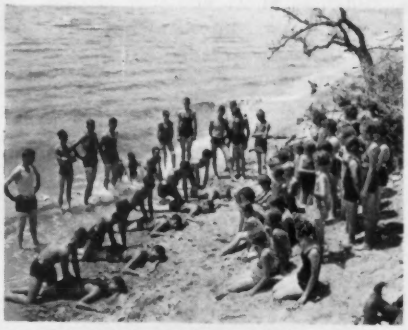
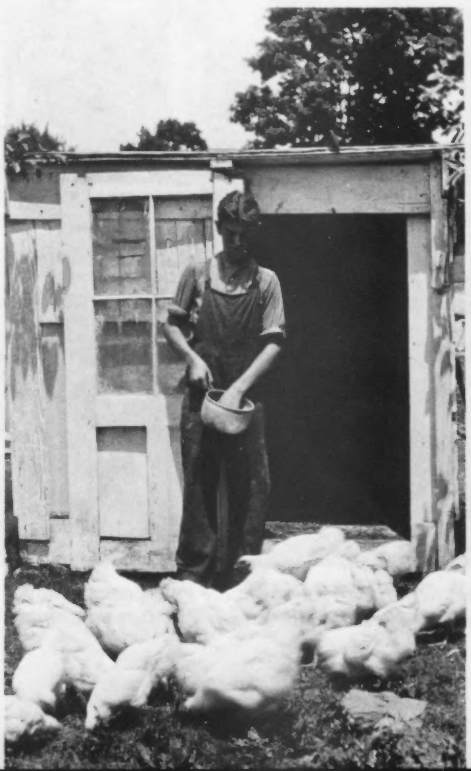
4-H '76

Spirit of Tomorrow

From The Past, The Future Is Built.





EXTENSION SERVICE review

U. S. Department
of Agriculture

November
and December
1975

Extension, Community
Development...
going... growing...

VOL. 46 • NO. 6 • NOVEMBER-DECEMBER 1975

The Extension Service Review is for Extension educators—in County, State, and USDA Extension agencies — to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

(Photo credits: Vellie Matthews, N.C.; Steve Warner, D.C.; Earl Otis, Wash.; Kathy Alison, Ariz.)

The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through July 1, 1978.

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at 60 cents per copy or by subscription at $3.60 a year, domestic, and $4.50, foreign.

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EXTENSION SERVICE review

Official bi-monthly publication of Cooperative Extension Service; U.S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

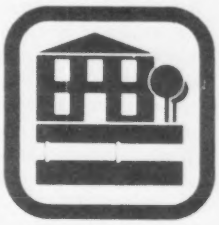
CONTENTS

Secretary's Room Dedicated at 4-H Center

At the Secretary's Room dedication are (left to right): Peggy Estridge, Indiana 4-H Junior Leader; Mrs. Butz; Secretary Butz; Brian Wise, Indiana 4-H Junior Leader; and Gilman Stewart, Indiana 4-H Foundation.

Secretary and Mrs. Earl Butz were honored recently when the executive dining room at the National 4-H Center in Washington was dedicated as "The Secretary's Room." The project was made possible through Indiana 4-H Foundation funds to honor the Office of Secretary of Agriculture. Dr. Butz' home state is Indiana.

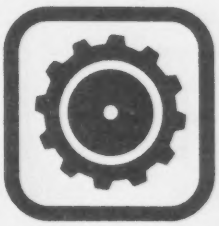
Extension Community Development... going... growing...

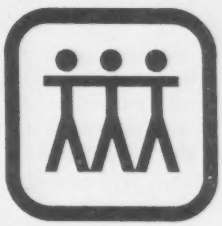


by
Donald L. Nelson
Program Leader,
Rural Development Information
Extension Service—USDA

A recently-released Extension Service, USDA, publication, *Extension Community Development . . . Going . . . Growing . . . ,* is based on fiscal year 1974 data. Fiscal year 1975 figures from the states show that Extension community development educational programs are still **growing.**

The publication reports approximately 375 Extension field workers with primary duties in community development in 1974, backstopped by about the same number of Extension workers stationed on the campuses of the land-grant colleges and universities. New data show the number of field workers has now climbed by more than 50 percent to about 575, while the number on campus has risen slightly.





Many of these area and county positions have probably been created under funding provided by Title V—the research and education component of the Rural Development Act of 1972. These 3-year pilot programs got into full swing this past year.

This growing trend of more field workers is in keeping with the "Extension way," which has always stressed putting educational programs in the communities, where the action is.

The new publication also has a table showing the kinds of assistance provided by Extension, by major community problem areas. Figures for fiscal year 1975 show 1,712 staff years devoted to community development by the entire Extension system, up by 9 percent from fiscal year 1974's 1,573. Other measures of assistance also increased: projects assisted up to 50,832, a 1.4-percent increase; meetings conducted up to 54,960, a 4-percent rise; publications prepared up 22 percent, publications distributed up 7 percent, and audio-visual presentations up by 3 percent.

The only major category of assistance showing a decline from fiscal year 1974 to fiscal year 1975 is surveys and studies made, down by 5 percent.

The publication, *Extension Community Development . . . Going . . . Growing . . .*, includes a section, "Organized Leadership Does the Job." That certainly rings true again for the fiscal year 1975 figures. Almost 1 of 4 Extension/CD staff years is devoted to helping people in community organization and leadership development. Only a handful of the approximately 3,100 counties in the United States were untouched by such efforts last year.

Comprehensive planning and land-use policy is the next most frequent program area addressed by Extension specialists and agents in communities, followed, in descending order, by assistance in housing, environmental improvement, community services and facilities, community health and welfare, and recreation and tourism. The list is rounded out by lesser amounts of attention to business and industrial development, taxation and local government, and manpower development.

But figures leave some people cold—often evoke a "so what?" feeling. The numbers come to life when we search behind them for the human story of what's happening in community development.

Since Extension helped people with more than 50,000 projects this past year, it follows that there are more than 50,000 stories about this involvement and effort. Following are just a few of them:

In Minnesota, the people of a lake community got concerned about the planned opening of a national park. The park opening will bring an influx of visitors, creating more demand for public services like fire and police protection. They couldn't see that they were being involved in decisions that would clearly affect them directly. An Extension area agent in community development worked with the people, looking at different kinds of organization to use in taking public action, making their own decisions, and providing for their own needs. They plan to organize a formal township government to help them.

The Chimayo Community Development Committee in New Mexico, organized and sponsored by Extension, has the following results to report: installation of a new phone system, new natural gas service, sites secured for waste disposal, and establishment of a fire department with some of the finest equipment in the area.

Kansas has set up an Extension Land Utilization Task Force, which serves as an "early warning" group to consider the need to develop educational land-use policies for the state. It produces a newsletter, has initiated and co-sponsored a statewide educational effort on the National Flood Insurance program, and took the lead in a conference on land use.

The construction of 60 self-help houses, adding $750,000 to the local economy, has been achieved by an Extension-assisted community development corporation in Connecticut. A 13-part television series, "Home Care and Maintenance," produced by Texas Extension, has helped save thousands of dollars in home repair costs for Texans.

Teamwork. How often do we hear that word mentioned as the way to get community projects done? In Kentucky, teamwork made the difference in hospitality training for waiters and waitresses. The problem was this: The Western Kentucky Lakes area attracted nearly $70 million of tourist business in 1974. About 30 percent of these dollars were spent in area restaurants. Because of the importance of restaurants to area tourism, some restaurant owners asked Extension people if they had waiter/waitress training programs.

Extension personnel contacted several operators to better understand their concerns and needs. The biggest need was skill in telling visitors about area attractions and facilities. Here's where the teamwork came into play. A local Extension home economist, the state Extension specialist for tourism development, and the area development specialist planned a training workshop. The Kentucky Restaurant Association, the area tourist development organization, and selected restaurant owners also joined the team.

Extension helped promote the workshop, which was attended by employees from 85 restaurants. The result: quality of restaurant service should improve, with benefits accruing to employees (better tips), restaurant operators (more business), and customers (more satisfaction).

And the team accomplished all of this only 45 days after Extension was first approached to help!

So there you have a few stories—a few of the more than 50,000 which could be told. A few more appear in more detail in articles following this one in this edition of the *Review*. □

"Sparkplug" for rural development

by
Ben Roebuck
Agricultural Information
N.C. State University

There are 2,199 active county rural development committees across the country. County Extension agents play a leading role in almost all of them. This story about the outstanding work of the Granville County, North Carolina, Rural Development Panel demonstrates how people are working cooperatively to make important contributions to rural life.

The Granville County Rural Development Panel is a sparkplug for "anything and everything" to improve rural living in this county in north-central North Carolina.

The panel functions as an overall, cooperative resource base or educational and technical assistance information center. It eliminates duplication of work and serves as a means of planning and initiating positive programs.

On March 11, 1970, when the panel was created, it had 13 members; now, it has 31.

Its members include the heads of 18 public agencies, plus people from organizations, institutions, corporations, cooperatives, and clubs—all working toward a common goal of rural improvement. It's no secret that the panel's motivation is succinctly unselfish.

The overriding goal of the panel is to help local leaders and citizens improve their level of income and quality of life.

Heading the list of achievements have been efforts to improve housing and environmental quality—solid-waste disposal, soil surveys, land-use planning seminars, and removal of junked cars and vehicles. Other major activities include forestry programs, rural fire protection, and improved public services.

Prime movers on the panel are members of the steering committee, headed by Aubrey Hardee, county Extension chairman. I.W. Murfree, county Extension agent, also serves from the Extension Service, along

Compressed cars from "Operation Big Crush" are loaded at a salvage yard near Oxford for journey to the shredding plant.

with representatives of three other county USDA offices—Agricultural Stabilization and Conservation Service (ASCS), Farmers Home Administration (FmHA), and Soil Conservation Service (SCS). They and many others "make things happen" in Granville County via the panel.

Monthly meetings cover such varied subjects as fire safety, land-use planning, waste collection, and current issues presented by a local congressman. However, the panel concentrates on just one or two major activities each year.

The word in Granville County is that the panel gives the people a sense that "things are moving," a positive feeling of what ean be done through cooperative effort. With nearly every government agency and major business in the county represented, it serves as an excellent vehicle to help local leaders: (1) identify problems, (2) set priorities, and (3) implement programs through cooperative aetion.

Aetivities of this outstanding group have been those embodied in the objectives and spirit of all the national and state rural development programs.

The panel operates in the tradition of the Granville County Extension Office: it is available to assist everyone, regardless of income, status, race, sex, creed, or nationality.

Improving the quality and availability of housing was one of the first concerns of the panel (37 percent of county housing was substandard). One method used to tackle this problem was a "housing fair" conducted in 1971 and 1972. Some 15,000 people attended. Over 50 business firms participated, displaying the latest materials in home construction and furnishings and presenting up-to-date ideas.

Featured at the fair were a model, modular home and mobile homes for families with limited resources. A local judge said on opening day that "the housing fair is creating more interest on the streets of Oxford than anything that ever came to town!" (Quite an exclamation for a county seat town of 7,178 population!) Some 8,000 people attended the fair during its first 2 days, according to Hardee.

The housing fair has had far-reaching effects. The county has experienced a marked improvement in housing quality and quantity. The fair has stimulated interest in a series of educational meetings for builders on topics such as lot size, soil types, and water and sewage systems.

The panel also assisted in organizing a housing authority in the county and developing 182 housing units for the elderly and disadvantaged in three different locations. It also assisted in developing 700 new, permanent homes, 300 mobile homes, and helped renovate 150 additional homes—which resulted in a great contribution to Granville's rural growth.

On the environmental improvement front, 6,000 junked cars were rounded up for erushing, shredding, and recycling during "Operation Big Crush." The panel approached the county commissioners concerning the legal aspects of the big roundup and subsequent disposition of the abandoned vehicles. Enthusiastically, a contract was drawn up between the county and salvaging operators, absolving the panel of possible liability.

The panel rented a plane to find the junkers. On one 16-mile flight, abandoned vehicles were spotted at the

Rural Development Panel Chairman Aubrey Hardee (second from right) and Extension Agent I.W. Murfree (third from right) meet with an RD subcommittee.

Volunteer fire fighters at the Corinth Rural Fire Department are ready for a "run."

rate of one jalopy per mile.

The end of the line for the smashed cars is Kernersville, N.C., about 100 miles away. Tours to see the operation of the Kernersville shredding and recycling plant are proving quite popular among Granville residents and the general public. There, one can see the valuable end products (separated metals) of "Operation Big Crush" and tangibly evaluate the work of the panel.

Granville citizens now have a countywide garbage pickup service provided through the leadership of the panel. Two sanitary landfills are also in operation.

The panel recognizes that "we have a community of small woodland owners." Forests cover 65 percent of Granville's 210,000 acres, and income from these forests averages less than $11 per acre annually. With good forestry management practices, it is estimated that this income could be tripled. Plans are underway to form a forestry association. Forestry tours, along with other county tours such as landfill tours, are conducted by the panel.

A soil survey map for the county has been developed by SCS. The map provides an instant soil classification for a farm as a tool for advanced soil analysis. An adjunct to Granville's soil survey map is the ongoing project for county subdivision regulation, land-use planning in and near urban areas, and identifying the most productive land to protect and preserve for future agricultural production. The panel is concerned with major growth along Interstate 85, which cuts through the heart of the county. One stated purpose of the panel is to match growth with environmental concern.

One of Granville's significant achievements has been in rural fire safety. Eleven fire departments operate throughout the county; eight are volunteer companies. A fire districts policy has been developed for the county, and a "zenith number" (dial 117) established, which provides a central, rapid communications system for all county fire companies as well as the county rescue squad and the county ambulance.

Granville county citizens are proud of their Speaker's Bureau, another panel project. They are also pleased with a 40-page publication, *A Guide to Public Services for Granville County Citizens,* prepared by the panel. And they can tune in Monday through Friday at 7 a.m. to hear a panel-sponsored program over the local radio station (WCBQ in Oxford).

Presently, the panel envisions the construction of a new locker plant in the county. Application for a $2,500 grant to conduct a feasibility study, in connection with the future plant, has been made.

The success of the panel, in large measure, stems from the leadership and support of the North Carolina Rural Development Committee, which serves Granville County and the other 99 counties in the state. Rural North Carolinians, including those in Granville County, also benefit from the Center for Rural Resources Development at North Carolina State University in Raleigh. State Extension Director George Hyatt, Jr., and Center Coordinator Paul Stone serve as chairman and secretary of the State RD Committee, respectively. The 19 members of the state committee represent USDA agencies, state government, the two land-grant universities, two major youth organizations (FFA and 4-H), and the multicounty planning regions. The state committee received national recognition—USDA's superior service award in May 1972—for housing improvement.

Perhaps the greatest contribution of the Granville County Rural Development Panel to the county and its citizens is the panel's ability to serve as a resource group for creating public awareness and providing unbiased information—activities that neatly dovetail with Extension objectives.

The panel's highly-motivated, public-spirited members are providing a cohesive force to all walks of life, both public and private, and are making solid achievements with lasting impact. Their story is the key to success for rural development at the local level. □

Coming "face-to-face" with today's issues

by
Steve Warner
Communications Specialist
National 4-H Foundation

"When I returned home, I felt I had to do something to get our 4-H club more involved with the community."

Kathy Aska, a 17-year-old 4-H member from Searcy, Ark., not only got her club involved, she almost single-handedly started a statewide "Adopt a Grandparent" project involving over 300 clubs!

The idea is simple: 4-H'ers "adopt" senior citizens—people in nursing homes or residing in the community, who seldom have visitors or contact with the outside world—and become their companions. This companionship encompasses scheduled activities, such as reading, playing games, celebrating a birthday, sharing arts and crafts, even taking field trips. It also fulfills emotional needs—shared by the elderly and young people alike.

What inspired Kathy Aska to write over 275 letters, make countless visits and pep talks—devoted to seeing this project become a widescale reality? The answer: her participation in a Citizenship Short Course at the National 4-H Center in Washington, D.C.

Over 8,000 "Kathy Aska's" come to the Center each year for a week-long citizenship course. The year-round program is conducted by the National 4-H Foundation on behalf of the Cooperative Extension Service. It offers teenagers an opportunity to explore the structure and function of government while learning how they can play a more active role in it as citizens. 4-H members from across the Nation came face to face with today's issues and the people who influence them. Whether their interest be the elderly or energy, 4-H'ers take home new knowledge and understanding of how they too can have an influence—by getting involved.

Kathy Aska visits with one of the Gums Springs 4-H Club's "adopted grandparents."

Cyndi Hagen has been a significant influence in her home town, Joyce, Iowa, since returning from citizenship training. She personally surveyed residents of this small community to find out what their concerns were. And like a good citizen, she did not pass the buck. Instead, Cyndi recruited fellow 4-H'ers to help turn problems and concerns into community assets.

Among her accomplishments, Cyndi was instrumental in turning a vacant schoolhouse into a much needed community center, converting a rundown lot into a field of flowers and grass, having traffic signals installed at a dangerous intersection.

Cyndi wasn't solely responsible for these and several other improvements around Joyce. But her newly acquired awareness of citizenship rubbed off on the community and its local officials—she helped unite and motivate her town toward positive action.

Cyndi was successful because of her understanding of government and how it works.

Willie Willette, a student at the University of Maine, thinks all youngsters should be able to understand and relate to government. "How else," he asks, "can they get something changed or accomplished?"

Willie's citizenship training at the 4-H Center dates back to 1965. The impressions have lasted. After 10 years of odd jobs and travel, he has found his niche in local politics. His personal involvement in working with local officials has helped effect changes in Maine legislation—particularly in the area of benefits to low-income families. He has worked diligently in local election campaigns. And he's now thinking of running for office himself.

Willie celebrated a special anniversary this year by returning to the 4-H Center—this time as a chaperone for the Maine 4-H delegation to

Citizenship '75. He was invited because of his current efforts to examine the four levels of Maine government—town, city, county, and state—developing his research into 4-H project material.

He keeps in close touch with 4-H'ers and their needs by working with the Maine Extension staff. He wants 4-H'ers of all ages to be involved. If his research is adapted, it will serve as a tool for young people who want to deal with problems and concerns—rather than philosophize about them.

The Washington citizenship experience is many things to different participants. Although professional resource people play a vital role in illuminating issues like economies, the environment, or world affairs, the delegates learn much from each other. As one leader explains it, "Whenever you get people from various regions together, they're bound to learn from each other."

Teens from all over the United States get ample opportunity to do just that during their week at the Center. They work together on committees and in action groups. At the end of the week they share activities their clubs and states are into through exhibits and discussion. Many delegates say this sharing of ideas is the most important aspect of their experience.

To some 4-H'ers, the citizenship experience has a personal impact. For Tony Kurz, of rural Lonoke, Ark., seeing the sights and meeting his congressman were thrills of a lifetime. They're thrills he can share—two brothers and a sister are also alumni of citizenship training.

Citizenship '76 should continue the tradition of positive impact the learning has on individuals, families, and their communities. The curriculum will focus on heritage of freedom, the political system, the role of the consumer, international interdependence, the role of the citizen in building our Nation's future.

Citizenship/leadership programs are open to not only 4-H members, but to high school students, leaders, homemakers, and other people Extension works with. Full information about learning opportunities at the National 4-H Center—a natural for the Bicentennial and for giving inspiration to community action—can be obtained from your state Extension office, or from the National 4-H Foundation, 7100 Connecticut Ave., Washington, D.C. 20015. □

Susanna McCloughan and Kenneth Coles, both from New Jersey, tour the Jefferson Memorial.

President Ford speaks to Citizenship Short Course delegates from Michigan and Colorado in the Rose Garden of the White House during a special tour.

Alternatives for Washington

by
Earl J. Otis
Information Specialist
Cooperative Extension Service
Washington State University

Washington State will keep Mt. Rainier, Puget Sound, Cascade Range, and most of its farm land intact through 1985 if a vote of the citizens prevails.

Actually, leveling Mt. Rainier or draining the Sound would take a force more powerful than a vote of the people, anyway. Washington State residents are quite happy with their surroundings geographically, and somewhat anxious to keep life similar to what it is now, although they do encourage controlled economic growth during the next 10 years.

This is the consensus coming from a program called "Alternatives for Washington" (AFW) that involved a lot of Cooperative Extension participation during 1974 to the present.

AFW is a citizen planning program instigated by Gov. Daniel J. Evans with the intent of developing a future course for the Evergreen State. The program presented some unusual opportunities for both individuals and organizations, including the Cooperative Extension Service of Washington State.

"It is my purpose in proposing this program to involve as many citizens as possible," the Governor said. "I believe the citizens of this state can, in an orderly and rational manner, determine their future and assure that such a privilege also will be available to generations yet to come," he said.

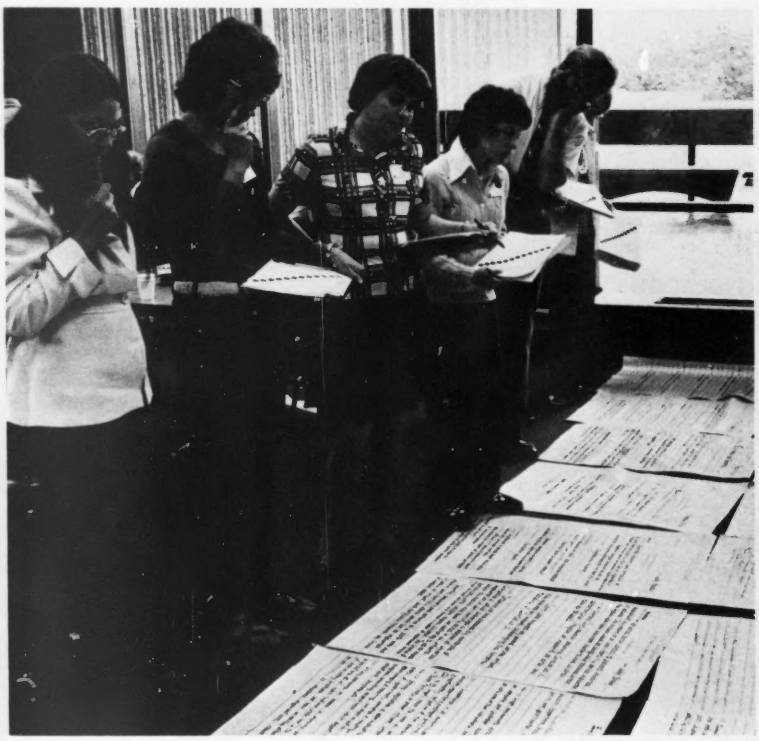
The effective citizen program moved from meetings of 150 state task force delegates (nominated by statewide groups)—to some 1,600 citizens meeting in areawide conferences—to all residents. The state group, particularly, put in many long days—and nights—as they developed ideas. The participation and enthusiasm of the state group was contagious as the program expanded to involve more and more people.

The myriad details of a program that sought input from tens of thousands of the state's citizens needed organization and direction. At WSU it was hardly coincidental that John Robins, dean of the college of agriculture, was assigned leadership. Extension, already well established in every county, would be used to help spread the word of the program. And skilled inquisitors from rural sociology would be tabulating the inputs. Extension's experience in working with people also came into play when the university's radio and television facilities were used to record and transmit the events as "Alternatives for Washington" (AFW) progressed.

Perhaps excerpts from the following letter by Governor Evans to WSU President Glenn Terrell puts the super year-long effort in perspective for others who may be looking at similar programs in months to come.

"On behalf of the citizens of Washington, I would like to express my appreciation to you and Washington State University for your role in helping to shape the future of the state through 'Alternatives for Washington.'

"The Cooperative Extension Service of WSU has contributed considerably to our efforts to involve the citizens of Washington in growth policy planning. The Extension Service has assisted in assembling citizens from across the state for meetings and conferences. They launched the first major effort by this state to involve citizens directly in the planning of their future. The service provided by Extension will not only have impact upon Washingtonians today,



Concerned citizens review some of the "Alternatives for Washington."

but upon their children in the future."

Besides seleeting names from their communities as potential members of the state task foree, Extension staff members did a similar job in helping ehoose those who attended the areawide eonferenees. Like the expanding ripples from a stone tossed into a quiet lake, the AFW idea spread from four 3-day meetings by the state task foree to 10 single-day sessions for the regional partieipants.

Extension personnel also worked in their loeal eommunities through press releases, radio shows, slide presentations, and other media methods to edueate the general publie about AFW.

The next eirele of expansion rippled aeross the state in the form of "The Best Game in Town." This was a questionnaire designed by Don Dillman and John Wardwell, Extension rural soeiologists—demographers—who played still another vital Extension role in the AFW program. Many other WSU resouree people were ealled upon throughout the program, ineluding those from widely varying diseiplines, i.e., home eeonomics and wood technology.

As a paid newspaper insert earried by most daily newspapers in the state (and used at no eharge as part of their regular edition by some of the state's weekly papers), "The Best Game in Town"—a multiple ehoiee quiz—gave virtually all Washington eitizens a ehanee to make their wishes known on the variety of subjeets broadly based on state task foree and regional deliberations.

As a newspaper supplement, the postage-free questionnaire was addressed direetly to the Governor's offiee. Copies of the questionnarie were also available at eounty Extension offiees. To date, more than 50,000 of these have been returned.

Next it was back to Dillman and his rural soeiology eomputers—many of the human variety. After putting order to the questionnaire results, they earried out four separate surveys as a multiple cheek. These surveys were designed by WSU personnel to measure the reactions of eitizens to the goals and polieies developed during the spring and summer.

Washington State is the first in the Nation to try futures planning where all eitizens were eneouraged to get in on the aetion. Twenty-two states ahead of Washington have tried some form of futures planning, but none to our knowledge have the kinds of inputs Washington attempted.

If your state is next, Bob Wileox, a foreign trade eeonomist whose initial assignment with WSU Extension was to eoordinate its role in AFW, might help you. He is eonfident that Extension's role ean never sueeeed without full involvement of the direetor and other key administrative staff, ineluding distriet supervisors. Extension should help eoordinate the media effort. He feels leadership for Extension's part should be uneneumbered with other duties.

There should be eontinuous liaison with the state agency responsible for the program. (In Washington, it was the Offiee of Program Planning and Fiscal Management.) An adequate budget and flexibility in using funds are also essential. A new relationship with ageneies having a different approaeh to working with people ean be antieipated. There has to be working flexibility to aeeommodate the unantieipated.

Wileox sees Extension Serviees benefitting from such programs by involvement with eitizens aeross all subjeet-matter fields. Extension ean grow through eontaets with new leadership and beeome visible to the nonfarm audienee. He also sees Extension identified as an ageney eoneerned with emerging needs.

Problems that result from unplanned growth are familiar to everyone. The state task foree has met a fifth and sixth time to draft reeommendations in eight poliey areas for the Governor, the legislature, and the general public. Thus, "Alternatives for Washington" offers eitizens a ehanee to be aetive makers of history, rather than its helpless vietims. And Washington Extension is proud to have played a role in helping eitizens to "invent the future." □

Teams plan for the future.

Community spirit spurs homes for senior citizens

by
Kathy Alison
Communications Specialist
Agricultural Communications
The University of Arizona

Extension workers throughout the Nation work hand-in-hand with county, state, and federal agencies to make their communities a better place for citizens. This story of an Extension agent working to secure a loan through the Farmers Home Administration (FmHA), the lending agency of USDA, is one example of this cooperative effort.

"People kept telling us we'd never succeed. Now they want to know how we did it."

These words, coupled with a sigh of relief, tell the story of Extension Home Economist Billie Hagler and Rev. Gordon Blunt and their 2½-year successful campaign to secure a $750,000 loan from Farmers Home Administration (FmHA). The loan will be used to build a retirement community in Nogales, Ariz.

The 46-unit complex will serve low and low-middle income residents of Nogales, a city of 10,000 located on the U.S.-Mexican border.

Ms. Hagler, University of Arizona Extension home economist in Santa Cruz County, serves as secretary of United Church Village, Inc., the nonprofit corporation that secured the loan.

Rev. Blunt, minister of the United Church fellowship and chairperson of the corporation, as well as the Council on Aging in Nogales, said the project was designed to fill a need.

"Many senior citizens can't live in isolation. They may not need medical care, but their loneliness is overpowering. When United Church Village opens in September 1975, it will give our senior citizens a place to live where they'll feel part of a community."

Securing the loan was a frustrating experience for both Ms. Hagler and Rev. Blunt, the only two members of the original corporation board who saw the project through.

Billie Hagler says she almost quit many times. On one of the more trying days, she mentioned her frustrations to Rev. Blunt. His reply, she recalls, was "what will be will be. But if the village isn't built, it won't be because we didn't fill out the papers."

"That gave me the incentive I needed to stay with the project," Ms. Hagler says.

Neither realized the amount of paperwork they had submitted during those 2½ years until the final loan papers were signed this spring. "They had a file at least two inches high," Ms. Hagler laughs.

Because of their frustrations, Rev. Blunt developed what he calls his blueprint of action. He has received so many queries about the project that he decided to outline the steps his group took to secure the loan.

"We started out as a group of church people who felt a need to help the aging in Nogales. We formed a non-profit corporation to gain recognition as a completely neutral organization," Rev. Blunt explains.

"Then we took a survey of the need within our community for a retirement village," Ms. Hagler says.

Home Economist Hagler organized the survey, and she and Extension volunteers provided the legwork. "Before we could apply for FmHA funds, we had to establish a need 1½ times greater than the number of units we wanted to build.

Billie Hagler (right) and Rev. Gordon Blunt read a brochure explaining the new United Church Village concept.

"Since we are a non-profit organization, we had no funds for the survey. We desperately needed money for stamps, paper, and other miscellaneous items. A local church donated $500 to run the survey and get the corporation off the ground," Ms. Hagler continues.

Securing this necessary seed money is another step in Rev. Blunt's blueprint.

"Next, we needed a building site that met FmHA requirements, including a price ceiling," Rev. Blunt says. "We found some land that was close to a shopping center, an ideal location for senior citizens who usually have limited transportation facilities."

"We did run into a problem with the land that we hadn't anticipated," Billie recalls. The night before the final loan papers were to be signed, the board discovered that the land they had planned to buy wasn't zoned for multiple dwellings. "I almost gave up at that point," she says.

But, instead, Ms. Hagler and Rev. Blunt organized a drive into the surrounding community to ask residents to sign a petition that would change the zoning.

"Since the residents spoke only Spanish, we were afraid they wouldn't sign for fear they were losing their homes."

But the senior citizens spoke Spanish and volunteered to do the canvassing. A local bank provided a notary public for each canvasser to validate the signatures.

"We waited in a nearby restaurant while the senior citizens asked for signatures. When the final tally came in, we had enough. The amazing thing was, not one resident who was home that night refused to sign," Ms. Hagler says. The loan papers were signed the next day.

The final points on Rev. Blunt's blueprint include hiring a sympathetic architect who'll struggle with a limited budget and understand the needs of senior citizens. This includes their recreational and fellowship needs as well as the structural design of the complex.

"We also arranged for training of management personnel for the complex," Rev. Blunt adds.

"The only thing besides faith that got us through," Billie concludes, "is our persistence in asking questions. We never would have received the loan if we hadn't asked hundreds of questions."

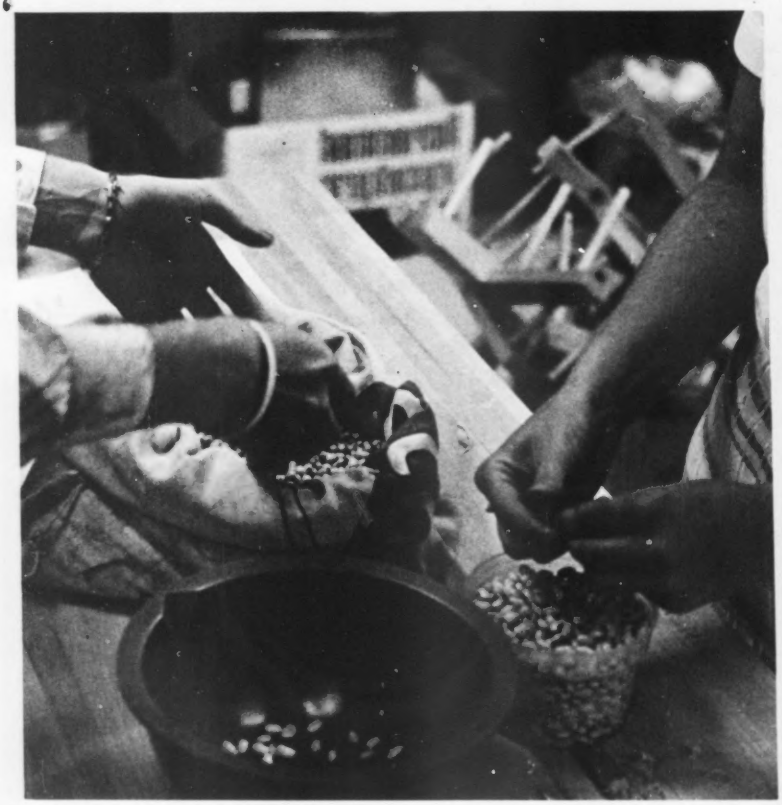
When United Church Village opens in September, residency will be based upon retirement incomes ranging from $3,000 to $10,000. The rent paid by residents will be used to pay back the FmHA loan.

Thanks to Extension Home Economist Hagler, Rev. Blunt, and other members of United Church Village, Inc., many senior citizens of Nogales, Ariz. now will not have to live with loneliness. □

The United Church Village is the new 46-unit senior citizen complex under construction.

"Super soybeans" snowball

by
Margaret Mastalerz
Extension Specialist-Press
West Virginia University



County Extension workers shell soybeans for dishes they prepared for "Soybean Night."

"Super soybeans" are now an ongoing program aimed at proving the nutritional impact protein-rich vegetables can have on the diets of West Virginia families. Mason County Extension workers are currently introducing them to farmers, 4-H'ers, homemakers, and the general public.

"The main thing is to get people to eat them and decide themselves whether or not they like them," said Vicki Keefer, home demonstration agent. "They've been labeled as cow feed, so we tell people that cattle eat corn and so do we."

Last year when soybean prices for cattlefeed started to rise, Carl Cook, county Extension agent, began testing varieties to see what could be grown in the area. He found some edible types that could, and the soybean-as-food idea began to snowball.

EFNEP homemakers were given some leftover yield trial seeds and asked to grow soybeans in their gardens. Virginia Voight, nutrition aide, helped homemakers prepare dishes with the grown vegetables and Extension agents served as a tasting panel. Next a "Sir Soy" project was designed for 4-H'ers and others to learn how to grow the beans and prepare family meals with them.

These first steps culminated in "Soybean Night" held at the county Extension office. The evening meeting was first arranged to announce yield trial results. "But as things evolved, they got more involved," Cook said.

Keefer, Voight, 4-H Agent Roberta Asbury, Secretary Lucy Cullen and state staff also contributed to the meeting.

With advance media publicity and

It's a culinary delight. Approval is expressed by tasting panel (left to right) Vicki Keefer, home economist; Roberta Asbury, 4-H agent; and Carl Cook, county agent.

public interest in the subject, that evening's audience included farmers, senior citizens, homemakers, 4-Her's, club leaders, and even a high school biology class. "It was a good cross section of the county," said Cook.

First Charles Sperow, Extension specialist in agronomy, reported on yield trials. Prospects for raising soybeans commercially in Mason County appeared to be very good. Interest was high for continuing trials during the next year.

Asbury introduced the "Sir Soy" project. Then Ngaire vanEck, Extension specialist in nutrition education, spoke on the value of soybeans in human nutrition. Voight discussed a wide selection of grocery items, donated by three local stores, that contained soy products. She encouraged people to read product labels for contents. Keefer discussed soybean recipes and distributed copies to the audience.

The evening's highlight followed. Each county Extension worker had prepared a dish: roasted soy nuts, soybean dip, soy-nut brittle, baked soybeans, peanut butter cookies made with soyflour, and oatmeal cookies containing soy protein.

The audience was invited to taste all and rate them according to their likes and dislikes. Each "chef" stood by and answered questions about what they had prepared.

"We went from variety trial results to tasting the product," Cook said. "People who came for one thing saw the others, too. After the program one man invited us to come down to his place and get all the soybeans we wanted, so we did."

Labelling the evening's program a success, vanEck said: "The beauty of this meeting was that the same thing could be done to promote any food product. And without close cooperation and a real team effort, it could not have been possible."

"Soybean Night" was not a one-shot effort. Next, the agents reached more people by holding a soybean tasting session at a local bank, handing out recipes, and supplying seeds. People who like them have been encouraged to grow their own and to ask local grocers to stock the beans in their stores. Currently, in West Virginia, most commercially sold edible soybeans—found only in health food stores—are expensive.

"Very few vegetables grown in Mason County are sold commercially," Cook said. "So, if soybeans are grown here, they'll probably be eaten by the growers. We have almost doubled the acreage of soybeans planted in the county since this program began."

At a recent county fair, Asbury and Keefer were swamped by soybean enthusiasts at a booth they'd set up for soybean tasting. "We couldn't keep them away," Asbury said. "People kept coming back for more."

Agents are enthusiastic about their progress and plan to continue bringing soybeans to more West Virginians. They've even had other state Extension agents taste a bean dish at an annual conference where Keefer contributed a soybean dip. "The majority didn't even know what they were eating," she said, laughing.

The reason for their success? All say it is cooperation. "We try to do as many things as we can together," Cook said. "We're the Extension office here, not just 4-H, agriculture, or home economics." □

Twilight time in Iowa

by
J. Clayton Herman
Asst. Extension Editor

and
Jeanne Michels
Editorial Assistant
Extension Information
Iowa State University

A crowd of people waiting for something to happen implies excitement. After a few early arrivals, it soon swells.

The noise of buzzing voices increases as small groups of people begin visiting within the larger group. Conversations grow louder as old friends greet each other from across the clusters of people.

The sun begins sinking lower in the sky. Soon a voice on a loudspeaker says the meeting is ready to begin.

All conversation stops. Attention focuses on the speaker—usually a county or area Extension director. The speaker's message directs the crowd to board waiting hayracks or autos for a tour.

This scene is typical of the beginning of an Iowa Extension twilight meeting. The excitement the people came for is a first-hand look at the results of applied research.

These twilight meetings are becoming increasingly useful in drawing farmers to Iowa Extension programs. Their success is due to many reasons:

"To succeed, twilight meetings must be of a single topic with appeal to the specific audience," said Russ Swenson, Cedar Rapids area Extension director.

"Also, there is little competition for the audience's time, the location is convenient—often on a neighbor's farm, they are timely, and they take place when the producer is concerned or when results can best be shown."

"Twilight meetings are not successful if dealing with involved topics requiring intensive use of visuals and gadgetry," warns Alvin Goettsch, Waterloo area director.

"They are best suited to teaching 'how or what,' but less effective in teaching 'why.' They can be an effective tool in developing a well-rounded program, but are still only one teaching method. They need support if total education is to be achieved," he added.

"But, their social effect should not be minimized," Goettsch continued. "Many farm operators are looking for a reason to shorten their work day."

People like meetings based upon result or method demonstration. "They know the work being done 5 miles from home isn't all theory. For many people, these meetings serve as the 'clincher'—the final persuasion to try the practice being demonstrated. For others, the meeting serves as the 'motivator' for more information," Goettsch concluded.

Davenport Area Director Richard Munster points out, "Twilight meetings call for better planning because of such things as weather. You must have built-in flexibility in case of inclement weather. Lenders like to sponsor refreshments and be on the program." He added: "This provides an opportunity to involve more people in our Extension programs."

A Federal Land Bank manager on one program said, "I enjoy the opportunity to take part in meetings of this nature. This helps us promote our organization while providing a service to farmers in the area." He went on to praise Extension efforts and to offer assistance with any future programs.

"Twilight meetings also give Extension personnel more time to develop an 'off seasonal' educational effort," said Thomas Robb, Des Moines area director.

"If meetings are timely, the audience responds well," reports Henrietta Van Maanen, Fort Dodge area Extension director. "Summer twilight meetings relieve some of the heavy winter teaching load. They

A portable PA system often is the only equipment needed at a successful twilight meeting.

often deal with more specific problems than do many day meetings. This gives farmers an opportunity to look at problems as they occur in the field.

Usually informal, twilight meetings rely on demonstration rather than lecture. Farmers can then see the results at the site. Brief and to the point, they deal mainly with "how" and don't go deeply into "why." This informality encourages more farmers to ask questions.

Another advantage of twilight meetings is that not much equipment is needed. A portable PA system often is the only equipment used.

Extension personnel participating in the program like twilight meetings better than night meetings. They can get home from a twilight meeting by 10 p.m. Evening meetings usually take 2 to 3 hours of the farmer's valuable summer daylight time.

An ideal time for a twilight meeting is after a rainy day when the sky clears that evening. Farmers haven't been in the field that day because it is too wet. An evening Extension meeting is almost like recreation on such a day.

That was the type of day June 11 at a conservation tillage tour in Adair and Guthrie counties conducted by Extension Director Roger Walston. About 60 farmers attended this twilight meeting.

Farmers at each stop told about their conservation tillage program and answered questions. This technique helped all the farmers talk to each other. County Extension directors and the area Extension crop production specialist were available to answer technical questions that host farmers could not handle.

An analysis of the use of twilight meetings as an Extension tool in Iowa reveals these characteristics:

Twilight means the meeting is held in the evening, usually between 6:30 and sundown.

Differences between twilight and daytime meetings—outside vs. inside, demonstration vs. classroom, informal, held on location where results are viewed, practice-oriented, brief and to the point, one-topic, not much depth into why, more questions from audience.

Type of subject matter in twilight meetings runs the gamut, including animal production (beef, sheep, hogs, dairy, horses), herbicide demonstrations, weed control, all types of crop management and field tillage demonstrations, crop handling and drying, land appraisal, silage making, and animal branding demonstrations. Thus, subject matter is not necessarily different from day meetings.

Audience makeup of twilight meetings appears to be similar to daytime meetings. Twilight audiences are made up of farmers, realtors, agricultural suppliers, various farm-oriented company representatives, producers specializing in the subject-matter topic of the meeting, fertilizer and chemical dealers, seed dealers, credit representatives, vo-ag and veterans' instructors, and feed industry people.

However, when comparing audiences at daytime and twilight meetings on the same topic and even on the same day and location—farmers win as being the most predominant at twilight meetings. Since a farmer is on his own time around the clock, twilight meetings seem to suit him best.

Audience response to twilight meetings generally is excellent, enthusiastic, and positive. Those attending stay after the organized program to ask questions and to visit others attending.

Goettsch's comments sum up the satisfaction of area directors with these meetings: "Twilight meetings have become a deliberately planned part of our educational program," he said. "They are effective. We reach new clientele as well as established and they help provide validity to regular meetings." □

Sometimes a "wagon train" is needed to transport visitors on a twilight tour.

Single fathers—adjusting to a new lifestyle

by
Jim Lutzke
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Office of Information Services
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Michigan State University

Rowlf Hawkins was shopping in a western Michigan supermarket with his 2-year-old daughter. Suddenly the small girl announced that she had to go to the bathroom . . . NOW! Hawkins was stymied. His youngster was afraid of strangers and didn't want to go into the restroom by herself.

Fortunately, Hawkins' crisis was resolved moments later when a neighbor woman showed up and gladly escorted his daughter into the bathroom.

While a dilemma of this sort may seem small and unimportant, it is typical of the kind of problem faced by thousands of men across the Nation, who are like Rowlf Hawkins: young, with small children, and divorced.

The trauma of divorce often leaves an individual in a state of confusion and shock. The security of love is gone, her or his self-image is in serious jeopardy, and the future looks bleak. The divorced person must adjust to a new lifestyle filled with problems never before experienced. It is during this transition period that the right kind of help is often crucial.

For Hawkins, help came in the form of Ann Scott, Kent County Extension home economist. Rowlf, a camera operator at a Grand Rapids TV station, met Ann when the agent was producing a series of television programs aimed at area homemakers.

After receiving nutrition and child-rearing information from Ann, he discussed the possibility of forming an organization to help divorced fathers adjust to their new way of living.

When the agent met a second divorced father, Roger Scholz, she introduced him to Hawkins. The men found a great similarity in their divorce experiences and soon became aware of the positive effect each had on the other.

Scholz, 25, is a custodian in the Cedar Springs school system. "I worked with Ann's husband," he said. "When my divorce became certain, I went to Ann. There was no place for a man to go to talk over this sort of problem. Through Ann, I met Rowlf and talked over my problems with him. It helped. I obtained custody of my son, and we began to talk about forming a group to help others in the same situation."

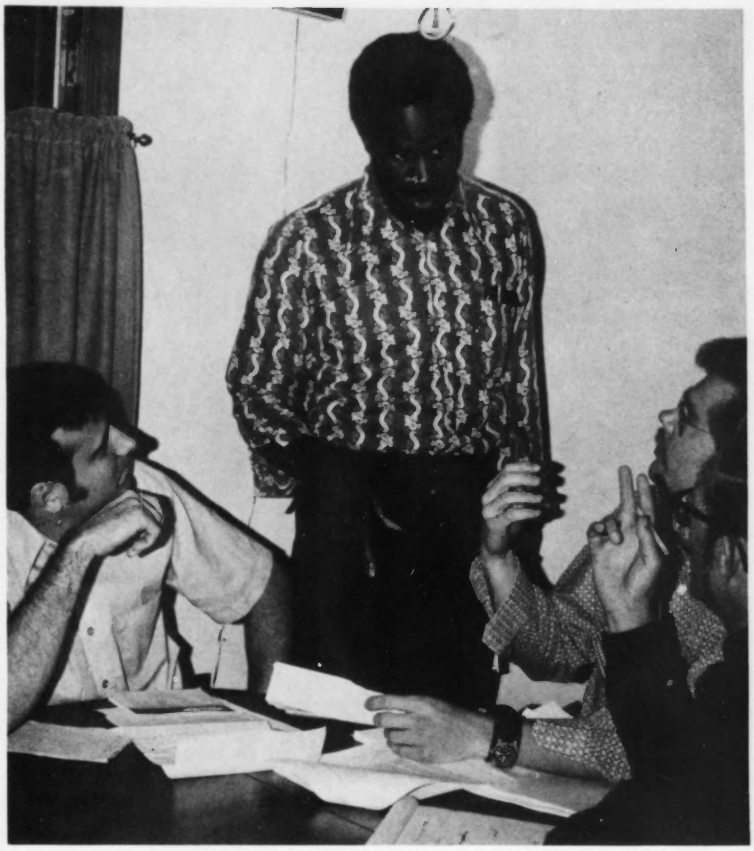
Even though Scholz and Hawkins both tried to discuss their problems with ministers, psychologists, and other professional counselors, they both found this approach very disappointing.

Another problem that continues to frustrate divorced fathers is court attitudes toward child custody. Traditionally, courts have almost automatically awarded custody of the children to their mothers.

"Who's to say a mother can love the children more than the father can?," asks Scholz.

"It's a learned trait," says

Rowlf Hawkins shows home economist Ann Scott how he prepares a family meal—with the help of daughter Christie.



SFA leadership committee members discuss group policies and problems. From left are: Roger Scholz, Walt Durha, Rowlf Hawkins and Rich Studda.

Roger Scholz watches as his son enjoys a fire station built by his father.

Hawkins. "If women can learn it, a man can, too."

"Fathers in our group have been telling us their lawyers tell them the best they can expect with regard to the children is good visiting rights," says Scholz.

"Parents should go into court as equals. Human rights are important, and the courts are just beginning to take a look at the rights of divorced men. Things are slowly changing from the traditional position, and I hope they will continue to change."

With the assistance of Ann Scott, Hawkins and Scholz formed their Single Fathers Association (SFA) in January of this year. They have spread word of the organization through television and newspaper ads, but mostly by word-of-mouth. In the few short months since the group's founding, membership has spurted to 81. Anyone wishing further information concerning SFA should contact Roger Scholz, 126 Ash St., Cedar Springs, Mich. 49319.

SFA members have spoken to several church, school, and service groups throughout western Michigan and have been amazed by the support they've received from women. They are currently working with legislators on an "amnesty" bill for fathers who are unable to make child support payments to their wives. Under present law, inability to make support payments makes a divorced man eligible for jail. The SFA hopes to see that law repealed.

One of the important things SFA has done to help its own members is to set up a crisis intervention system.

"We designate certain members to be available to receive phone calls at any hour of the day or night," explains Hawkins. "We have people calling whenever the need hits them, and their problems cover a wide spectrum—from personal despair to irrational plans for escaping some of their problems. The job of the men staffing the phones is to empathize with the callers, not sympathize."

"They say you've got to crawl before you can walk," says Scholz. "Well, right now we're crawling—but we're going to walk!" □

Forty percent of the American workforce

by
Jennie Farley
Director, Women's Studies Program
Cooperative Extension Service
Cornell University

The first rural sociologists in America were itinerant preachers who rode from town to town with their Bibles in their saddlebags. They competed for people's attention with sellers of patent medicine and with conjurers and tinkers.

Sometimes I look at us Extension people who criss-cross New York—a state as big as England—and I think we combine some of the talents and have all of the troubles of our predecessors. I only hope we do as much good and as little harm.

The Extension efforts at Cornell University have recently added a new focus. We've branched out seeking to help working women. Recognizing that 40 percent of American workers are women and that some 43 percent of women of working age are employed for pay, we strive to serve their needs and to extend what is discovered at research institutions to help them.

What exactly do we know about working women? Not enough. It is clear, though, that most women work from pressing economic need. Eighty-five percent are either single, widowed, divorced, separated, or married to men who earn less than $6,000 a year. They have to work; they often have children; they always have homes to manage; they never have wives to smooth the path. It is also well documented that women earn less than men—for every dollar in the male's pay envelope the female finds 60 cents.

This is due in part to the work women do. When we are professionals, we are often bunched into four occupations: nursing, teaching (except college level), library work, and social work. Men dominate all the other professions, and they are moving into ours a lot faster than we are crossing into theirs.

Those of us without college training are clerical workers, salesclerks, non-skilled factory workers, and domestic workers. We have always entered a much narrower band of occupations than our brothers have—that tradition is slow, very slow, to change.

Armed with this information, and the results of other research, we Extensioners are making our way into small communities and big. There we offer conferences for older women seeking to go back to work or to reenter college, programs for teenage girls trying to find the work they want to do, courses for women workers wanting to be more effective in their trade unions, programs for women stalled in dead-end jobs, who want to move up in the organization or out of it to greener fields.

Also, conferences for women who are dissatisfied with the schools' treatment of their daughters, with the kind of health care they receive from men, with the extent to which women's organizations have effected legal change in women's status, with the role women are allowed to play in religion. International Women's Year *is* being celebrated.

Women's programs are exciting to plan and soul-satisfying to participate in. Wherever I go, it seems, I find women's groups anxious to hear my news and to tell me theirs.

Women are satisfactory, no question about that. And women's groups on my beat are up to new and interesting things. Church auxiliaries are mounting courses on women, the YWCA's are getting working women together to take needed action, the women unionists are helping and supporting one another. They cross barriers of age and class and color to work together. One woman heard me out and said with some surprise, "The way the others talked you up before you came, I thought you'd walk on water! But you're just like us." Of course I am. That's the beauty of the women's movement. We're beginning to realize what we have in common. The League of Women Voters joins with NOW; the Rosary Society finds common ground with Women's Liberation. One day, as I left a conference, a guidance counselor wrung my hand and said, "You work from where you are, we'll work from here. We'll be invincible!"

And I am convinced that my work is almost done. It should go the other way. These women should be teaching us at universities, telling us what needs to be done, and just how to do it. And then I swing to another part of my job: speaking to men's groups and telling them what women tell me.

There, the barriers are high and the

Jennie Farley (center) discusses her experiences in the Women's Studies Program.

path is rocky. One doesn't feel so invincible. The knees knock together, the voice comes out a croak, the notes get unaccountably shaky.

Where are the waves of support that flow up from audiences composed of women? Gone, all gone, when I face a group of union men, or a fraternal organization, or a men's service club.

The awkwardness sometimes begins with the introduction where there are many references to "presenting this young lady" (I am 42); "this little gal" (I am medium-sized); "this lady professor" (professor is title enough); and uneasy assurances before I utter a word that "this won't be any of your 'women's lib.'"

Once a group of fatherly types serenaded me at the end of my remarks. I spoke of the urgent need to help women achieve equal employment opportunity; they responded by singing gallantly, "I want a girl just like the girl who married dear old Dad."

Men will often ask, with a broad grin to their colleagues, how come there isn't a program called "Men's Studies." My answer is that most of the university's curriculum centers on men writers, men's contribution to literature, male artists, men's research on men. Sometimes I ask why no women are ever invited to join their clubs.

I've discovered that more and more men have stopped laughing and sneering and are starting to listen. There are men all over our state who never honestly thought about the situation of women and never saw anything unfair about it until recently. They are trying to beat down old prejudices.

One man apologized to me after a session in which his questions had been more hostile and obnoxious than any he'd ever ask a man. "I don't know why I acted like that," he said. "Now I kind of wish my daughter could have heard you. Don't you give up!" I told him I wouldn't, and I won't.

Extension workers, we who have sunburned left arms from driving around the state to spread the word, include women now enroute to meetings which draw a new kind of woman. As a representative of that group, I lack the preacher's eloquence, the conjurer's tricks, the politician's experience. But I have something important to say about what women are up to. Whatever else we all may stand for, we certainly do not stand against men or against children. That is "The Word" that I spread with humility and pride and gratitude for the opportunity. □

TAP turns on Indiana teenagers

by
Ed Kirkpatrick
Information Specialist-News
Cooperative Extension Service
Purdue University

TAP—an Indianapolis inner-city Teen Action Project—has "turned on" more than teenagers in Indiana's capital city.

It has tapped a reservoir of adults, who are participating in and accepting leadership of a program that could do much to improve the inner-city picture. Now in its third year as a model program in a major U.S. city, TAP has taught its developers perhaps as much as its participants.

Initiated by the Indiana Cooperative Extension Service (CES) through special federal, state, and local funding, TAP's challenge was—and still is—to make Extension's youth program as effective in the inner-city as it has been in the rural and small community.

The urgent need for urban youth—especially those in major cities—to learn through participation and assumption of responsibility and to realize something for their achievement was recognized at the outset.

In this case, the program catalyst was 4-H.

Despite Extension's tremendous effort in Marion County (16,000 involved in 4-H programs—tops in the Nation for a single county), surveys showed that still some 60 percent of the young people in the inner-city weren't participants.

A unique program called "The Happening" was initiated in 1969. An educational version of the day-camp concept, it reached 8-to-12-year-olds and did much to develop the interest of the preteen.

New approaches followed. And under the leadership of Dr. H.G. Diesslin, director of Indiana's Cooperative Extension Service, TAP was born.

Joseph (Joe) H. Finnell, Jr., Extension agent-youth in Marion County since 1968 and one of the organizers of "The Happening," became TAP's director. Working with him, especially in the initial phase, were R.J. Frist, assistant director of CES and state 4-H leader; E.L. Friekey, head of the 4-H department at Purdue University; Avery Gray, assistant department head; Ed Ragsdale, assistant area administrator, and Al Pellm Marion County 4-H program leader.

With a leadership structure composed of adults and teens in the inner-city, the program would provide self-determined group experiences, an opportunity to learn and earn with responsibility, and a solid background in nutritional concepts.

Finnell spent 3 months interviewing, questioning, and rapping with teens of all ages, walks of life, and situations. Their responses were not unexpected. They wanted "a piece of the action" in program development and management; they liked group participation; they wanted to participate in sports,

A volunteer assists 4-H'ers in a TAP crafts project.

Keeping score on the TAP summer sports program.

dances, rap sessions, money-making opportunities, and community service projects.

Finnell then selected four initial target areas. These areas were based largely on need, concentration of teenagers, high crime rate, racial mix, and housing makeup. However, after launching the program in all four, he soon learned it was better to work first in one area, develop a sound start, then move on to another.

"I also realized that developing a cadre of volunteer leadership must take top priority," Finnell said. "So, using a back-door approach, I organized adult softball leagues. The intent was to entice urban residents who might eventually become volunteer leaders in the TAP program."

From these simple firsts, Finnell built a group of volunteers through leadership tasks done several times, leadership skills developed within small groups, neighborhood leader roles, regional leader teams, and finally major subcommittee and urban advisory council assignments.

Once the adults became involved in directing the program, he reminded them of TAP's objective—working with young people. "The advisory body is now dedicated and concerned with the teenage program and is becoming a self-perpetuating group," Finnell said. "These adults also express a desire to see TAP remain an integral part of the total 4-H program, not a separate entity."

But TAP has gone beyond the establishment of adult leadership. It has made initial contact with more than 1,000 teenagers and has organized a teenage advisory council to work with the adult body.

"Building such a program is a slow process and requires patience," Finnell said. He also found it is unwise to promise what you can't deliver.

Some of TAP's activities for teens include:

- educational and recreational trips to museums, farms, recreational centers, public parks, and industry.
- foods and nutrition education, using anything from basketball clinics to fashion clinics as attractions.
- small money-making projects involving silk screening and candle refilling.
- recreation involving fun days, swimming trips, dances, with "battles of the bands," and sports trips and programs.
- remedial reading activities (included with other activities and not a separate program).
- rap sessions to establish a stronger rapport with inner-city teens and adults. (Also, a clearinghouse of teen information.)

Although Extension is working alone in some program areas, Finnell said he has found cooperating or operating with other agencies most effective. "It provides for complementing and supplementing other programs, as well as ours," he pointed out. "It also eliminates competition, creates coordination of effort, and allows us to double our target areas."

What does Finnell propose for the future? He wants to:

- continue to develop and strengthen the volunteer structure.
- develop a self-evaluation tool for advisory councils.
- develop more advisory councils at the community level.
- increase the number of available activities, through teen leadership and Extension staff in order to meet the needs and interests of more youths.

Indianapolis, the Nation's 10th largest city, is fortunate to have had this pilot project. If nothing else, it has demonstrated to people in the inner-city that they can work in and assume leadership of a program that will provide a better tomorrow for the youth of today. □

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people and programs in review

Treasure Trails in the U.S.A.

Honoring the publication of **Treasure Trails in the U.S.A.** *are (left to right): George E. Hull, Associate Administrator, ES-USDA; Epsy Johnson of Mississippi, author of the book; Opal H. Mann, Assistant Administrator, Home Economics, ES-USDA; and Paul A. Vander Myde, Deputy Assistant Secretary, Conservation, Research, and Education, USDA.*

Planning to travel during the Bicentennial year? Don't just follow the other tourists. Read up on the area you're visiting in a new book called *Treasure Trails in the U.S.A.*

Extension homemakers all across the country—spearheaded by Epsy Johnson, cultural arts chairperson for the National Extension Homemakers Council (NEHC)—helped create the 224-page guidebook. It contains maps, brief histories of all the states, along with 50-100 historic, geographic, and economic places of interest.

Copies are available for $3.95 from Extension homemaker clubs, or by writing to: North Plain Publishing Co., Box 910, Aberdeen, S.D. 57401. Profits will be used for leadership training and educational purposes.

Soobitsky Named "Outstanding Young Man" for 1975

Joel Soobitsky, ES 4-H program leader in resource development and urban programs, has been named to the 1975 edition of "Outstanding Young Men of America." He was honored for "his accomplishments in seeking to make states, cities, and communities better places in which to live."

First Rural Crime Study Completed

Howard Phillips, an Ohio Extension rural sociologist, has completed "the first comprehensive rural crime study conducted in the United States." While the rural crime rate has almost tripled in the 10-year period, 1963-73, less than one-half of rural crimes are reported. Since rural people in the past have not been forced to take precautionary and preventive crime measures, few are taken. "Perhaps now is the time to turn the corner," the report states.

Michigan Dairy Specialist Honored

The American Dairy Science Association (ADSA) recently honored Dr. C.E. Meadows, Michigan State University Extension dairy specialist, with the De Laval Extension Award. Given for his outstanding service to the dairy industry in the field of dairy cattle genetics and breeding, the award was presented at the 70th annual meeting of the ADSA in Kansas. More than 1,100 people, representing all states and several foreign countries, attended the 4-day meeting.

Pick Apples Properly

That's the name of a new slide set (A-64) developed by Fred Dreiling, VPI horticulturist in cooperation with ES-USDA. Featuring the proper way to pick apples and maintain their quality at the retail level, the 29 slides and script are available for $13 from the Photography Division, Office of Communication, USDA, Washington, D.C. 20250.